

THE NEWS ABOUT THE NEWS

American Journalism in Peril

Leonard Downie Jr.
and Robert G. Kaiser

Alfred A. Knopf • New York • 2002



Washington Times
Lindsay
Post has a
partnership
with MSNBC

What is good journalism

proliferation of news
outlets p 11

a bright future? why

Money has always dominated
American life but in modern
times it has been democratized

Why is there a steady decline
in number of people keeping
up

USA Today - bright view

What's a great newspaper
p 258-

Television news has become
a cynical business

Sept 11 belongs to TV - seems to be everything 38 years at Post
Sept 12 belonged to newspapers

Why should TV news do what newspaper do?

Most daily newspapers are "mediocre" p109

Curly didn't answer you - Did local Gannett editors
talk to you. p89

Classified - 20-40% of a newspaper's revenue - Why
internet for no charge

1964 - 81% of American read a newspaper
2000 - 55%

American newspapers took in 46.3 Billion in ad 1999
industry has 21.5% of market - Broad. + cable 23.3%

What are the Post's margins

New York Times - cut hundreds of blue-collar jobs (p77)

Pew - travel and research money

Most unfortunate trend - conversion of working journalists
into celebrities themselves.

Russert - p231 - news analysis or political speech?

Declining coverage p238

Why is foreign news so important

The internet has disappointed those who
predicted original journalism

All news channels have a low audience

BOOKNOTES
BRIAN P. LAMB
C-SPAN AIR DATE

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661. Leonard Downie Jr., Co-Author
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First Edition

Traditional ink on paper newspaper is at risk
CBS - a fallen star

future is uncertain - trends are moving in wrong direction

John Canoll ed. of L.A.T. Times - Sept 11 - worth a lot of
money in the long haul p248

17,815 mag published in US in 2000

fragmented market place - 'now'

Daily words

NPR - 13,000 ATC 90 min.

Post 110,000 words

Twitter 105,000

NBC and the debate
You refusing

O. J. -
Night turning Pt.
P226