

authorities claimed the paper contained criticism of military policy, so it was shut down by the governor after one issue.

- In 1734, **John Peter Zenger** printed accusations of official corruption in his New York Weekly Journal, which resulted in his arrest by the angry governor accusing him of libel.
 - His attorney **Andrew Hamilton** argued that citizens have a right to criticize the government and that libel only occurs when printed words are “false, malicious and seditious.”
- **First newspaper cartoon** ran by Ben Franklin in his Pennsylvania Gazette in 1754, featuring a snake that symbolized the American colonies, which needed to unite in self-defense against the French and Indians.
- **The Stamp Act came in 1765** by the British Parliament which imposed a heavy tax on all printed matter. Editors grew even bolder as the revolutionary debate wore on, so objectivity disappeared and loyalist editors were driven out of business.
 - One of most notable journalists of the time was **Isaiah Thomas** who was a master printer and an articulate agitator. He began publishing the **Massachusetts Spy** in 1770 initially nonpartisan, but by 1775 Thomas was demanding independence from England.
 - His account of the **Battle of Lexington**, reprinted in newspapers throughout the colonies, was a mix of outstanding reporting and persuasive propaganda.
- **Key changes to journalism in 19th century:** (1) the emergence of the **penny press** in 1830s, which emphasized local news, sports, human-interest stories and above all, crime (more on page 10).
 - **(2) innovations in printing:** cheaper paper and faster presses made news affordable and available like never before, especially to America's growing urban population.
 - **(3) the rise of the modern newsroom:** the biggest and best newspapers hired and trained reporters to cover news in a professional way.
- **James Gordon Bennet** crafts a new style of journalism by launching the **New York Herald** in 1835 with little money and no staff.
 - By midcentury the newspaper became the biggest in the world due to its enterprising reporting, sensational stories and innovative ideas: interviews, reviews, letters to the editor, money pages, society columns, sports stories and “extra” editions.
- **Golden Age of Yellow Journalism:** as NY population exploded, the city became the nation's media center. Two editors rose above the rest in an epic struggle for power and influence: **Joseph Pulitzer (The World)** and **William Randolph Hearst (the New York Journal)**.
 - Both men reshaped American journalism in the late 1800s with a style of newspapering known as “**yellow journalism**” taking its name from the Yellow Kid, the first color comic, which ran in both the Journal and the World.
 - Yellow journalism was characterized by loud headlines, sensational stories on sin and sex, lavish use of pictures (often faked), Sunday supplements full of crowd-pleasing comics and features. Crusades. Publicity stunts. And rumors disguised as news – such as those that led to war with Spain.
 - **Hearst, Pulitzer & the Spanish-American War:** the excesses of yellow journalism reached a climax as Hearst's Journal battled Pulitzer's World for supremacy in New York. Hearst spent millions in family fortune to hire away Pulitzer's top staffers, and he used his genius for sensationalism to concoct bigger, bolder stories.
 - When the World sent correspondents to Cuba in 1896 to dramatize the rebels' fight for freedom, Hearst dispatched staffers of his own. Hearst and Pulitzer inflamed readers, pressured politicians and the day after a Navy battleship exploded in 1898, they published the two competing pages. War was declared and circulation skyrocketed.
- **News in the 20th century:** radio and television brought an end to newspapers' media monopoly, since the competition had more appeal. First came radio, luring listeners with speech and music. Next, movie newsreels added visuals to the voices in the news.

- **Phone, mail and web surveys:** researchers compile a series of questions, then distribute questionnaires or conduct phone interviews with respondents who have been selected and screened to ensure the survey's accuracy.
 - Pros: surveys provide more detailed data and results are generally reliable and accurate. Cons: respondents lie and editors often don't know what to do with statistical results.
- **Monitoring devices:** cameras embedded in computer screens track users' eye movements as they read web pages. Pros: the eyes don't lie as we can see where people actually look. Cons: testing occurs in unnatural conditions which pressures people to behave differently.
- **5 things to remember about readers as a reporter:** (1) readers are in a hurry; (2) readers have short attention spans; (3) readers want stories that personally connect; (4) readers want stories told in a compelling way; (5) there's more than one type of reader. (page 21).
 - You often spend 90% of your time chasing a story, and just 10% writing it. Not everything a reporter hears makes it into the finished story. Not everything is what it seems.
- **How the news comes together:** timing is everything in news production, whether you're posting stories online or prepping them for print. Newsrooms streamline the work flow so staffers can produce the best possible stories in the fastest, most efficient way. (page 24-25).
 - **Reporters and editors:** reporters are assigned to beats, but in big newsrooms, beats are organized into teams such as business, sports, living, family & education, etc.
 - When a reporter files a story, it first goes to an editor on his or her team, who checks it for accuracy, organization, and fairness.
 - **Copy editors and page designers:** once stories are edited, they are sent on to copy editors and designers. Copy editors check stories for grammar, spelling and punctuation, add headlines, and then send everything to the presentation team, where designers have laid out the stories on each page along with any additional photos, captions and graphics.
 - **Editorial board:** the editorial department usually works independently of the newsroom to produce the paper's opinion pages. The editorial staff writes editorials that reflect the newspaper's views on current events, selects letters to the editor and edits guest opinion columns. Papers often employ an additional cartoonist, too.
 - **Photo and graphics:** after returning from their assignments, photographers review their work, then select and process the best images for the newspaper. These are digitally sent to the presentation team for layout. Breaking news photos or videos are immediately posted online. Meanwhile, graphic artists receive information from editors and reporters with which they build charts, graphs, maps, and other graphic elements to accompany stories.
 - **The advertising department:** this is where the money gets made that keeps the business afloat. Dozens of staffers may work in several areas, including classified ads (processing ads for homes, cars, jobs, pets, etc.), retail and display ads (selling the ads that run below and beside news stories), and advertising services (helping clients write, edit and design their ads).
 - **The production department:** these staffers transfer news and advertising into pixels and ink. Computer services is technicians that help maintain the newsroom's hardware, software and services. Camera and composing is where workers prepare pages for printing, turning them first into negatives then into plates that are mounted on the press. The pressroom is where papers are printed and bundled for delivery.
- At most papers, writers are either **general assignment reporters:** who cover an unpredictable variety of topics, depending on what news events occur from day to day; or **beat reporters** who cover a specific topic, like politics, crime, education, sports, and movies.
 - Page 26 for flowchart organization of positions in newsroom, from publisher to reporters.
- **Reporter terminology:** your stories will be **spiked or killed** if they're unpublishable; if they're too long – if you've written a **thumbsucker or a goat-choker** – an editor may **cut or**

trim a few **grafs** (paragraphs). If a sloppy editor ruins your story, then it's been **butchered**; if it runs way back on page 17 then it's been **buried**.

- **Important vocabulary for parts of a story & parts of a page (pages 28-29):**

- **Byline:** the reporter's name, often followed by credentials. Many papers require that stories be a certain length or writer by a staffer to warrant a byline.
- **Dateline:** the location of a story, especially if it's written outside the paper's usual coverage area.
- **Lead:** also spelled "lede" the opening of a story. Here, this news lead condenses the key facts of the event into the first paragraph.
- **Quote:** someone's exact words, usually spoken to the reporter during an interview.
- **Attribution:** a phrase that tells readers the source of a quote, or the source of information used in the story.
- **Headline:** the big type, written by copy editors, that summarizes the story.
- **Photo:** photos are usually shot by staff photographers, free-lancers, or wire services like the associated press.
- **Photo Credit:** a line stating the photographer's name, often adding the organization he or she works for.
- **Liftout Quote:** also called a pullquote, it's a quotation from the story that's given special graphic emphasis.
- **Tagline:** contact information for the reporter, enabling readers to provide feedback.
- **Flag:** this is the one front-page element that never changes – the name of the paper set in special type.
- **Edition:** daily papers often print one edition for street sales, another for home-delivery to subscribers.
- **Infographic:** informational graphics – maps, charts, lists, diagrams, timelines – display key facts from the story in a visual way. At big publications, they're created by artists.
- **Deck:** a subheadline written by copy editors that supplements information in the main headline.
- **Text:** the story itself. When text is set into columns of type, it's measured in inches. The story runs for about seven inches before it jumps.
- **Jump Line:** when a long story is continued on another page, editors run this line to tell readers where the story continue or jumps.
- **Cutline:** also called a caption, its information about the photo that is often collected by photographers but written by copy editors or reporters.
- **Teaser:** also called a promo or skybox. This is designed to grab reader's attention so they'll pick up the paper and read this story in the sports section.
- **Refer:** this alerts readers that there's another story on the same topic in another part of the newspaper.
- **Wire Story:** a story written for another publication or a national news service, then sent (by telegraph wire in the old days) nationwide.
- **Mug Shot:** a close-up photo of someone's face. These usually run small, just an inch or two wide.
- **Centerpiece:** also called a lead story. Editors decided that this was the top story of the day, either because of newsworthiness or reader appeal, so it gets the best play and the biggest headline on Page One.
- **Index:** one of the last page elements that copy editors produce before sending the paper off to the press.
- **Logo:** a small, specially designed title (often with art) used for labeling special stories or series.

- **Tools every reporter needs:** most essential is a notebook, use spiral-bound pads as they give you better control when you flip pages while scribbling notes. Learn speed writing or shorthand so you can quote fast talkers. Digital voice recorder. Computer. Camera. Telephone.

- **Preliminary hearing:** a judge hears arguments from the prosecutor and the defendant to determine if there's enough evidence to bring charges.
 - After the arraignment, pretrial conference/motions, trial, verdict/sentencing, the option for an **appeal** arrives. Anyone convicted of a crime may appeal the decision, asking a higher court to review the conviction, the sentence or the court proceedings for legal errors.
 - **Appellate courts** review only the record of court proceedings and don't consider new evidence.
- **Civil suits:** in civil cases, an individual or group moves against a defendant to resolve a dispute, recover a right or obtain compensation for an injury. The first step is when attorneys for the plaintiff (the party instituting the action) **file a lawsuit**. The defendant then files an **answer** admitting or denying the charges.
 - **Hearings & motions:** attorneys may file requests asking the court to limit evidence, issue restraining orders, change the trial's venue or render a **summary judgment** – a dismissal declaring that, even though the allegations are true, the issues don't deserve a trial.
 - The case then moves to a **pretrial conference**, where the court encourages both parties to reach a compromise that avoids a trial. By some estimates, 90% of all civil cases are settled before trial.
 - Some actions require court trials (where a judge decides the case), while others permit jury trials.
 - At **judgment**, if the plaintiff prevails, the judge may order the defendant either to do something or to stop doing something (via an injunction or restraining order). Or a judge or jury may require the defendant to pay damages.
 - As with criminal trials, an **appeal** asks a higher court to review the judgment or court proceedings for legal errors.
- **Covering speeches:** speech stories are relatively easy to report and write as the events are prearranged, and unlike in interview, the speaker does all the work preparing, organizing and explaining the material.
 - Other times, if it's a **major address by a political candidate** or a passionate plea by a world leader, covering a speech is a stressful test of your ability to process information on deadline, distill what's most important, fact-check what's dubious, sift through a mass of remarks to select the most compelling quotes, and then explain why we should even care.
 - **Tips for covering speeches:** research the speaker and topic as well as request an advance copy of the speech before the actual event.
 - When writing the story, set it up with a **compelling lead** that summarizes the most newsworthy or provocative point the speaker made, usually presented as a paraphrase or partial quote.
 - The second paragraph is often a powerful quote from the speech that reinforces the point you made in your lead.
 - The third paragraph explains where, when and why the speech was given. While the rest of the story combines quotes, descriptions, background information and audience reaction to convey the speaker's message and to characterize how it was received.
 - Put the speaker's name in the lead only if it's familiar to most of your readers; otherwise, identify them by their job title and then name them in a subsequent paragraph. Avoid topic leads (the Big Idea is important, not the topic), include a minimal amount of background information.
 - Highlight the speaker's key points by using direct quotes as often as necessary. Arrange these points in order of descending importance, and don't arrange them