People and Product of Journalism

J201: Introduction to Mass Communication

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BACKGROUND

Penny press, partisan press of 1800s
TODAY: THE PEOPLE OF JOURNALISM & ITS PRODUCTS IN MODERN JOURNALISM
PROGRESSIVE ERA

~1890s-1910s

Social change
• Immigration
• Urbanization
• Education
• Rise of a professional middle class

Concerns about corruption
• “Robber barons”
• Parties and “patronage” system
JOURNALISM IN PROGRESSIVE ERA

With increasing influence and power, a need for **training**, **professionalism**, **accountability**

Establishment of:

**norms** and **practices** &

**official journalism schools**

(UW-Madison J School, 1904)
CAVEATS

All newspapers (magazines, TV stations etc.) are not the same

But: there IS a reasonably coherent culture of journalism in the country

(It is institutionalized)
THE PEOPLE OF JOURNALISM
KEY ROLES

Publisher
Business staff
Managing editor
Editor
Reporter
“Ombudsman”
Editorial Board
Opinion writers/columnists
PUBLISHER

Essentially the CEO of the newspaper
Typically 1 per newspaper
May be owner; or else answers to shareholders

Deals with both ‘business side’ and ‘news side’
Oversees the “wall” between news and business
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<thead>
<tr>
<th>NEWS</th>
<th>BUSINESS</th>
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<tr>
<td>Story selection</td>
<td>Advertisements</td>
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<td>Coverage</td>
<td>Subscriptions</td>
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<td>Paper composition</td>
<td>Classifieds</td>
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THE

Chicago Tribune,

THE GREAT NEWSPAPER OF THE WEST,
Is pre-eminently the PEOPLE'S Paper,

HAVING NO EQUAL
In the fullness of its Local and General News; the variety of its Correspondence and Miscellaneous Reading Matter.

IT IS UNSURPASSED
In the vigor and originality of its editorial discussions and in the extent and correctness of its

MARKET REPORTS.

IT HAS NO SUPERIOR.

TERMS OF SUBSCRIPTION.

Daily, per annum, $12.00
Tri-Weekly, $6.00
Weekly, $2.00

Rates for advertising can be obtained upon application at the office.

Address, TRIBUNE COMPANY,
CHICAGO, ILL.

SEND FOR SPECIMEN COPY.
BUSINESS STAFF

Works with advertisers
  • Negotiates ad placements, fees

Coordinates subscriptions, classifieds

Other business functions: accounting, planning, strategy, advertising (for the paper), etc.
EDITOR/MANAGING EDITOR/EXEC EDITOR

Several to many editors

Main tasks:
- story selection
- reporter assignment
- story editing
- editorial writing (by Editorial Board)
REPORTER

Research

• Eyewitness to events
• Finding and interviewing sources
• Archival research
• Beat reporting
• Investigative reporting
• “shoe-leather” reporting

Example: Nick Wells covers attacker in Brooklyn
About The Public Editor

Margaret Sullivan is the fifth public editor appointed by The New York Times. She writes about the Times and its journalism in a frequent blog – the Public Editor’s Journal – and in a twice-monthly print column in the Sunday Review section. The public editor’s office also handles questions and comments from readers and investigates matters of journalistic integrity. The public editor works independently, outside of the reporting and editing structure of the newspaper; her opinions are her own.
EDITORIAL BOARD

A group of senior editors

Write the *editorials*

A possible career:

Reporter → Editor → Bureau Chief → Editorial board member
OPINION WRITER/COLUMNISTS

Someone who writes essays expressing their opinion

(The newspaper offers space for discussion and debate)

Some opinion writers are *regular, paid* columnists (usually 2 columns/week)

Some are *invited, guest* writers wanting to *express an opinion* (usually not paid)
DIFFERENT FORMS… SIMILAR PROCESS

Newspaper
Magazine
Television news
Radio news
Internet news
THE PRODUCT
DIFFERENT TYPES OF JOURNALISM…

Within a daily newspaper…

“Straight” news
News analysis/Summary
Editorials
Op-eds and opinion columns
Letters
Feature sections
“the blogs”
Rare native orchids in Door County get a helping hand

Volunteer Jane Whitney and professional botanist Melissa Curran check on ramshead orchids protected from deer by fencing at The Ridges Sanctuary in Baileys Harbor. The original 40-acres of the sanctuary, which nearly became a campground, was founded in 1937 and 25 of the 40 species of orchids in Wisconsin can be found growing in the wild.

By Meg Jones of the Journal Sentinel

Sept. 17, 2013 11:25 a.m.

Baileys Harbor — Albert Fuller was so impressed with the abundance and variety of orchids in Door County that he saved them.
In Ukraine, It’s Putin’s Game

By ANDREW HIGGINS  FEB. 11, 2015

Residents of Kramatorsk, in eastern Ukraine, used plastic sheeting to cover broken windows on Wednesday after a round of shelling damaged the home. Gleb Garanich/Reuters

BRUSSELS — His country’s oil export revenues and currency have slumped. Its economy is shrinking, and some of his own allies in Moscow have questioned where he is leading them. Yet when President Vladimir V. Putin of Russia sat down Wednesday in the Belarussian capital of Minsk with the
EDITORIALS

Written & signed by the newspaper’s editorial board

Express the opinion of the newspaper

Example of the newspaper as a community institution
OP-EDS AND OPINION COLUMNS

“opposite the editorial” or “opinion editorial”

Columns by either:

→ Columnists on staff with newspaper
→ Guests given space to express a view

Again, create a space for community discussion
LETTERS

Public forum function

A space in which citizens speak to/with/at the newspaper or community
FEATURE SECTIONS

DRINKS
Duo from Morel restaurant share tips on putting together a wine list

HOME
Hometown Established is an all handmade, all local general store

GARDEN
Caring for neighbors' houseplants doesn't have to be complicated

http://www.jsonline.com/fresh/
WHAT THIS MEANS FOR YOU

Need to know what you are looking at

Ask yourself: what are the expectations of content of this type?

You might also ask: How well is the outlet providing this kind of content?

And: Across an outlet’s coverage, how well does it perform democratic functions?
ALSO:

Not all content is clearly marked for its type

So you should ask, what model is this writer/outlet following?

Especially true on the Web, where forms and styles are often mashed up
HAVE A GOOD WEEKEND!