

- Hardly a man wakes a half hour's nap after dinner, but when he wakes he holds up his head and asks, "What's the news?" as if the rest of mankind had stood his sentinels.
- ...
- After a night's sleep the news is as indispensable as the breakfast. "Pray tell me any thing new that has happened to a man any where on this globe
- Where I Lived, and What I Lived for
Henry David Thoreau



Hello



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Course description

The news business has changed tremendously in our lifetimes. We've gone from the steady voices of Edward R. Murrow and Walter Cronkite to, well, goodness knows what is going on in cable news. Boston had seven newspapers in the 1960s. The *Telegram and Gazette* were morning and evening papers. And, it's going to change even more. We'll explore the economic, technological, political, and social issues of the news business.

Course outline

Date	Topic	You are here
3/22	Overview	
3/29	The business of news: content, ads, and distribution	
4/12	The journalism profession	
4/19	Culture, law, and politics	
4/26	The news is plural	

About your presenter



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- ▶ Study group
 - Mondays 11:30-1:00
 - Charlie's in the Hagan Student Center

Work and family

- ▶ 30 years in the high-tech industry
- ▶ Blogger with United Business Media
- ▶ Former newspaper reporter, short-order cook, Kelly Girl, and factory worker
- ▶ In college in every decade since the 60s
- ▶ Married, father of two, grandfather of seven



This week

- ▶ Introduction
- ▶ In the news
- ▶ Themes for the course
- ▶ A ridiculously fast review of the history of news and publishing
- ▶ Media are plural
- ▶ Where I got my news this morning



Questions?



In the news

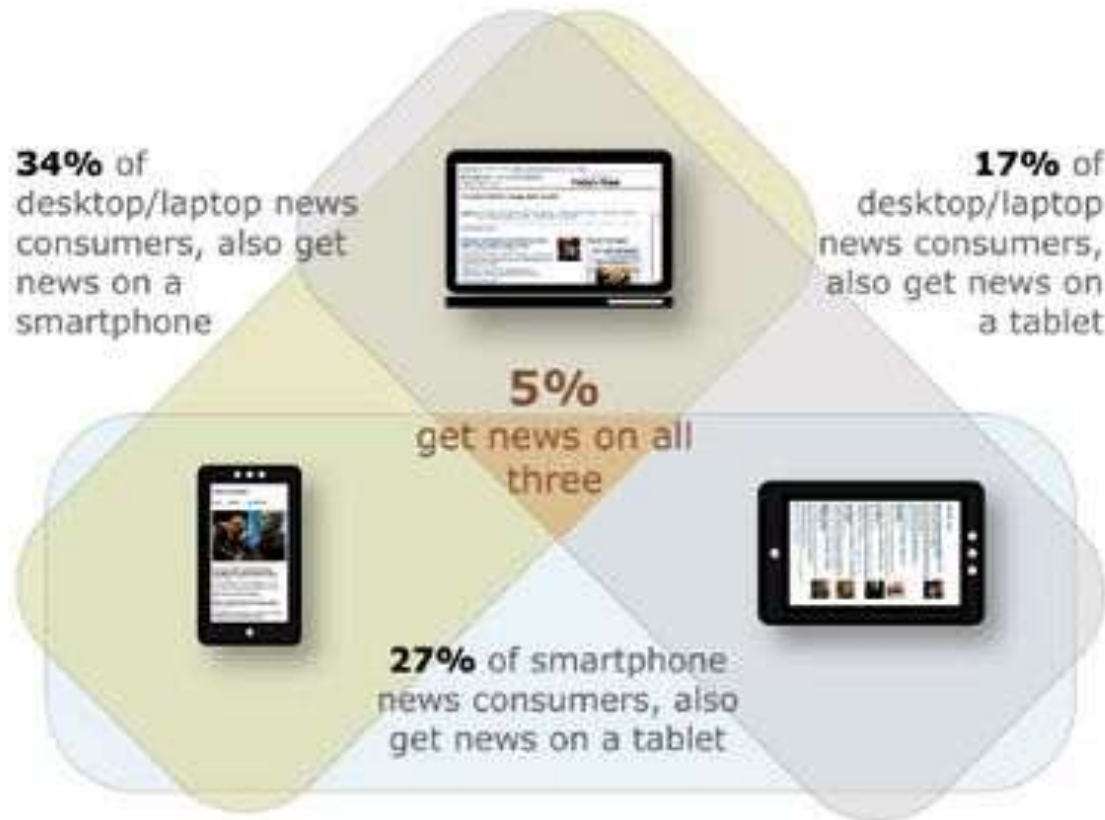
The Pew Research Center's Project for Excellence in Journalism

The State of the News Media 2012

An Annual Report on American Journalism



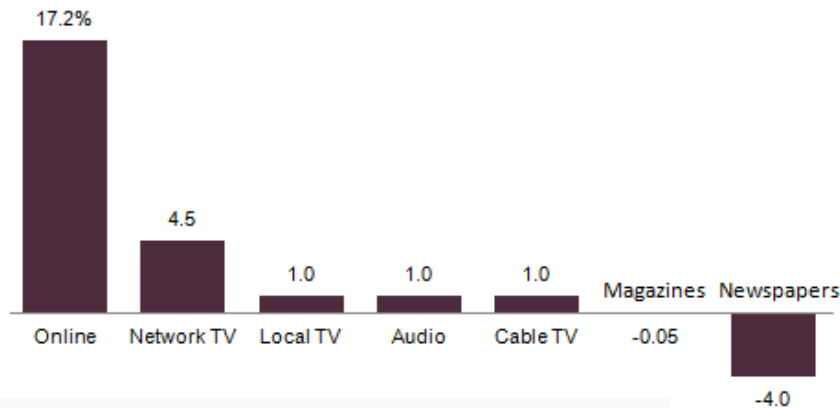
All channels, all the time



Pew Research key findings

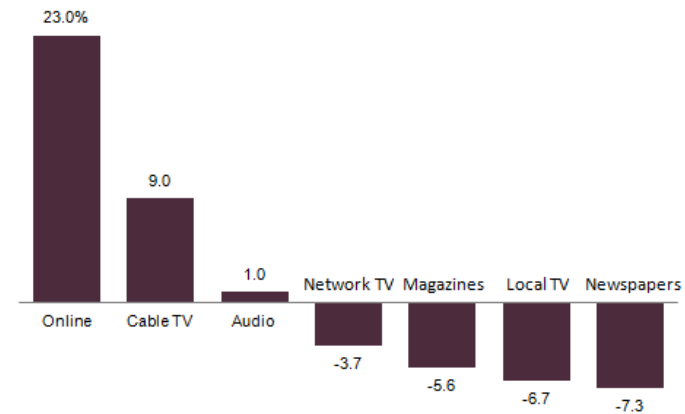
Web Continues to Dominate in Audience Growth

Percentage Change in Audience, 2010-2011



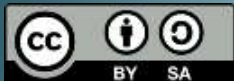
Most Sectors See Revenue Fall

Percentage Change in Revenue, 2010-2011



Source: SNL Kagan, eMarketer, Veronis Suhler Stevenson, Radio Advertising Bureau, Publishers Information Bureau, National Newspaper Association, BIA/Kelsey

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM
2012 STATE OF THE NEWS MEDIA

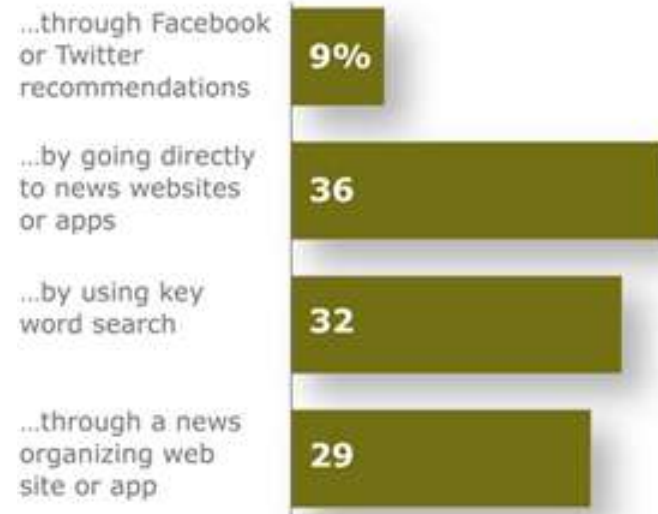


More on key findings

- ▶ Digital growth continues
- ▶ Network , cable, and local TV news show growth
- ▶ Magazines decline
- ▶ Print newspapers decline the most

Social media is not an overwhelming driver of news (yet)

Percent of U.S. adults who get news on any digital device very often...



N=3,016

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM
2012 STATE OF THE NEWS MEDIA

Themes

- ▶ The media doesn't tell us what to think. It does tell us what to think about.
- ▶ Our sense that we can't keep up is based on the old sense that we could keep up.
-- David Weinberger
- ▶ Online is less expensive, but doesn't seem so
- ▶ Social media exposes us to more news sources and viewpoints .
- ▶ The digital divide is only partially about money.
- ▶ We are still in the very early stages of the future.

A ridiculously fast review of the history of news and publishing in the U.S.



*Articles of Impêachment of T. Jefferson, Esq.
President of the United States for high crimes
and misdemeanors.*

ART. I. He has openly violated the constitution, and his oath by removing meritorious men from office without complaint, and without any just cause.

II. He has removed some from office in the recess of Congress, and in the absence of the Senate substituting his favorites in their places without the advice and consent of the Senate, against the letter and spirit of the Constitution.

III. He has violated the spirit of the constitution, by appointing men to office who had openly adhered to the revolutionary enemies of the United States, against his own engagements to the contrary.

IV. He has prostituted the dignity of his high office by meanly descending publicly to altercation constitutional questions with private individuals.

The Independent Gazetteer -- Worcester 1801

[Articles of Impeachment of T. Jefferson, Esq.,
President of the United States for High Crimes
and Misdemeanors](#)

We are in great haste to construct a magnetic telegraph from Maine to Texas; but Maine and Texas, it may be, have nothing important to communicate. ... As if the main object were to talk fast and not to talk sensibly. We are eager to tunnel under the Atlantic and bring the Old World some weeks nearer to the New; but perchance the first news that will leak through into the broad, flapping American ear will be that the Princess Adelaide has the whooping cough.

Thoreau on the telegraph

Media are plural

- ▶ Not just the format
 - Print
 - Broadcast
 - Internet
- ▶ Ownership is diversified, In spite of our best efforts
 - Multiple ownership models
 - Lots of good free content
- ▶ We have access to more sources at lower costs than ever before

Where I got my news this morning



Questions?

Next week

- ▶ The business of news
- ▶ Business models – old, new, and newer
- ▶ Ownership
- ▶ Authority, curation, and what this friend of my friend just heard and it's absolutely true, I swear.
- ▶ Study Group
 - Monday – 11:30 – 1:00
 - Charlie's



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