

Miracle ^{A Daily}



A student
guide to
journalism
and the
newspaper
business



Glossary

Box

A sidebar or a design feature contained within four perpendicular rules

Broadsheet

A full-sized newspaper page, usually around 21-23 inches high x 12 - 14 inches wide.

Budget

The articles proposed to fill that day's news hole

Circulation

The number of newspapers sold or distributed; the newspaper department responsible for selling and delivering newspapers

Classified ads

An (inexpensive) ad offering or seeking merchandise or services such as automobiles, housing, or jobs

Copy

Words in a newspaper

Copy desk

The editors who check for accuracy, style, grammar, etc., and write headlines and cutlines

Dateline

Where (and sometimes when) a picture or story originated

Display ads

Ads including both copy and graphics, designed to attract readers' attention. Unlike classified ads, they are placed throughout the newspaper

Editorial

An essay that gives the newspaper's official position on an issue, which regularly appears on an "editorial page" that is separate from the news pages.

Feature

An article or item that is not news: comics, advice columns, art, theater reviews, human interest stories, etc.

Graphics

Charts, graphs, or other illustrations that enhance the look or aid in understanding a newspaper story or article.

Half-tone

Pictures made up of dots of different sizes

Layout

To design and arrange the elements of a page

Letters to the Editor

Usually appearing on the editorial page, the letters provide readers with the means to respond to what they read in the newspaper.

Key Newspaper Terms

Flag

The newspaper's name (also called a nameplate) on page one.

Ear

The space in the upper right or left corner of the front page.

Mugshot

Small photograph of a person's face, often a file photo.

Headline

(Also hed) A large-type summary at the top of a story.

Cutline

The identification and/or explanation of a photograph.

Rule

Straight line on a page.

Byline

The name of the person who wrote the article.

Index

A list of sections and features and their page numbers.

News hole

The space for which news and features are budgeted after ads are inserted, or laid out

Offset press

A printing press in which a plate makes impressions on a rubberized blanket, which transfers the image to newsprint

Opinion pages

That section of a newspaper that presents columns by writers who can be syndicated, regular contributors, one-time contributors, or newspaper staff members; also called the "op-

ed" pages (for "opposite the editorial" page)

Paginate

To design or lay out pages on a computer

Political cartoon

A cartoon that uses satire or caricature to comment on current events or issues (also known as an editorial cartoon)

Rim editor

One of the copy editors who does the first reading of final copy

Your Daily Newspaper

FRIDAY, OCTOBER 14, 2005

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A Freshhand look: Senate Majority Leader Bill Frist took a helicopter tour of the Texas-Mexico border yesterday.

Frist to take on border bill first

Immigration reform will come later

By Stephen D'Amico
THE WASHINGTON TIMES

Senate Majority Leader Bill Frist said yesterday that the Senate will tackle border security and interior immigration enforcement before turning to the broader question of immigration reform and a guest-worker program.

"It is a separate issue, but it's one that people understand," the Tennessee Republican said of border security. "It's an immediate issue, it needs to be addressed more aggressively, we need to do that."

Speaking with The Washington Times by telephone after a helicopter tour yesterday of 300 miles of the U.S.-Mexico border in Texas, Mr. Frist said he does not know whether an immigration bill can pass this year because of a heavy workload, but

the Senate will pass a bill before adjourning next year.

He said the next immigration bill should address border security and could cover interior enforcement as well.

As majority leader, he controls the floor schedule of the Senate, and his decision will please many conservatives, who are calling for enforcement first.

But it puts him at odds with President Bush and immigration rights advocates, who have said they want action on a broader guest-worker program this year.

His position on tackling enforcement first is similar to former House Majority Leader Tom DeLay, who says the government must prove to voters

that it can enforce immigration laws before Congress turns to a guest-worker plan.

"I think what I'm saying is probably parallel to that," Mr. Frist said. "The understanding of immigration issues will be accelerated by the condition of understanding what border security is about, what internal

see FRIST, page A14

• Texas sheriff criticizes law federal border security A11

Iraqi ploy foils terrorist attack



Firefight: Lt. Hayder (left) and Capt. Furat, both of the Iraqi army, fired machine guns at assailants who attacked their convoy in Baquba, Iraq, yesterday.



Chopper cover: Iraqi army soldiers escorted a decoy convoy of trucks containing no election ballots from Baquba. The real convoy arrived safely in Musayib.



Taking aim: Capt. Furat fired at terrorists hiding in a palm grove who tried to ambush the decoy convoy. Thirty Iraqi soldiers participated in the operation.



Casualties: One Iraqi soldier and two Iraq election workers were wounded in the attack on the decoy convoy, but they were expected to recover.

Decoy draws fire as ballots reach their destination

By Maya Alteruzzo
THE WASHINGTON TIMES

BAQUBA, Iraq — Joint Iraqi and U.S. security forces foiled an attempt by terrorists to ambush a truck delivering ballots to the nearby city of Musayib yesterday, one in a series of attacks ahead of tomorrow's vote on a permanent constitution.

A decoy convoy — disguised to look like it was carrying bal-

lots from the Iraqi Electoral Commission and heavily armed with Iraqi forces — drew fire from terrorists hiding in a palm grove outside of Baquba at midday.

Unknown to the enemy, three ordinary pickup trucks carrying the real ballots already were delivering the precious cargo to the city of Musayib, an hour's drive away.

Thirty Iraqi soldiers, accompanied by a reporter photographer for The Washington Times, were assigned to the dummy convoy. It was an all-Iraqi operation. No U.S. soldiers were present.

The Iraqis were ready for a fight. "By the name of Allah, the

most merciful," said Iraqi army Lt. Hayder, who, like other Iraqi soldiers, goes only by one name to protect his family from being targeted by terrorists.

This mission is dangerous. Any civilian caught in the between our cars should be seen as a threat," Lt. Hayder said before the mission got under way.

The attack began with the

bone-jarring explosion of a roadside bomb followed by a barrage of rocket-propelled grenades and rifle fire.

Within seconds, Iraqi soldiers responded with a wall of automatic-weapon fire. The terrorists ran.

see IRAQI, page A16

• President Bush praises Iraqi efforts to draft constitution A4

Conservatives call to withdraw Miers

'Stupid mistake' slammed

By Charles Hurt
THE WASHINGTON TIMES

The nomination of Harriet Miers to the Supreme Court has splintered President Bush's base and triggered a growing demand from his own supporters to withdraw her nomination.

"What a stupid, stupid mistake," said Mark W. Smith, a member of the conservative Federalist Society who has actively supported Mr. Bush but wants to see the nomination withdrawn. "You cannot fix this for 25 years."

Conservatives have stuck with Mr. Bush through the bloodiest and gloomiest days of the war in Iraq, held firm as administration officials are investigated for revealing a CIA operative's identity and given him a pass on the palatial federal spending. But blowing the historic opportu-

see MIERS, page A16

INSIDE

Friday, October 14, 2005
Volume 24, Number 287, 7 Sections, 110 pages



Bad choices

DOMINO'S LIFE — Model-turned-sourcery hunter Domino Harvey, the subject of a film opening today, is fondly recalled by her cousin, Washington writer Joshua Sinal. D1



Nation
DEATHS PROBED — The Louisiana attorney general's office investigates deaths related to Hurricane Katrina at more than 20 medical facilities, including charges of euthanasia at a New Orleans hospital. A3

World
DOZENS KILLED — Street battles between Islamic militants and security forces kill dozens of people in the southern Russian city of Natchik. A17

ALBUMS G1-8 Ring / A6
Believe / A5 Metro / B1-6
Business / C9-14 Movies / D6-7
Classified / E1-5 Navy / A3-10
Comics / E6 Politics / A7
Comics / A20 Puck / A4
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Grape expectations drive wine group

Terrain, climate stressed

By Jan Hieberhorst
THE WASHINGTON TIMES

For the wine industry, location is the toast of the town.

The European Union and two wine trade groups have created a new group to help educate American consumers about where their bubbly and other wines come from.

The Center for Wine Origins, which opened in the District last month, has started a three-year campaign targeting consumers, retailers and lawmakers stressing the importance of terrain and climate in giving wine grapes a specific taste.

"We want to educate American consumers on the broader issue of the importance of location," said Miranda Duncan, a spokeswoman for the center.

see WINE, page A14

District expands camera program

Foes see move to raise cash

By Barton Lively
THE WASHINGTON TIMES

D.C. officials this weekend will expand their automated traffic-enforcement program, even though a record-low percentage of motorists are speeding through the District.

Critics of the program attacked the expansion as the District's latest effort to reap more revenue from traffic cameras, which have generated about \$117 million in fines since the program began in 1999.

Two new photo-radar cameras will begin issuing tickets tomorrow. The cameras will snap pictures of speeders in the 600 block of New York Avenue Northeast and in the 3,000 block of Benning Road Northeast.

In addition, a new red-light camera will target traffic at Florida and New York avenues in Northeast tomorrow.

During the 30-day warning period, more than 23,000 vehicles were caught speeding by the two radar cameras. The red-light camera caught 546 violators.

According to the most recent statistics from the Metropolitan Police Department, 3 percent of

see CAMERAS, page A14

Iranian militants in power stir fears

By Bill Gertz
THE WASHINGTON TIMES

The rise of militants to power positions in Iran is raising new worries about Iranian military forces' deploying new weapons that threaten oil supplies or future long-range nuclear or chemical missile strikes.

Military specialists say the Islamist regime in Tehran has not invested heavily in the past decade in new tanks, armored vehicles or warplanes, but instead focused defense spending on "asymmetric" warfare capabilities.

These include Iran's covert nuclear program and new Shahab-3 and older Scud missiles that could deliver nuclear, chemical and biological weapons hundreds of miles away.

Iran's military power is under scrutiny after new Iranian President Mahmoud Ahmadinejad recently placed the country's nuclear arms program under the control of the Islamic Revolutionary Guards Corps, which are charged with protecting the regime.

Iranian forces also have purchased and built large coastal forces equipped with high-speed, anti-air cruise missiles that could be used to disrupt strategic oil supplies throughout

see IRAN, page A16

Folio

The line with a newspaper's name, date of publication, and page number.

Subhed

(Also subhead, drop head or deck) Smaller type headline under main hed.

Jumpline

Direction to continue the story on another page (e.g., "See BUSH, Page B8").

Tabloid

A newspaper half the size of a broadsheet

Thumbnail

Smaller version of mugshot.

Web press

An offset press that prints simultaneously on both sides of a roll of newsprint

Wire Service

An agency that collects and electronically syndicates (distributes) news and photographs to newspapers for a fee.

The value of newspapers

What if you had to deliver a major report every day in your class. Your presentation has to be in writing, accurate, well organized and visually appealing, for your teacher and classmates. What a huge job!

AN "A+" EVERY DAY

For sure, many of you are interested in the world around you. You want to know how well the country is being run and how your local government officials are doing.

To stay current, you could read the Congressional Record – the complete and official proceedings of the U.S. Congress. You would also want to study the annual budget presented to Congress by the Executive Branch. You would also want to talk to a lot of people so you could understand what people are thinking. Do you think you could stay knowledgeable in this way and still have enough time for school work, activities, family and friends?

One person can't keep up all by himself. That's where newspapers come in. They provide a service by employing journalists who conduct research and then report, write and edit so that it is clear, concise, accurate and interesting.

When you see how much coordinated effort is required to publish a daily newspaper, we

think you will appreciate what men and women at newspapers go through. If they were reporting every day to their teachers, we think they would earn an A+.

After you learn from reading A Daily Miracle, perhaps you will find some aspect of newspaper and "new media" work interesting as a career. Take a moment to give this some thought. It's exciting to be part of today's world of communications.

THE NEED TO COMMUNICATE

People have always felt the need to communicate and to record the events of their lives, whether by cave drawings, clay tablets, hieroglyphics – or today's newspapers.

On the American continent, Benjamin Harris published the first newspaper in 1690. Publick Occurrences was four pages long, with two columns on each page. But it didn't last long. The colonial government shut it down after the first issue.

Fourteen years later, in 1704,

Boston postmaster John Campbell published the Boston News-Letter on a single page printed front and back. Campbell's weekly publication lived longer than Publick Occurrences – until 1776. By the end of the Revolutionary War, the colonies had 43 newspapers in print.

Look at a copy of your local newspaper. It's clear to see that newspapers have come a long way in the last 250 to 300 years. Newspapers were the dominant source of news until sometime after the emergence of television in the middle of the 20th century.

Now the Internet – the "new media" – provides a huge and varied amount of news content 24 hours a day. The newspaper industry at first puzzled over what to do about news being delivered over the Internet, and then embraced it. Newspapers are now expanding into the digital world and becoming "information companies."

Many newspapers use the Internet and streaming video to distribute their news content while maintaining the newspaper as the core product.

WHAT IS NEWS?

To answer, "What is news?" you have to know about the needs and interests of your audience. Did your younger sister lose a tooth today? Most newspaper readers couldn't care less. Imagine opening up your daily newspaper and reading:

Seven-year-old girl loses another tooth

"Susie Smith lost her right front cuspid today," according to Charlie Smith, her 14-year-old brother. "It was really bloody," said Charlie.

Susie explained that she will put the tooth under her pillow tonight. "I hope the tooth fairy brings me a dollar," she said. "This is the fourth one I've lost."

This news may be of interest to you, your parents, a few of your sister's friends, and her dentist – but no one else.

Consider some other examples:

The story about a National Guard unit being called to active duty will be a top story in the community affected, but would not be covered in the same manner, if at all, in a na-

tional newspaper.

If the production assistant to filmmaker George Lucas is thrown from her horse and breaks her leg, it is not news. But if it happens to George Lucas, it is definitely Hollywood news and may show up as a short item in general interest newspapers nationwide.

John Bogart, an editor of the New York Sun in the late 19th century, has said, famously: "When a dog bites a man, that is not news because it happens so often. But if a man bites a dog, it's news."

Most media try to present a mix of "hard" news and "soft" news. "Hard news events," write Bruce Itule and Douglas Anderson in News Writing and Reporting, "such as killings, city council meetings and speeches by leading government officials, are timely and are reported almost automatically by the media. Soft news events, such as a lunch to honor a retiring school custodian or a car wash by fourth-graders to raise money for a classmate with cancer, are not usually considered immediately important or timely to a wide audience. These events still contain elements of news, however, and the media often report them."

Chronology: A brief history of mass communications

75,000 BC

75,000 BC: Cave drawings in South Africa



3,500 BC: Pictographs in Sumeria

3,000 BC: Cuneiform writing develops in Sumeria; hieroglyphics in Egypt

2,000 BC

2,000 BC: Introduction of papyrus



59 BC: In Rome, Julius Caesar orders Acta Diurna to be posted daily

740 AD: First printed newspaper, in China

1200

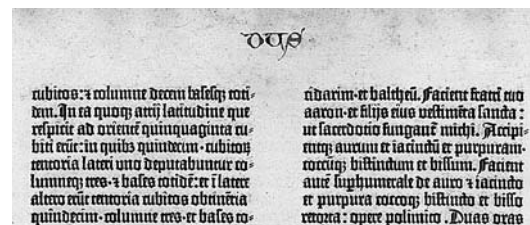
1234: Koreans use moveable type to print books

1276: First newspaper published in (Fabriano) Italy

1400

1450: Gutenberg introduces printing press with moveable type

1474: In Bruges, Belgium, William Caxton prints and publishes the first English language book



Great traditions are established with difficulty and only maintained with constant vigilance. Journalism in America is no different. "Freedom of the Press" is a First Amendment right of American citizens. The responsibility of the press as an institution must not be taken for granted.

FREEDOM OF THE PRESS

How important are newspapers and other media to this country? Look at the U.S. Constitution. There is only one business mentioned. That is the "press."

The First Amendment reads: "Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press, or the right of the people peaceably to assemble, and to petition the government for a redress of grievances."

The Founding Fathers knew that there could be no freedom if the government was allowed to control information.

Freedom of the press does not mean that journalists can break laws that apply to everybody else. For example, a journalist can't go onto someone's private property to conduct an interview without permission, and a journalist who reports falsely and harms someone's reputation may be sued for libel.

PACK JOURNALISM

Americans are losing confidence in their traditional sources of news—whether print or broadcast. Those having strong confidence in newspapers have declined from 37% to 28%

since 2000, according to an annual Gallup survey on public confidence in major institutions. The confidence level for television news was also at 28%.

This diminishing confidence in the media is partly due to what is referred to as "pack" journalism. You all know that it is easy to follow the crowd – or "pack." Everybody wants to be liked and have friends. It's no different among journalists. It's more comfortable to play follow-the-leader. It also means less work. However, citizens are poorly served when a dominant news operation first defines the meaning of an event and other reporters just fall in line.

Good editors and reporters work hard. They look beyond the surface. Is there a story behind the apparent story? Is someone trying to manipulate information in their self-interest? Who's lying? Who's telling the truth? What's the evidence?

A bold, enterprising reporter can attract slings and arrows. But if a newspaper is not willing to pursue the facts wherever they lead, think independently and report what is learned, then why even be here?

Newspapers, reporters and editors are serious about the public responsibility involved in reporting and interpreting the news. For this reason, in the nation and worldwide, newspapers provide students and all other citizens who wish to be well-informed with a leading, respected

voice to the media consensus that is often formed by pack journalism.

BIAS IN THE MEDIA

A journalist is a person just like you, with his or her own unique experiences and background. How can journalists report the news objectively?

Editors often assign reporters to cover a story, and sometimes say what angle they want covered. How can editors keep their personal viewpoints from slanting news coverage?

If a newspaper has a point of view, does this mean that its news coverage is biased? What kinds of points of views could a newspaper have? Newspaper are constantly making choices about what stories to cover, and where to place them in the paper?

We all have biases based on our life's circumstances. Just as there is no such thing as a completely "unbiased" person, an "unbiased" newspaper or news broadcast may be a noble ideal, but in reality, it is a fiction.

This being said, it is critically important that reporters do their very best to keep their biases out of their news coverage. Otherwise the reporter and news organization will damage themselves and the people they are covering.

One important way to report fairly is to include opposing points of view. Good reporters

and editors do so as a routine matter of journalistic principle.

Approximately one-fourth of the editors of more than 150 daily newspapers in the U.S. listed fairness and objectivity as the most pressing ethical issues facing journalists today.

AN EXAMPLE OF NEWS JUDGMENT

The decision about what photographs to take and which ones to publish doesn't happen by accident. It requires news judgments.

Someone assigns a photographer. The photographer decides when to take pictures and what to include – whether to include protesters waving signs, for instance, or to zoom in on the speaker's face. Here, ethical questions can arise.

If the photographer takes a tight shot of the speaker's face to capture the speaker's expression, this may be good news judgment. But if demonstrators are not included because the photographer or editor wants to help the candidate, this is bad journalism intended to manipulate the reader.

What if the photographer includes the protesters because he agrees with them, even if there are only 20 noisy, placard-waving demonstrators at a political speech as compared to 3,000 people there who support a candidate?

Let's even say that the demonstrators were strongly encouraged to appear at the political rally by their employers, and that they were paid for their time off from work. Then, is that the most important story?

There are always choices. Decisions made moment-to-moment are often dictated by a newspaper's resources and the pressure of deadlines.

BUSINESS CONGLOMERATES AND THE NEWS

Former TV anchorman Dan Rather said at a speech at Fordham University that the business conglomerates that own the broadcast networks are damaging to the practice of good journalism.

He decried a "new journalism order" where news executives and editors can lose their jobs if they fail to deliver profits to shareholders and get on the wrong side of powerful political interests. He said this leads to fear in the newsroom.

This "New Journalism Order" is not confined to broadcast corporations. "The media are spiraling toward a concentration of ownership in fewer and fewer large corporations," writes Melvin Mencher in News Reporting and Writing.

1500

1476: Caxton prints and publishes the first book in England

1477: Monte Sancto di Dio, the first book with intaglio illustration, is published in Florence, Italy

1536: The first newspaper in Europe, the Gazzetta, is published in Venice, Italy

1539: Juan Pablos introduces printing to Mexico and the New World

1605: Antwerp's Nieuwe Tijdingen, the first weekly newspaper in Europe, is introduced

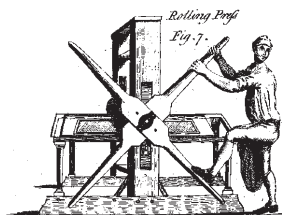
1640: Puritans in Cambridge, Massachusetts, print and publish the first book in the colonies

1690: Benjamin Harris publishes Publick Occurrences, the first newspaper on the American continent, which was shut down after the first issue

1702: The Daily Courant, the first daily newspaper in the English language, is published in England

1704: Boston postmaster John Campbell publishes The Boston News-Letter

1719: William Brooker launches the Boston Gazette to compete with The Boston News-Letter



Responsibility and Integrity

HOW MEDIA DIFFER

Some say the evolution of television and the Internet spells the end of printed news. What do you think?

Each distribution channel for news has its strengths and weaknesses. As a print medium, newspapers focus on the readability of the news and information while television and cable are providing their "product" through an audio-visual medium. The cost of a print journalist covering a story is less than that of TV, which needs additional personnel such as a cameraman.

Radio and television newscasters often rely on newspapers and the wire services (Associated Press, UPI, Reuters, Agence France Presse) for their information. Notice how frequently broadcasters refer to articles in that day's newspaper.

Television has a one-size-fits-all approach to the news, and delivers it at a modest intellectual level, often, with strong visual impact.

Information over the Internet is delivered more quickly than by newspapers. Internet viewers can choose what news they want and how deeply they want to go into a subject. They can interact online with people who have the same interests.

However, credibility on the Internet can be an issue. An article in a newspaper is edited by two or three people, who check accuracy, grammar, consistency in style, and readability. "Bloggers" range from reputable writers with reasoned and documented arguments to people writing with total disregard for facts.

"The Roman Empire that was mass media is breaking up," says Orville Schell, dean of the University of California at Berkeley's journalism school, "and we are

entering an almost-feudal period where there will be many more centers of power and influence." (*Business Week*, January 17, 2005)

What is newsworthy?

Melvin Mencher of Columbia University lists and describes eight factors that determine what is newsworthy in the tenth edition of his book, *News Reporting and Writing* (McGraw Hill 2005).

1. **Timeliness** – events that are immediate
 2. **Impact** – events that are likely to affect many people
 3. **Prominence** – events involving well-known people or institutions
 4. **Proximity** – events geographically or emotionally close to people
 5. **Conflict** – strife, antagonism, warfare, challenges
 6. **The Unusual** – things that are truly different, bizarre, strange, wondrous
 7. **Currency** – an idea whose time has come
 8. **Necessity** – the journalist has discovered something he or she feels is necessary to disclose
- "These eight news values do not exist in a vacuum," Mencher writes. "Their application depends on those who are deciding what is news, where the event and the news medium is located, the tradition of the newspaper or station, its audience and a host of other factors."



Seven-year-old Dean supporter Samuel Wood of Fort Dodge, Iowa yawns as Democratic presidential hopeful Howard Dean speaks at a pancake breakfast in Fort Dodge to rally support leading up to the Iowa caucuses Thursday, January 15, 2004.

The photographer decides when to take pictures and what to include – whether to include a young supporter yawning, for instance, or to zoom in on the speaker's face. Here, ethical questions can arise for the photographer and editors.

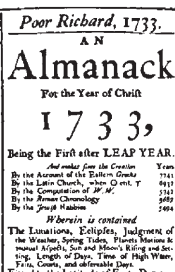


1750

1721: Ben Franklin takes over publishing the New England Courant when his brother James is arrested

1729: Ben Franklin's Pennsylvania Gazette is the most prominent newspaper in the colonies

1732 – 1758: Ben Franklin publishes Poor Richard's Almanack



1733: John Peter Zenger, publisher of the New York Weekly Journal, is found not guilty of "seditious libel"

1752: The first newspaper in Canada, The Halifax Gazette, is launched



1754: Ben Franklin prints the first editorial cartoon: "Join, or die"

1768-69: Samuel Adams and the Sons of Liberty publish their "Journal of Occurrences" in newspapers

1776: Boston's Massachusetts Spy publishes an eyewitness account of the Battle of Lexington and the "shot heard round the world"

1783: The Pennsylvania Evening Post becomes the first daily newspaper in America



1788: The London Times is launched

Who works at a newspaper?

There are many important jobs in the business and editorial operations of a newspaper company. A career in the newspaper business is very interesting, whether in editorial, production, circulation, advertising sales, marketing, computer services, or accounting.

In editorial operations, reporters and editors become critical thinkers and well-informed, good listeners who can organize their thoughts and communicate information quickly and clearly in writing. Photographers, illustrators and other graphic artists get to use their imaginations and have the satisfaction of seeing their work enjoyed by hundreds of thousands of people each day.

There are so many different kinds of jobs on the business side of a newspaper. One thing is for sure. Life at a daily newspaper is lively, and no two days are ever the same.

STAFF

Most people assume that if you work for a newspaper you are an editor, reporter or photographer. Yet these aren't the only jobs.

Reporters are the heart of a newspaper. Editors plan the coverage, provide assignments, supervise, and have ultimate responsibility for the work of the reporters.

Some small weeklies might have three people collectively filling the roles of editor, reporter, photographer, layout artist, printer, ad salesman, and accountant. On the other hand, some large dailies have so many editors that even some newsroom reporters aren't sure what they all do.

There are other jobs at a newspaper. For example, windows and doors need cleaning and polishing. The parking lots require snow removal in the winter and the buildings need trash removal every day.

There are computers requiring maintenance and a Web site that must be updated. The cafeteria needs employees to prepare the food, run the cash registers, and replenish buffet tables.

There are also security guards,

secretaries, and shuttle drivers for vans that transport employees. There are pressmen (male and female); newspaper carriers and their supervisors; marketing, advertising, circulation and facilities departments; accountants; truck drivers; salesmen; and advertising department artists.

Hundreds of people must work together to produce the paper every day. Hundreds more provide the services necessary to run the buildings and other facilities on a newspaper campus.

EXECUTIVE MANAGEMENT

There's a distinction among newspaper executives between the owners (shareholders), the president, the publisher, the general manager and the top editor. The ownership of a newspaper is ultimately responsible for the company's well-being.

When The Washington Star began losing money, the owners decided to close the doors. When the Gannett Corporation launched USA Today in 1982 as a national newspaper, this was a decision of the owners. Likewise, staff cuts announced by the New York Times in 2005 were a decision ultimately made at the ownership level.

Owners of medium-sized and large newspapers typically delegate responsibility to the **president** or **publisher**. The person at the top of some newspapers has both titles; at others, he or she has one title or the other.

The president or publisher implements the guiding concept and direction for the newspaper enterprise and is responsible for all aspects of the entire operation. As the owner's representative, the publisher decides what kinds of readers the newspaper will "target." For example, there are gen-

eral interest newspapers, business papers, and sports papers. There are also papers for a particular ethnic group, such as Hispanic, Afro-American, Korean or Chinese, and there are papers for an urban audience and papers for a suburban audience. The publisher also decides whether a newspaper will be a daily, or a weekly, or publish, say, five or six days a week.

The publisher typically delegates responsibility to a general manager for the business operations of the paper and to the editor in chief for management of the editorial contents.

Newspaper owners have traditionally given their opinions on the issues of the day in editorials. In most large newspapers today, this important function is delegated by the owner to the editorial page editor and editor in chief based on trust and understanding.

EDITORIAL MANAGEMENT

The editor in chief runs the editorial operation of the newspaper. With senior editors, the editor in chief decides what will be covered on the front page and establishes the general policies for newsroom operations, editorial content, opinion pieces, and news photography.

The **managing editor** coordinates news coverage day to day. You will often see the managing editor on the floor of the newsroom, talking with reporters and other editors. Most days, the managing editor leads the news meetings. During these meetings, editors talk about the stories their sections are working on and the **photography editor** takes notes about which stories can be illustrated with good photographs.

A **deputy managing editor** is responsible for the administrative

side of the news section and **assistant managing editors** for such functions as production, special projects, features, and design.

Each section or desk also has an editor. For example, there is a **metropolitan editor**, **national editor**, **foreign editor**, **business editor**, and **sports editor**. Many of them have deputy editors, as well. (The copy desk is run by a **copy "chief"** because everyone on that desk is a copy editor.)

Opinion editors are separate and distinct from the news editors. The **editorial page editor** has responsibility for the editorials and letters to the editor, while the **commentary page editor** has responsibility for the opinion columns whether they are syndicated, written in-house, or arrive at the newspaper unsolicited "over-the-transom."

Photographs are important to a newspaper, and a photography editor handles this part of the paper. Photographs add information to the stories and improve the paper's look. A newspaper without the work of outstanding **photographers** looks dreary. **Graphic designers** design a newspaper every day. This is a daunting task.

Graphics can take many forms: photographs, drawings, charts, graphs or any visual representation that helps you to interpret information. At a newspaper or magazine, photographs are usually considered as distinct from graphics. If the pictures are manipulated in some way, we call them photo illustrations.

COPY DESK AND COPY EDITING

The copy desk is a story's last stop on the way to publication. Copy editors look at both the "big picture" - the information a story conveys - and the "little picture" - punctuation, spelling, grammar,

word usage, sentence structure and conformity to the paper's stated style.

Some mistakes caught by the copy desk can be funny - but only if they're corrected before publication. A recent story called folk dancers "rhythmic, jubilant and infectious." They weren't, in fact, infectious, but their energy was.

A misplaced modifier turned a novel into a teacher: "A former teacher, Mr. Fowles' first novel . . . became a best-seller." Weak writing led to descriptions of a "new innovation" and "enormous giants," as if an innovation could be old or a giant small.

Such errors can make a copy editor smile, but others, including factual errors, could embarrass the paper and damage its credibility. It's the copy desk's job to see that they don't get into print.

A copy editor must have a strong grasp of correct English and pay close attention to details but also must be knowledgeable about such subjects as politics, economics, history and popular culture.

The copy editor's "tools" include a general usage stylebook, the newspaper's individualized style manual, a dictionary, the Internet and the newspaper's reference library. Most newspapers use the Associated Press stylebook and complement this with their own style rules. The Chicago Manual of Style is used by some newspapers.

The Internet has made it easier to double-check information, but editors must be careful about the source of online information to be sure it is accurate. In addition to performing the final editing, copy editors write the headlines for stories and the captions for photographs, making them conform to the page designer's specifications for length.

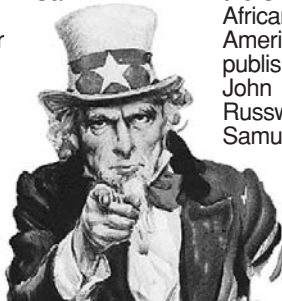
1800

1791: The U.S. Congress passes the First Amendment, guaranteeing freedom of the press

1800: Iron presses enable printing on larger sheets of paper

1808: El Misisipi is published in New Orleans, as the first Spanish-language paper in the U.S.

1813: The Troy, New York Post introduces the term, "Uncle Sam"



1827: Freedom's Journal, the first newspaper in the U.S. for African-Americans, is published by John Russwurm and Samuel Cornish

1828: Cherokee Phoenix is published, as the first newspaper for Native Americans



1831: William Lloyd Garrison begins publishing Liberator, an abolitionist newspaper

1835: The New York Herald introduces dedicated sections in the newspaper (business, metropolitan, national)

1841: In London, the first type-composing machine is introduced

1847: Frederick Douglass and Martin Delaney begin publishing The North Star



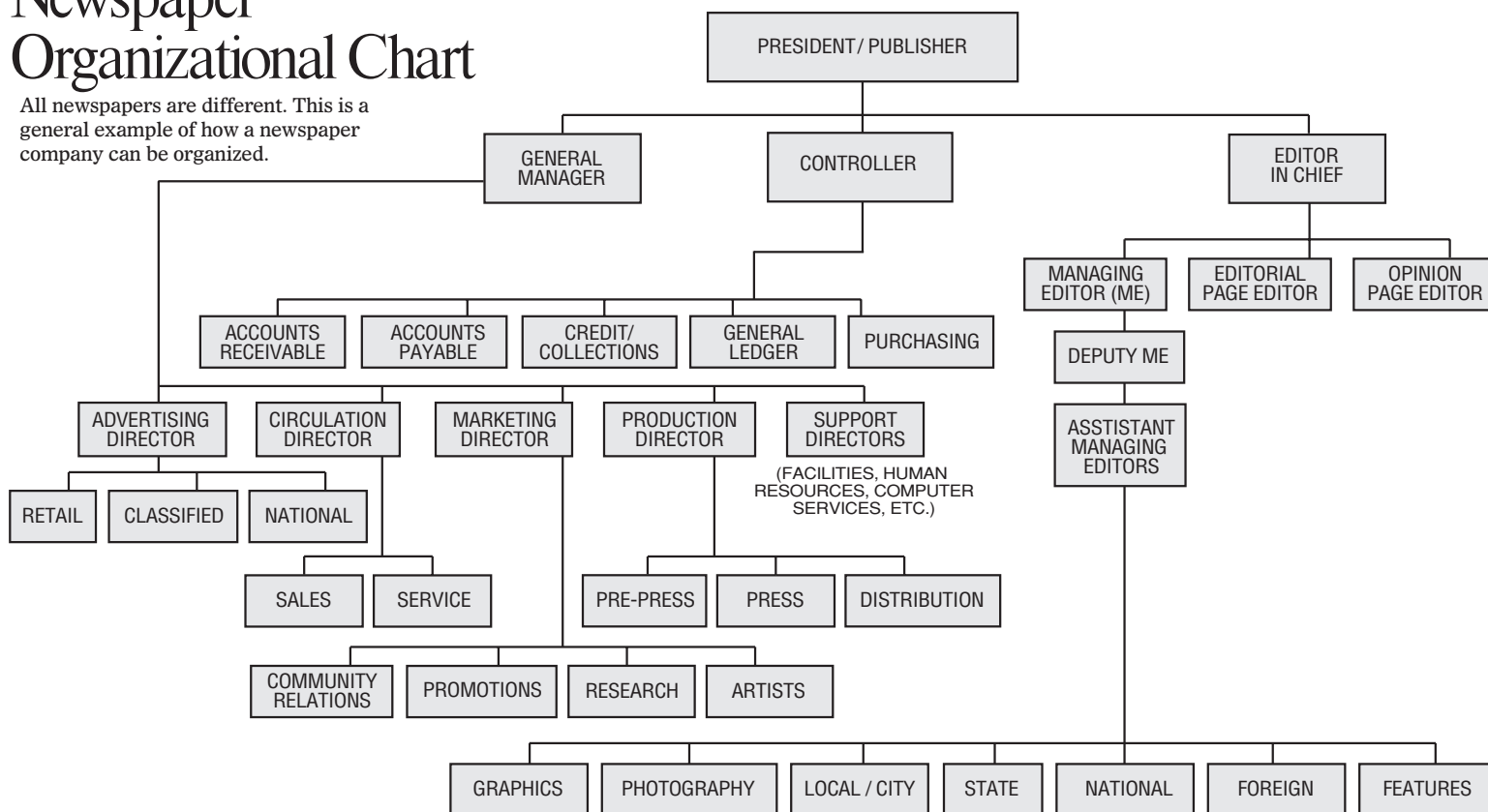
The First Amendment
 Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof, or abridging the freedom of speech, or of the press, or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.

Who works at a newspaper?



Newspaper Organizational Chart

All newspapers are different. This is a general example of how a newspaper company can be organized.



1850

1848: Representatives of six New York newspaper publishers form a news pool which becomes the Associated Press

1851: Paul Julius Reuter founds the news agency that becomes Reuters wire service

1856: The New Orleans Daily Creole, the first African-American daily, is published in English and in French

1865: Reporters during the Civil War develop the "inverted pyramid" style that puts the most important facts at the top of the story they were telegraphing

1880: The first half-tone photo (Shantytown) is published in the New York Daily Graphic

1892: The weekly Afro-American newspaper is founded by former slave John H. Murphy, Sr., in the Baltimore-Washington area; the Afro-American now has an announced readership of 120,000

1896: The first newspaper comic, "The Yellow Kid," appears in the New York American

1905: Robert Abbot begins publishing the Defender, in Chicago, which gained circulation over 100,000 and in 1956 became the Chicago Daily Defender, the largest black-owned daily in the world

1907: UPI was founded in 1907 by E.W. Scripps as the United Press (UP), and in 1958 merged with the International News Service (founded by William Randolph Hearst) and became UPI

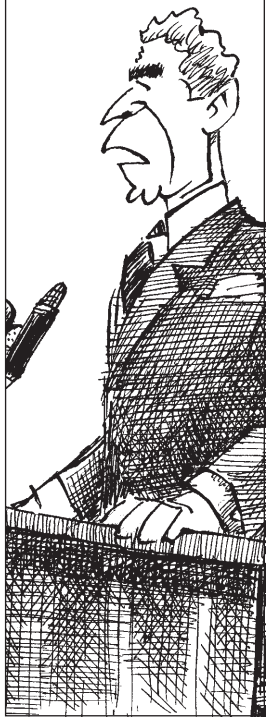
1982: USA Today is launched and leads a change in the look of newspapers with their extensive use of color



Analyzing editorial cartoons

Looking at a political cartoon, ask yourself:

1. Who is pictured?
2. What are they doing?
3. What are they saying?
4. What do you have to know about history and current events to understand what the cartoon means?
5. What does the cartoon mean?
6. What makes it work?
7. How does your philosophical or political alignment influence whether you consider it funny? Or does it get you steamed?



EDITORIAL CARTOONS

The word "cartoon" might make us think of the antics of Daffy Duck or the Road Runner, both of which contain elements of satire; they use humor to make a serious point. The Simpsons is a cartoon of social commentary, although it is veiled by absurd situations and caricatures.

While it is generally true that reading requires more involvement from the reader than television or movies require from viewers, political cartoons (also called editorial cartoons) require a reader's added attention. To understand an editorial cartoon, the reader must:

1. Understand what is happening in the news;
2. Make the connection between the cartoon and one or more current events and situations, and;
3. Appreciate the irony that the cartoon suggests.

As an example, note the famous cartoon below from American history. Ben Franklin's "Join or Die" cartoon in his own Pennsylvania Gazette was the first editorial cartoon in an American newspaper.

To appreciate this cartoon, a reader must know that Franklin had developed a plan called the "Albany Plan" to unite the colonies for their mutual protection and security. Franklin asserted that one of the factors that had led to a recent French attack on Virginia had been the lack of unity among the colonies. He therefore showed a snake with severed sections.



His caption (cutline) suggested that the whole serpent would be threatening to a potential enemy whereas the severed parts invited an enemy to divide and conquer.

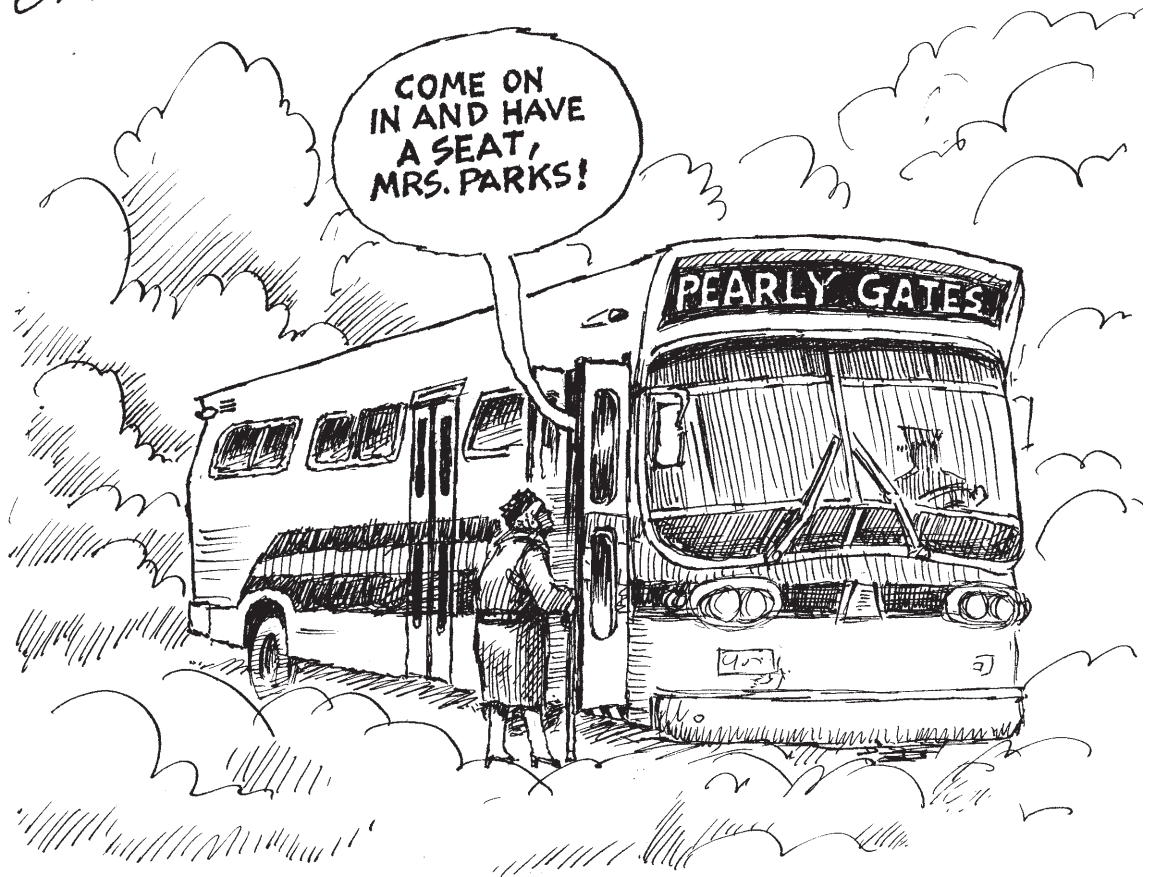
If you understand political cartoons, you are probably well-versed in history and current events. If they make you angry — or smug — you probably hold strong opinions and values.

Many political cartoonists have long and distinguished careers. They run ideas past their editor and then polishes the one or two top political cartoon ideas for his review.

Not all cartoons are done in-house at the paper. For the Commentary page, editors look for syndicated cartoons that best illustrate an issue that columnists address in that day's paper.

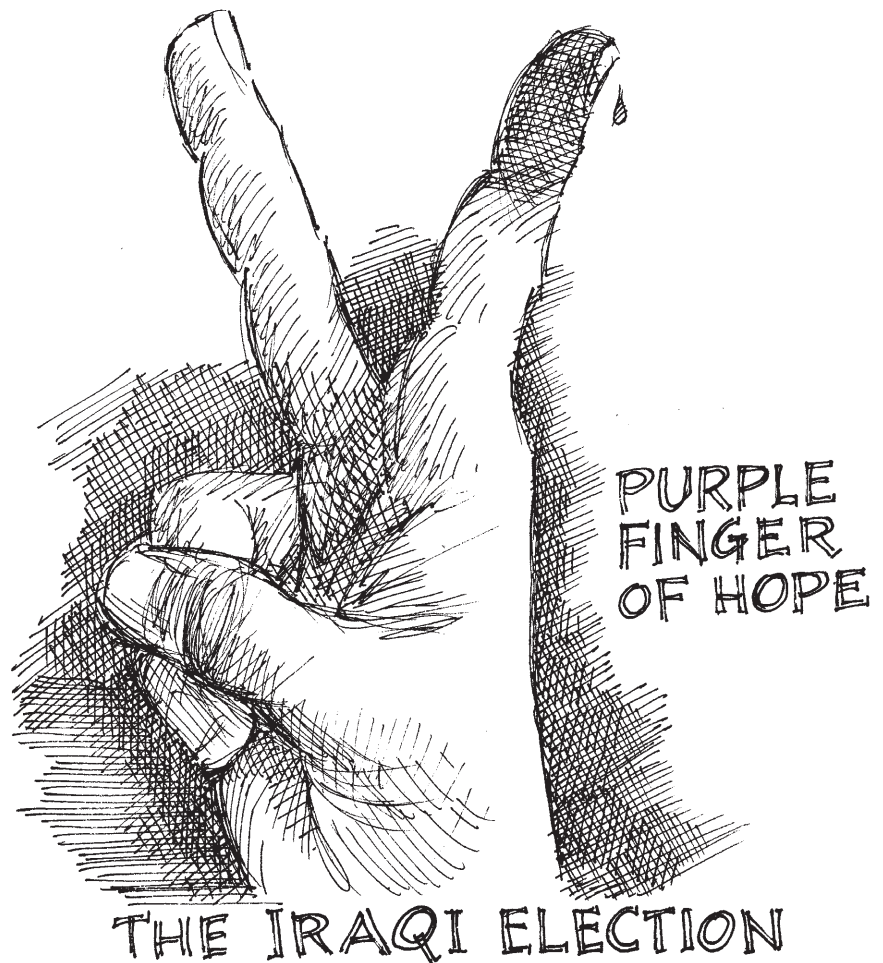
© 2005 THE WASHINGTON TIMES

GARNER 10-26



© 2005 THE WASHINGTON TIMES

GARNER 12-14



A day in the life of a newspaper

When we consider "A Day in the Life of A Newspaper," our first inclination may be to think of reporters and editors and that's understandable. However, the organization of a newspaper is multifaceted and it's a business. So, there are accountants, customer service representatives, sales people, computer service technicians, human resource professionals and people to maintain the buildings and grounds – to name just a few of the many skills required to operate the company. All of them will be represented in this snapshot of a representative day at a newspaper.

First, we present a broad overview of those in the news department because they are the ones we most likely associate with the newspaper. Their representative day can be lively, interesting, and unpredictable. Editors and reporters are at it from the moment they wake up, checking their own paper at home and monitoring the competition via

the Web and television. In many cases, editors are making assignments by phone and e-mail before they even come into the newsroom. Remember, the 9/11 attack came as reporters and editors were still getting dressed for work.

At any given moment, a reporter is probably working some place in the world. Reporters

overseas are reporting, writing and filing stories while the rest of us are asleep. Local reporters are often called out early by breaking news events, breakfasts with newsmakers and the like.

You can set your watch by five key times in the newsroom each day. (Note: Actual times vary by newspaper) These are the:



11 a.m. news meeting chaired by the managing editor where news editors brainstorm about coverage of the day's developments



4 p.m. news meeting chaired by the editor-in-chief and the managing editor where the desk editors pitch their best stories for page one



5:30 p.m. page one meeting in the editor-in-chief's office where the seven page-one stories and accompanying photos are selected, immediately followed by the front-page design meeting



10:30 p.m. deadline for the first edition



12:30 a.m. deadline for the final edition.

Not included in this list are the series of deadlines for copy that is edited throughout the day for the non-news sections of the paper, for setting the color for individual pages and for ensuring that copy flows at a steady pace from the news department to the production department all day and up until the final deadlines.

Desk editors or their deputies are at their desks in the newsroom by 9:30 a.m., fielding calls from reporters and checking the news wire services that come into the company computer system. They also continue to monitor television news reporting and Web sites throughout the day.

The dayside copy desk editors work throughout the day on copy for advanced sections and for the feature sections of the daily paper that are less likely to be impacted by breaking news events (for example, arts pages, letters to the editor).

Reporters are in and out of the newsroom all day long on assignment, meeting sources and covering news events. They routinely update their desk editors on big news developments. The managing editor and other senior editors, meanwhile, are interacting with desk editors, reporters, graphics artists, photographers and copy editors. After the page one stories are

selected in the evening, each of the desk editors completes the planning of their respective sections, adding or eliminating stories depending on the amount of space available to them. They are also working with the news desk on the layout and design of the pages. The night editors on each desk are then charged with bringing the whole thing together on deadline. The assistant managing editor for production and the news editor are the key players from here on out. They routinely check in with the editor in chief or the managing editor in the event of big breaking news, particularly if it requires changes in the front page.

In most jobs, the day gets easier as it goes on; in the newsroom the pace picks up as the day goes on and we move closer and closer to deadline. Being a newsman is also a 24-hour-a-day, 7-day-a-week job because you just never know when big news is going to happen.

Desk editors begin planning for the next day before they leave in the evening, looking over the schedule of events in the daybook and talking to reporters about their coverage plans.

The editor in chief and the managing editor routinely check in from home via computer, signing off on the front page after changing any headlines and fine-

tuning any stories they feel need improvement.

So, for those working out of the newsroom, "fluid" is the best term to describe any given day. For the entire newspaper company when does the day begin? Well, it can begin at any time because it's continual. So, let's be arbitrary in looking at the newspaper as a whole and start at 8:30 a.m. with the understanding that we can present only snapshot examples of what a day might look like for those employees who help make possible the daily miracle that best describes the process of turning blank pages into a newspaper each day of the week.

Design of a newspaper

The Washington Times
WEDNESDAY, DECEMBER 7, 2005
25 cents

Turf, access feuds beset immigration service
E-mails show national security mission at stake

Dean doubts U.S. win in Iraq
Idea of victory 'plain wrong'

Sobbing witness recalls torture
Saddam slams court, threatens to boycott it

Kurds anticipate dictator's execution

Heating bills likely to send 'shock waves'

U.S. firm on U.N. budget threat
Demands series of reforms before spending pact

INSIDE
NATION
TECHNOLOGY
SPORTS
LIFE

Welcome to school with Tre the teacher
Ex-Redskin lines up with London

USA TODAY
75 CENTS
NO. 1 IN THE USA

Newsline
Stocks move higher in light trading

Tamiflu maker treads minefield
Profit, global reputation depend on drug's ability to counter avian flu

Heating bill bump to hit 5-year high
Homeowners to see average 25.7% jump over last season

Saddam calls court 'unjust'

Cameras in focus

Tide turns on pensions

Forecasters predict another stormy year

Opportunities in USA drive Mexicans

Money 'historic day' for NYSE

Sports: Overkin living his dream

Life in search of Christmas spirit, aisle 3

Thursday: The Lennon legacy

USA TODAY Snapshots

Sexual activity and teens

Drastic changes urged in marketing food for kids

Bowl berths mean big bucks for Big Ten schools

BCS teams in the money

Bowling for dollars

THIS IS THE WAY TO WORK FROM ANYWHERE YOU FEEL INSPIRED.

A reader's first impression of a newspaper comes from its design. Here are examples of the front page of four different newspapers from the same day. As you can see, the visual look of newspapers can vary greatly.

Design of a newspaper

THE WALL STREET JOURNAL

WEDNESDAY, DECEMBER 7, 2005 VOL. XXXIX, NO. 251 \$10.00

WSJ.COM

Hurricane Warning On Topsis Island, Storms Fuel Battle Over Right to Repair

Four Cite Endless Repair Bills And Fears of Wrecking Maintained Flood Defenses

Beach Neighbors Turn Frenzy

By VANCE BROWN
TOWSON, Md., Dec. 7—More than 100 people gathered in a parking lot here today to demand that the state...

What's News—

Business and Finance
BY NAMED Publishing firms...

The Dow Industrial closed 21.86 higher at 10,846.47...

Market leaders pushed up by gains in energy, health care and technology...

Energy and technology stocks led gains in energy, health care and technology...

Oil prices fell as OPEC members agreed to increase production...

Microsoft's push to seal AOL advertising linkup...

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Untranslatable Word In U.S. Aide's Speech Leaves Beijing Baffled

Word 'Nakal' Causes Confusion In Translation

What Does It Mean?

By David S. Gelles
WASHINGTON, Dec. 7—A word that has become a source of confusion...

Lessons of the '30s Long Study of Great Depression Has Shaped Bernanke's Views

Fed Nominee Learned Perils of Inflation and Pivoting of Policies

A Grandmother's Explanation

By David S. Gelles
WASHINGTON, Dec. 7—Mark Zuckerberg said he found...

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Justice Weigh Military's Access To Law Schools

Antigay Policy An Issue

Court Seems to Back Law School To Ensure Role in Campus Recruiting

By Linda Greenhouse
WASHINGTON, Dec. 7—The Supreme Court today...

Plane Crashes Into Apartment Building in Iran, Killing at Least 115 People

An Iranian military plane crashed into a 10-story apartment building...

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The New York Times

WEDNESDAY, DECEMBER 7, 2005



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GRAPHIC DESIGN

Newspapers use graphics carefully. When used with news articles, they are included to make information more comprehensible. Charts and graphs provide a quick and clean way to visualize what a story is trying to convey and they can add detail and context.

In feature sections, graphics might be used to clarify information, but they also might be used to entertain or to make a point. Caricatures, collages, and the size and style of type fonts are designed to convey information to readers. In a larger sense, the graphics department is responsible for a reader's first impression of the newspaper. Design choices include the size and style of fonts that will be used throughout the newspaper, the length of stories, use of boxes and rules, and spacing between elements. It is the overall design that establishes the feeling of the newspaper and allows us to distinguish between The Washington Times, the Wall Street Journal, USA Today, the Washington Post, and other newspapers.

Within a newspaper, the design of the news section is different from the design of the entertainment section. The size and weight of headlines will differ; usually, photos and other graphics will be more prominent in the paper's entertainment section. The design of each section should be appropriate to its content.

A day in the life of a newspaper

Let's now take a look at what's going on in the rest of the newspaper, and how that connects with the activities of the newsroom. We'll present this as a representative schedule.



Editors discuss how to cover the day's news.



Editors at computer work stations prepare the pages and edit copy.

8:30 – 9:00 a.m.: Employees in business operations arrive for work.

10:00 a.m.: A high school class arrives for a tour of a newspaper.

11:00 a.m.: The managing editor (ME) begins the morning news meeting with editors and key reporters.

1:00 p.m.: A newsmaker arrives at the paper for a meeting with the editorial board. The meeting yields news that is considered worthy of front page treatment in the next day's newspaper.

1:30 p.m.: Early press run page counts are locked in and presses made ready.

1:40 p.m.: The manager of the Newspaper in Education program (NIE) receives a call from a local high school teacher.

2:15 p.m.: The advertising director reviews special section proposals that will be submitted to prospective advertisers.

2:45 p.m.: The newspaper hosts a visit organized for foreign journalists.

5:15 p.m. – 10:30 p.m.:

Deadlines for electronic transmission of various sections from News to Pre-Press:

5:15 p.m. Commentary, editorial and comics

7:15 p.m. Features and movies

9:45 p.m. Business

10:00 p.m. Metro

10:15 p.m. News

10:30 p.m. Sports

Pre-press paginates the newspaper, placing each page in the order in which it will be printed. The negatives are sent to the Plate Room where information from the negatives will be burned onto aluminum plates, to be placed on the presses.

8:30 9:30 10:30 11:30 12:30 1:30 2:30 3:30 4:30 5:30 6:30 7:30

9:30 a.m.: A reporter receives a press release along with a 25-page study from the National Adoption Day Coalition. She and her editor decide to cover the story.

10:45 a.m.: The general manager reviews a proposal on how to increase the page views and unique visitors to the newspaper's web site.

11:20 a.m.: The building that houses the printing presses experiences a 10-second loss of power. Emergency generators are activated automatically.

1:30 p.m.: The desk editor for features reads her reporter's story on adoptions, makes a couple of changes which she discusses with the reporter, then places the story in a folder on the computer network.

1:32 p.m.: The copy editor retrieves and edits the story on Adoption Day and writes a headline: "More women want to adopt; few do."

2:00 p.m.: A photographer in Iraq sends great photos to the photo editor, who brings them to the foreign news editor and the managing editor.

2:30 p.m.: Human Resources processes health benefits for three new employees. Buildings and grounds staff prepare for a weekend cleaning the floor-to-ceiling newsroom windows.

4:00 p.m.: In the regular afternoon news meeting, a dozen stories are selected for the front page, out of 20 or more presented for consideration.

4:00 p.m.: Final page counts for the main edition are decided and locked in.

5:30 p.m.: The editor in chief chairs the page one meeting, where the page one stories and accompanying photos are selected, immediately followed by the front-page design meeting.



Photographers and a reporter cover the news.



A day in the life of a newspaper



Newspapers are printed (left) and stacked in bundles for delivery vehicles.



In the early morning hours, newspapers are delivered to customers at their homes and through coin boxes.

8:30 a.m.: Another day, another Daily Miracle .

10:10 p.m. – 12:40 a.m.: Negatives are sent from Pre-Press to the Plate Room. Deadlines for negatives of Final Edition copy to be sent to the Plate Room:
12:00 a.m. Metro Section
12:15 a.m. News Section
12:30 a.m. Sports Section
1:00 a.m. Final negatives shipped.

11:00 p.m. – 12:30 a.m.: The one-star editions are printed. At first, the presses run slowly so pressmen can pull papers from the production line and check them to be certain the colors are clear and that print material, photos and graphics are in alignment. They tweak the computers that control the density of each color as each is applied to the newsprint.

12:00 a.m.: One or more presses are rolling, and an extra press is kept in reserve in case one goes down. 40,000 newspapers an hour fly off the presses – in color! The continuous sheet of newsprint passes through the presses faster than the eye can see, across rubber rollers onto which images have been transferred from aluminum plates. Each roller is inked with one of 4 colors – cyan, magenta, yellow, and black. Each color is transferred to the newsprint from the rollers in correct proportions.

1:30 - 3:30 a.m.: The 2-star Final Edition newspapers roll off the presses and are loaded onto trucks for delivery to local communities.



10:30 p.m.: Deadline for stories for the first edition.

11:45 p.m.: Trucks are loaded with one-star editions for delivery to carriers and distributors in outlying areas.

12:30 a.m.: Deadline for stories in the final edition.

12:56 - 2:36 a.m.: Copies of the one-star edition are being trucked to distributors for delivery to home subscribers.

4:00 a.m.: The circulation director meets with news carriers in the field to thank them for having delivered newspapers to homes and stores in the midst of inclement weather.



The press room is where the final newspaper product comes to life.

Opinion matters

EDITORIALS AND COMMENTARY

Until the end of the 19th century, most newspaper publishers made little effort to separate news reporting from opinion. Newspapers were often founded for politically partisan reasons. As time went on, newspapers began to distinguish between objective news reporting and statements of opinions.

The American journalistic tradition is now to keep news and opinion separate and to clearly alert the reader when opinion rather than news is being presented.

News is to be reported objectively, accurately, and honestly. Opinions are placed in the editorial and commentary pages. Opinion columns can represent many different points of view.

Some newspapers believe that offering a diversity of opinions is a good idea, so that readers can be given opposing views. Other newspapers choose to have opinion columns predominantly reflect their editorial positions.

There is a "Letters to the Editor" section, which gives an opportunity for informed readers with strong opinions to express their views, often in support of or in disagreement with a newspaper's editorial opinion, or an article in the paper.

A newspaper's editorial-page staff consists of the men and women who write the unsigned editorials that represent the newspaper's official position on issues. Editorial writers must stay informed through meeting with sources in much the same way as reporters. Their opinions must be well-informed, or nobody will read them.

Michael Gartner, a Pulitzer Prize winning journalist for edi-

torial writing and former president of NBC News, lists his 4 greatest editorial writers from difference eras. These are:

■ Horace Greeley, who invented editorial writing

■ Henry Watterson, who coined the phrase during World War I, "To Hell with the Hapsburgs and the Hohenzollerns"

■ William Allen White, the "Sage of Emporia"

■ Vermont Royster of the Wall Street Journal, awarded a Presidential Medal of Freedom by President Reagan.

They all had in common passion, knowledge and great reporting skills.

Gartner believes the most influential editorial ever written was by Horace Greeley criticizing Lincoln for not freeing slaves. Lincoln responded that his object was to save the Union, not to abolish slavery. Yet six months later, Lincoln issued the Emancipation Proclamation.

Yes, Virginia, There is a Santa Claus

"Yes, Virginia, There is a Santa Claus," is the most frequently-quoted line from a newspaper editorial. Francis Church wrote the editorial in the New York Sun on September 21, 1897, in response to a letter from an 8-year-old child.

We take pleasure in answering thus prominently the communication below, expressing at the same time our great gratification that its faithful author is numbered among the friends of The Sun:

I am 8 years old. Some of my little friends say there is no Santa Claus. Papa says, "If you see it in The Sun, it's so." Please tell me the truth, is there a Santa Claus?
Virginia O'Hanlon

Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except what they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours, man is a mere insect, an ant, in his intellect as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole of truth and knowledge.

Yes, Virginia, there is a Santa Claus.

He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! How dreary would be the world if there were no Santa Claus! It would be as dreary as if there were no Virginia's. There would be no childlike faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight. The external light with which childhood fills the world would be extinguished.

Not believe in Santa Claus! You might as well not believe in fairies. You might get your papa to hire men to watch all the chimneys on Christmas eve to catch Santa Claus, but even if you did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign that there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived could tear apart. Only faith, poetry, love romance, can push aside that curtain and view and picture the supernal beauty and glory beyond. Is it all real? Ah, Virginia, in all this world there is nothing else real and abiding.

Celebrated editorial writer

Price Day is another celebrated newspaper editorial writer. Previously a poet, essayist, war correspondent in World War II and Pulitzer Prize winning reporter, Day became editor in chief of the Baltimore Sun in the mid-1960s and wrote about issues great and small. He responded to a reader's Letter to the Editor:

Dear Editor: I am married to a writer. What can I do?

UTTER DESPAIR

Dear Utter Despair: Your problem is essentially insoluble. Certain ameliorative measures may help.

1. Keep his pencils sharpened, if he writes with pencils.
2. If he writes on a typewriter, keep the typewriter sharpened. If he carves his stuff on large slabs of stone, keep his chisels sharpened.
3. Don't bother him about money. He lives on another plane.
4. Do not argue with him about politics.
5. Do not argue with him about anything not politics.
6. Do not ever, either in public or in private, correct your husband's spoken grammar.
7. Remember that writers are always working, whether they seem to be or not. Do not jar or jiggle his meditations
8. If the writing your husband does happens to be for a newspaper, it is required that he receive with his tea a copy of the morning paper, carefully folded to display most prominently his own work. The proper thing to say at this moment is, "That's a wonderful piece of yours in the paper this morning." You need not have read the piece.

Information technology at work

Every year, information technology plays a more important role in our lives and in the ways the newspaper industry operates.

Reporters and editors rely heavily on computers and the Internet for newsgathering, research and for transmission of graphics and written information. This trend started in the 1990s with larger newspapers leading the way. Today, this reliance on information technology has carried over to the newspaper's printing function and administrative activities.

At many newspapers copy is transmitted from the newsroom to the printing presses electronically. The printing plant uses computers to determine the amount of ink that gets placed on the presses and the order in which the newspaper's delivery trucks are loaded when papers come off the presses and are bundled.

Technology enables newspapers to have an international presence.

Newspapers also have their own electronic editions. Many newspapers are available each day on www.NewsStand.com as an exact electronic reproduction of each printed page of the paper. You can also read many newspapers by logging on to their website.

Wire services

No newspaper can afford to have a reporter or photographer in every city around the world, so they rely on stringers and wire services or news agencies. In 1848, representatives of six New York newspapers formed the Associated Press (AP) to pool international news instead of separately bearing the financial cost of trying to "scoop" each other. (In your mind's eye, can you imagine competitive reporters in rowboats trying to be the first to get the news from ships arriving in ports from Europe? What a sight that must have been.)

In 1851, Paul Julius Reuter founded a news agency that became Reuters Wire Service. E.W. Scripps founded the United Press in 1907. Following a merger in 1958 with the International News Service, founded by William Randolph Hearst, the wire service became United Press International (UPI).

The AP wire service sends stories and pictures to more than 15,000 news outlets in more than 100 countries. A newspaper can also obtain photographs via the Internet from Reuters, Agence France-Presse and Xinhua wire services.

Newspaper style

Newspapers use a style book that sets the rules on how to present the printed word. Punctuation, abbreviations, use of titles, spelling, capitalization, and other such issues are covered.

Read the paragraph below. This is what you don't want to read in a newspaper. The contents and grammar are accurate. But notice the mixed up style. How many inconsistencies can you find?

The President of the US lives at 1600 Pennsylvania Ave, Northwest, whereas the vice president's official residence is on Mass. Avenue, NW. Mr. Bush and Cheney meet in the White House Wednesday mornings at 7:00 a.m. and Thursdays at four o'clock pm. The President and the Vice-president are the two top elected leaders in the United States. There are also 100 members of the Senate, 435 Members of Congress, and 9 justices of the US Supreme Court.

Start the presses

Presses in the 18th and 19th centuries were hand powered. Type was set by hand, a roller inked the type, and single pages were fed into a press by hand. This labor-intensive process was tedious and slow.

By the 1850s, technology made possible the mass production of newspapers using presses powered by steam engines. Type was still set by hand until the latter part of the century with the introduction of "linotype" machines that had keys like those on a typewriter.

Presses older than 20 years are often approaching the end of their expected life cycles. These presses typically print about 45,000 papers per hour and can print full color on a select number of pages.

Today's state-of-the-art presses are far more efficient than the ones they are replacing. They utilize computer-controlled motors, operate more quietly, and require far less maintenance because they have fewer components.

New tower presses are manufactured in a vertical configuration to save much-needed floor space. They print about 80,000 papers an hour. The same press can print on different size and weight papers simultaneously and can print full color on each page.

MAN Roland is the world's largest manufacturer of newspaper presses. One of every 3 newspaper presses in the world is manufactured by this company. One of its new presses is six stories tall and more than two football fields long.

Digital printing is another printing innovation. Just as digital cameras are changing how we take, process, and manipulate photos, digital printing enables presses to be smaller and controlled by software.

If we look into the distance, some futurists are predicting that newspapers will be "custom-made." That is, newspaper subscribers will tell the newspaper what types of news coverage they want. The newspaper will place in each person's home a special printer and every day, the newspaper will transmit a copy of that day's custom-made newspaper via the Internet. It will be designed to meet the customer's specifications for news. Do you think this might really ever happen? Well, guess what. Several leading world newspapers are participating in a test being coordinated by Personal News, a company in the Munich-Augsburg area of Germany.

Composing Room

The newspaper pages with final copy, headlines and graphics are "composed" on a computer by page designers working on the copy desk and in the editorial graphics department. The process is entirely electronic.

In the old days — just a few years ago — once the copy was edited it went to the composing room. There men and women used Exacto® knives to cut out articles they then "glued" in place on page boards, which were full-sized sheets of graph paper. They used hot wax to place the articles and images onto the correct pages. The wax held them in place and allowed the compositors to reposition them as necessary. Borders or rules were created



Pressmen check newspapers for color and alignment.

with colored tape of various widths.

When the completed pages were approved by an editor, they were taken to the camera room, where they were placed on a glass-covered tray that tilted vertically in front of a six-foot camera that looked like one your great-grandparents might have used. The camera operator snapped a picture and the full-sized broadsheet or tabloid-page negatives were developed inside the camera and dried as they were delivered to the adjoining stripping room a few moments later, where workers created a separate film for each of the production colors needed to create full-color pictures — cyan, magenta, yellow and black — CMYK. (Every color picture in your newspaper is produced from these four colors and each color requires a separate negative.)

Pagination

Copy and images are sent electronically to a paginator who lays out the pages on a computer and electronically sends them to the composing room. There the pages are paired in the order in which they will be printed. This is different from putting the pages in numerical order.

For example, take a look at the four pages of a single sheet of a newspaper. If the page is pulled from a section that has 20 pages, you will see that pages 1 and 20 — the first and last pages — are paired or "married" to each other. They are printed as one sheet. In like manner, pages 2 and 19 are printed together as are pages 3 and 18, 4 and 17 etc. When the pages are in

order, they are sent electronically to the imagers. The imaging machines convert the digital computer language to film, which is then taken to the plate room as it was in the past.

Plate Room

Printing plates are flexible, light-weight aluminum sheets that are treated to be sensitive to light, much like photographic film. Before the plates can be used, a machine punches holes along the side, like the holes in composition paper. The plates are stacked inside a plate-making machine, ready to slip into place when the film is ready.

The films — negatives that will be used to print pages — are stacked on the edge of the machine into which they will be fed one-by-one, either automatically or manually, depending on the machine.

When film enters the machine, a vacuum pulls it flat against the aluminum plate onto which a bright light burns the image. The plate moves on a conveyor to a second machine that develops the image and scrubs away the plate's protective film. When the image is fully developed, a conveyor feeds it into a final machine that bends the edges where the holes have been punched. Then the plates are ready to be "tied on" or "bent on" to the printing press.

At some newspapers, pages are transmitted directly from the computers to the presses. That's a far cry from the days when customers would receive their morning paper 45 minutes late because the van

carrying the plates from the newsroom to an offsite printing plant got a flat tire.

Press Room

When the plates are ready, pressmen attach them to cylinders in the web presses — so called because of the way the newsprint weaves through them. Web presses simultaneously print both sides of the continuous newsprint roll. The presses are designed so that a new roll falls into place when the previous roll is used up.

The ink spreads over the plates. An electrical charge causes the ink to adhere to the copy. Images that are exposed in the developing stage are transferred — backwards — to a rubber blanket that stamps the impression on the newsprint as it speeds through the press. This process of transferring ink from the plate to the blanket and from the blanket to newsprint is called offset printing.

The entire process takes a fraction of a second once the presses get rolling. Adjusting and testing make the process begin slowly, but the presses then begin running very fast. More impressive than mere speed, each four-color picture is a composite of four pictures. The newsprint passes rapidly through cyan, magenta, yellow and black presses to build a four color picture in the blink of an eye. The precision required to print four perfectly registered pictures — along with all the other pages that are cut and folded in less than a second — is an exceptional feat of technology.

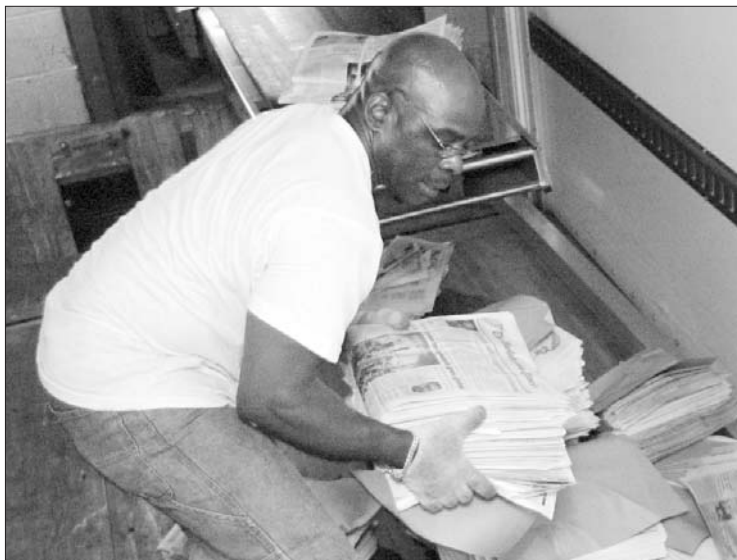
Distributing to the customer

What happens to newspapers after they are printed? They are strapped in bundles and taken to loading bays where trucks wait to carry them to their destinations.

Presses often start running between 11:00 and 11:30 p.m. By about 11:40, the first bundles are being loaded for outlying areas. The destinations farthest away are shipped first. All of the 1-star editions are on their way by about 1:15 a.m. (One or two stars in the folio of the cover identifies the edition. The word "FINAL" appears above the last edition of the morning.)

The pressmen make any changes that have come from the newsroom since the first run started, and the 2-star edition starts rolling off the presses at about 1:45 a.m. By 3:30 a.m., all the newspapers are on their way.

Sunday newspapers are usually much larger than weekday editions, because of more advertising and additional features.



Newspapers are loaded onto waiting trucks and vans and for delivery.

CIRCULATION

The Circulation Division is responsible for all sales of the newspaper. Circulation is critical to a newspaper's success because advertising rates are linked to a newspaper's readership. The more readers a newspaper has, the more it can charge to advertise in its pages.

Paperboys used to be the most visible circulation department employees, throwing newspapers from their bicycles to subscribers' front doors. Then girls started taking newspaper routes. Now, at most big newspapers, adult route carriers throw newspapers from their cars or vans before most of us are out of bed in the morning.

The director of a circulation department plans how to maintain and increase the newspaper's circulation. He is responsible for providing newspapers for special events and promotions; coin rack placement, repair, and maintenance; street hawkers; route carriers; their managers and supervisors; back issues; data entry; and customer service.

When the newspapers reach their intended regions, they are delivered to distributors or carriers. Some newspapers are placed in stores, others in coin racks and still others are delivered to homes, schools, hospitals, hawkers (people who stand on street corners selling the newspapers) and hotels.

In addition to delivering the newspaper, circulation also seeks to increase readership by undertaking campaigns that use telemarketing, direct mail advertising, special promotions, rack cards, and kiosk sales. This requires familiarity with the demographic make-up of the market and how the many sections of the newspaper meet each person's individual needs.

Circulation is also responsible for handling all of the needs of our customers through the Subscriber Services Department. If subscribers want to start, stop, or report a service issue, they contact this department. Customers can speak directly with a live representative, use an automated voice response system, or send information via the Internet.

NEWSPAPERS IN EDUCATION

Many schools around the

country recognize the educational value of newspapers. They participate in Newspaper in Education (NIE) programs, where schools receive sponsored or reduced rate newspapers for use in language arts, social studies, science, math, character education and a wide variety of other subjects and programs.

NIE improves student literacy. In Measuring Success, a report commissioned by the Newspaper Association of America (NAA) Foundation, Prof. Daniel Sullivan of the University of Minnesota found: "When controlling for other factors, data suggest that having an NIE program for at least some classrooms at a school will increase the overall performance of the school, on average, by about 10 percent." The complete report is available online at http://www.naafoundation.org/pdf/measure_success10.pdf

Janet Eichenberg, a teacher at John Wright Middle School, participates in the NIE program. She says: "The newspaper is a great learning tool that is used daily in my homeroom, language arts and reading classes."

"Several of my students take the paper home with them on a daily basis. They understand that reading a newspaper daily will make them a life-long learner."

Young people who grow up

without any newspaper in their homes have no idea what they are missing, not only locally but nationally and around the world. If you have a friend who doesn't have a newspaper delivered to the house every day, try to talk to your friend's parents about how important a daily newspaper is to your friend's overall education. Perhaps you can make a difference.

Information on the Newspaper in Education program is available by calling your local newspaper.

FINANCIAL SERVICES

Managing money is a key part of any business. A newspaper's chief financial officer is responsible for handling the company's finances, typically reporting directly to the president or to the general manager.

Companies follow standard accounting procedures and financial practices, managing money and preparing reports that show where the newspaper is making money and where it is spending it, how much money it has to pay bills, and how much and when money is coming into the company through advertising, newspaper sales, and other means.

A company also must operate according to a budget or spending plan, and make wise purchasing decisions in order to get the best price and quality for its money when buying everything from newsprint to food for the employee cafeteria.

SERVICE DEPARTMENTS

Some jobs at a newspaper are needed to support the work of everybody involved directly in creating and sustaining the newspaper.

Two examples of this support role are computer services and facilities management. While re-

porters are busy at their jobs, and the advertising sales account executives, circulation and financial managers, and press operators are busy at theirs, the company needs to make sure that their computers and cell phones are up-to-date and working, that the building is maintained properly, that the cafeteria provides healthy and tasty food, and that all personnel issues are handled well.

Newspapers and information companies can be very profitable. In the entire U.S., the total amount of money spent each year to advertise in newspapers is around \$45 billion.

The largest newspaper group in the country in terms of circulation is the Gannett Company. Their 99 daily newspapers have a combined daily paid circulation of 7.6 million, which resulted in \$7.4 billion in earnings in 2004. Besides its daily newspapers, its businesses include many weekly publications, 21 television stations, more than 130 web sites, the Gannett News Service, and Gannett Offset, a commercial printing operation.

The Tribune Company owns 14 daily newspapers including the Chicago Tribune, Newsday, the (Baltimore) Sun, and the Los Angeles Times. Tribune also has broadcast holdings that include 25 TV stations, cable network WGN, stakes in the WB Television Network and the TV Food Network. It also owns the Chicago Cubs baseball team and has numerous Internet investments. Revenue in 2004 was \$5.7 billion. Except for the Los Angeles Times, profit margins at newspapers owned by the Tribune Company average close to 30%. The Los Angeles Times margins are lower.

Knight Ridder is the 3rd largest owner of newspapers in the U.S. The company's newspaper division has 32 dailies and more than 24 non-daily newspapers. Knight Ridder describes itself as "a communications company engaged primarily in newspaper and Internet publishing." Revenue in 2004 was \$3 billion.

Did you know?

■ There are 1,456 daily newspapers in the U.S.

■ There are 6,580 daily newspapers worldwide

■ More than 55 million people purchase a newspaper each day in the U.S.

■ 395 million people purchase a newspaper worldwide on any given day

■ Newsprint, the uncoated low-cost paper on which a newspaper is printed, is made from wood pulp and recovered fiber from recycled paper

■ Two hundred newsprint mills worldwide produce nearly 40 million tons of newsprint a year. The largest mill in the world is in Japan.

■ Nearly eight in 10 adults (78.6%) in the top 50 U.S. markets read a newspaper during the course of a week

■ More than half of all adults (53.4%) in the top 50 markets read a daily newspaper every weekday

■ 57% of men and 52% of women in the U.S. read a daily newspaper

Newspapers are a business

ADVERTISING

The advertising sales staff seeks to develop lasting relationships with those who advertise in the newspaper. Working hard and emphasizing mutually beneficial relationships is part of the company's culture. It's also a good business practice, because advertising plays such a key role in a newspaper's ability to succeed.

Let's work some numbers: It costs about 40¢ to 50¢ just for the newsprint and delivery of each newspaper. This does not include the cost of salaries, computers, printing presses, or any of the other steps in the publishing process.

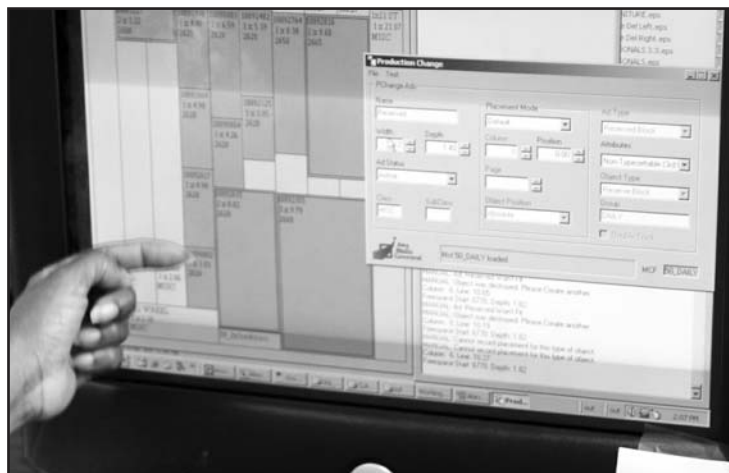
No matter how many newspapers a publisher sells, he is not going to get rich when each newspaper sells for 25¢ to 50¢ and it costs 40¢ to 50¢ to print! Fortunately, newspapers are an efficient and cost-effective way for retailers to reach a great number of people.

Revenue from advertising is what makes newspapers affordable to a mass audience of readers. Advertising costs in electronic media that reach millions of people are too expensive for most regional and local retailers. But retailers know through long experience that advertising in newspapers brings them results.

Account executives (AEs) sell advertising space. They consult with and develop relationships with advertisers and, as an incentive, usually receive sales commissions in addition to their salaries. On smaller papers, AEs sometimes work only on commissions, which might be up to 20% of the cost of the ad to the advertiser.

Sometimes the advertiser or their advertising agency designs the ads; sometimes graphic artists in the newspaper's marketing department do this. Whoever designs them, it is important for the advertiser to be happy with the results.

There are three categories of advertising: retail, classified, and national. In 2003, spending on retail ads was \$21.3 billion, on classified ads \$15.8 billion, and on national advertising \$7.8



Subscriber and advertiser information is kept in computer databases to provide efficient and timely service.

billion. The \$44.9 billion spent on advertising in newspapers that year was roughly 18.3% of all ad expenditures.

Ads are so important to a newspaper's revenue that when the newspaper is laid out each day, the advertising is placed first, while allowing a certain amount of space for news content. The space that remains for news, information and opinion is called the news hole.

CLASSIFIED ADVERTISING

Most people think of classified ads as a place to look when they need a job or want to sell something. Yet classified ads have many purposes.

Classified ads appear in a specially designated section and are arranged by category, or classification, for automobiles, real estate, job recruitment and so on. Classified ads run either as display ads (airy ads with graphics and headlines) or "liner" ads (just a few lines of type). Both versions are classified ads, along with legal notices and personal ads.

RETAIL ADVERTISING

Retail advertising is display

advertising by local merchants that runs throughout a newspaper.

Retail advertising rates vary according to the paper's circulation, the size of the ad, its position in the newspaper, the number of times it is scheduled to run and whether or not the ad is black and white or color. Ads typically make up 50-75% of a newspaper's content. The amount of advertising determines how many pages will be in the newspaper on any given day.

NATIONAL ADVERTISING

National advertising consists of ads run by organizations with a national or regional presence that generally advertise in many newspapers and markets. The advertising may originate at company headquarters located hundreds of miles away, and the same ad run in many publications.

ADVOCACY ADVERTISING

A sub-category of national advertising is advocacy advertising which, as the name implies, is advertising by organizations or even individuals

who advocate a position or are trying to persuade a course of action by government or the public.

Businesses, lobbying groups, nonprofit organizations, watchdog groups and many others regularly place advocacy advertising in the paper to persuade Congress, the president, state legislators, the public and even foreign nations of their positions.

INTERNET ADVERTISING

The Internet provides another source of revenue for newspapers as they build Web sites to complement their print publications.

Sometimes newspapers offer banners or links to advertisers instead of using actual ads on their Web sites. Although Internet advertising may be less than 5% of a newspaper's gross revenues, it can represent nearly half of a newspaper's advertising growth, according to an April 2005 annual survey by Borrell Associates.

Borrell projects local online advertising to increase by 51% over the previous year, when newspapers generated about \$1.7 billion from their Internet operations.

MARKETING

What do you suppose is the average age of newspaper readers?

If you are 17, triple your age and you'll be close to the right answer - which is 53. Those who obtain their news off of the Internet are much younger.

And many people use both newspapers and the Internet for the news.

Such information is very important for a newspaper. It tells the business and editorial management that younger readers need to be attracted at the same time that older readers need to continue to be satisfied.

Newspaper marketing departments want to increase the number of readers, and provide services that support the newspaper's advertising sales efforts.

Marketing department employees research current reader trends and preferences. Business and editorial management then analyze research information. Market-driven newspapers respond to reader preferences within the context of the paper's overall direction and identity.

The marketing department then designs ad campaigns, using such methods as radio and television ads, bus and billboard posters, and rack cards to attract people to the newspaper and, hopefully, to gain more regular readers.

A strong brand identity helps attract peoples' attention.

Researching The Market

It's important to know your customer. Marketing departments at newspapers are responsible for identifying general information about adults in the region they serve and about the people who read the newspaper. The information is used to inform editors about reader preferences and to design ads and focus circulation on people most likely to subscribe.

Newspapers contract with independent research companies for such studies. Scarborough Research specializes in media and lifestyle research.

Marketing Art/Graphics

Many newspapers have two separate graphics departments - one that works with the newsroom and another that is part of advertising and marketing.

Marketing graphics designs display ads and any art or design projects that do not fall to the news department.

Newspaper Facts

■ The cost of printing and delivering a newspaper is usually more than the purchase price.

■ 55% of homebuyers use the newspaper to find a new home.¹

■ A roll of newsprint weighs nearly a ton. A mid-size newspaper may use 40-50 rolls a day. That's as heavy as an M-1 Abrams Main Battle Tank (or 320,000-400,000 Quarter-Pounders - before cooking).

■ American newspapers use more than ten million metric tons (eleven million short or U.S. tons) of newsprint

are used every year. We don't have enough cows for that many Quarter-Pounders.

■ The United States has about 1,450 daily newspapers and 6,700 weeklies.

■ More than 55% of newspaper readers have some post-secondary school education.

■ May 3 is World Press Freedom Day.

■ In 2004, 71 journalists were killed.²

■ 99.4% of all retailers consider the newspaper their primary advertising medium.³

■ The original Hardy Boys novels were ghost written by Leslie McFarlane (as Franklin W. Dixon), who worked at the Springfield (Mass.) Republican.

■ Newspapermen who became noteworthy novelists include Sinclair Lewis; Ernest Hemingway; Theodore Dreiser; F. Scott Fitzgerald; and Samuel Clemens, writing as Mark Twain.

■ The oldest American newspaper still in circulation is the Hartford Courant (then The Connecticut Current) founded in 1764.

¹ Newspaper Association of America
² World Association of Newspapers
³ Mike McDaniel's BusinessKnowledgeSource.com



International Paper asked Walter Cronkite, for years television's foremost news anchorman, and an ardent advocate of the need for a free people to remain free by keeping fully informed, to tell you how your newspaper can help you cope better with your world each day.

If you're like most people you try to keep up with the news by watching it on television.

That's how 65% of us get 100% of our news – from the 24-odd-minute TV news broadcast each evening.

The problem – and I know the frustration of it firsthand – is that unless something really special happens, we in TV news have to put severe time limitations on every story, even the most complicated and important ones.

Get More Than Headlines

So what we bring you is primarily a front-page headline service. To get all you need to know, you have to flesh out those headlines with a *complete account* of the news from a well edited and thorough newspaper.

Is it really necessary to get the *whole* story? Dorothy Greene Friendly put it this way: "What the American people don't know can kill them." Amen.

News people have a responsibility. And so do you. *Ours* is to report the news fairly, accurately and completely. *Yours* is to keep yourself informed everyday.

I'll never forget the quotation hanging in Edward R. Murrow's CBS office. It was

from Thoreau: "It takes two to speak the truth – one to speak and one to hear."

Take A Three Minute Overview

Here's how I tackle the paper. For starters, I take a three-minute overview of the news. No need to go to the sports section first, or the TV listings. With my overview you'll get there quickly enough. First I scan through the front-page headlines, look at the pictures and read the captions. I do the same thing page by page front to back. Only *then* do I go back for the whole feast.

The way the front page is "made up" tells you plenty. For one thing, headline type size will tell you how the paper's editor ranks the stories on relative importance. A major crop failure in Russia should get larger type than an overturned truck of wheat on the Interstate, for example.

Which Is The Main Story?

You'll find the main or lead story in the farthest upper-right hand column. Why? Tradition. Newspapers used to appear on newsstands folded and displayed with their top right-hand quarter showing. They made up the front page with the lead story there to entice readers.

You'll find the second most important story at the top far left, unless it's related to the lead story. Do you have to read *all* the stories in the paper? Gosh, no. But you *check* them all. Maybe the one that appears at first to be the least appealing will be the one that will most effect your life.

News Is Information, Period

A good newspaper provide four basic ingredients to help you wrap your mind around the news: *information, background, analysis and interpretation.*

Rule #1 of American journalism is: "*News columns are reserved only for news.*" What is news? It is *information* only. You can tell a good newspaper story. It just reports the news. It doesn't try to slant it. And it gives you *both* sides of

the story.

Look out for a lot of adjectives and adverbs. They don't belong in an objective news story. They tend to color and slant it so you may come to a wrong conclusion.

Do look for bylines, datelines and the news service sources of articles. These will also help you judge a story's importance and its facts.

As you read a story you can weigh its truthfulness by asking yourself, "Who said so?" Look out for "facts" that come from unnamed sources, such as "a highly placed government official." This could top you off that the story is not quite true, or that someone – usually in Washington – is sending up a "trial balloon" to see if something that *may* happen or be proposed gets a good reception.

Another tip: check for "Corrections" items. A good newspaper will straighten out false or wrong information as soon as it discovers its error. A less conscientious one will let it slide or bury it.

An Upside Down Pyramid

Reporters write news stories in a special way called the "inverted pyramid" style. That means they start with the end, the *climax* of the story, with the most important facts first, then building more details in order of importance. This is unlike the telling or writing of most stories, where you usually start at the beginning and save the climax for last. Knowing about the newspaper's "inverted pyramid" style will help you sift facts.

A well-reported story will tell you "who", "what", "when", "where," and "how." The best newspapers will go on to tell you "why." "Why" is often missing. And that may be the key ingredient.

Many important stories are flanked by "sidebars." These are supporting stories that offer, not news, but the "why" – *background* and *analysis* – to help you understand and evaluate it.

Background offers helpful facts. *Analysis* frequently includes opinion. So it should be – and usually is – carefully labeled as such. It's generally

by-lined by an expert on the subject who explains the causes of the news and its possible consequences to you. No good newspaper will mix *interpretation* with the "hard" news, either. Interpretation goes beyond analysis and tells you not just what will probably happen, but what ought to happen. This should be clearly labeled, or at best, reserved for the editorial page or "op-ed" (opposite the editorial) page.

Form Your Own Opinion First

I form my own opinion *before* I turn to the editorial page for the pundits' views. I don't want them to tell me how to think until I've wrestled the issue through to my own conclusion. Once I have, I'm open to other reasoning. *Resist the temptation to let them do your thinking for you.*

Here's an idea I firmly believe in and act on. When you read something that motivates you, do something about it. Learn more about it. Join a cause. Write a letter. You can *constantly* vote on issues by writing letters, particularly to your congressman or state or local representative.

To understand the news better, you can also read news magazines. Books help to fill in the holes too. During the

Vietnam war, for example, many people felt that the daily news wasn't entirely satisfactory. The truth is, you could have gotten many important new facts from the books coming out at the time.

Pick A TV story And Follow It

Now that I've taught you the basics of getting under the skin of a newspaper, let newspapers get under your skin.

Tonight, pick an important story that interests you on the TV news. Dig into the story – in your newspaper. Follow it, and *continue* to follow it closely in print. See if you don't find yourself with far more understanding of the event.

And see if you don't have a far more sensible opinion as to the "whys" and "wherefores" of that event, even down to how it will effect you – and maybe even what should be done about it.

Keep up with the news the way my colleagues and I do – on TV *and* in the newspapers. Learn to sift it for yourself, to heft it, to value it, to question it, to ask for it *all*. You'll be in better control of your life and your fortunes. And that's the way it is. — Walter Cronkite

