

The History of Journalism

Objectives

After reading this section, you will be able to:

- Discuss the interplay between technologies and the development of journalism.
- List the four roles of mass media.
- Discuss the development of a free press.
- Discuss methods used to pay for the collection and dissemination of news.
- Identify ethical challenges that may develop because of sources of funding.
- Identify strengths and weaknesses associated with media convergence.

Humans hunger for news. We want knowledge beyond what we can gather using our own senses. We want narratives, facts, events, people, back stories and the ideas from beyond our doors. We want to understand, and we want to escape our isolation. The mass media tries to satisfy this hunger.

The work journalists produce is part of mass media. Mass media's job is to inform, persuade, entertain and transmit cultural values. Journalism openly and proudly does the first three—it persuades, informs and entertains—and often, despite its efforts to be objective, it reflects and transmits cultural values. Sometimes these roles of mass media conflict with each other.

“The Odyssey,” one of the oldest works in Western literature, is full of the hunger for news. Twenty years after Odysseus sails for Troy, his wife and son long for news of him. But in Greece in 800 BCE, there are only two ways of getting news. You can stay at home and hope a traveler comes to you with accurate reports, or you can travel forth to interview primary sources for yourself. Literacy had not yet reached Greece.

The story of Odysseus represents the four sometimes competition functions of mass communication: to inform, persuade, entertain and transmit culture. Penelope and Telemachus, Odysseus's wife and son, wanted accurate information about Odysseus's whereabouts. Penelope guarded herself against gossip and those who would exploit her. She asks the old beggar who claims to have seen Odysseus (but is really her returning husband in disguise) to support his reports with relevant details. She demands the beggar tell her “how he looked, the quality of his clothing and some particular of his company.” Eyewitness reporting gains credibility from accurate detail, and Penelope wanted only the truth.

But before returning home disguised as an old beggar, Odysseus had earlier been washed ashore alone in Phaicia, where King Alcinous and his people want entertainment more than facts, entertainment in harmony with their world view. Odysseus wants a ship to return home to Ithaca, so he gives them the entertainment they want.


When the king introduces himself he says, “Cyclops ranked no nearer gods than we.” Odysseus reads his audience well and crafts his account to please them. He gives them a good story, complete with a Cyclops, seductive enchantresses, a journey to the afterlife, a six-headed monster, cannibals, lotus flowers, a whirlpool and vengeful gods. He portrays himself as the complete Greek hero, embodying Greek cultural values. He is resourceful, loyal, brave, boastful, curious and an associate of the gods. His great ability as an entertainer—and a persuader—earn him safe passage home to Ithaca.

People's desire for hard news, facts on which they can make decisions, has long intertwined with their desire for softer news, news designed to reinforce their beliefs, news of heroes, gossip and even fictions that suit their existing prejudices.



As literacy spread, it helped bridge the gulf between the small world within the reach of our senses, and the greater world. Literacy and its technologies—writing with pens, reeds, cow hides, metal plates and stone or clay tablets—changed the way we got the news. A scribe could mark a thin sheet of cow hide, metal or papyrus. A messenger carried it by boat, horse or on foot, and many miles away, another person could read the same words. It must have seemed miraculous. If the words were read aloud, they could be received by mass audiences, groups of people gathered together.

This may not yet have been true journalism—the messages were more often official pronouncements rather than unbiased and accurate reports—but journalism developed and changed with technology. This was as true thousands of years ago as it is today.

Milestones in the Development of Journalism

When and Where	What	So What?
131 BCE to about 222 CE, Rome (353 years)	<p>Acta Diurna (Daily Acts): Daily official notices of the Roman government inscribed in Latin on stone or metal plates and posted in public places such as the Forum. Scribes copied them to send to provincial governors.</p> <p>In addition to legal proceedings and public notices, they announced prominent births, marriages and deaths, astrological omens, gladiatorial contests, (an early sports page), trials and executions.</p>	<p>Called the first daily newspaper, the Acta were notices written by government employees. However, they allowed the citizens of Rome to watch parts of their government.</p> <p>They replaced the early Annals, a yearly publication that summarized events of the previous year.</p>
<p>59 BCE</p> 	<p>Acta Senatus: the records of the acts of the Roman senate, made public during a short period by order of Julius Caesar, then a Consul. His grand-nephew and successor as Emperor, Augustus, censored them.</p>	<p>Governments may not relish close scrutiny of their actions.</p>

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When and Where	What	So What?
<p>1282, Aragon (now Spain)</p>  <p><i>Georgios Kollidas/Shutterstock.com</i></p>	<p>First water-powered paper mill made paper relatively inexpensive and widely available. Arabic culture transferred the knowledge of paper making to Europe from China, where paper had been made as early as 104 C. But it remained rare and expensive as long as it was made by hand. Peter III, a Christian king of Aragon, Valencia and Sicily, sponsored the construction of the first known water-powered paper mill.</p> <p>Earlier, writing was done on</p> <ul style="list-style-type: none"> • parchment, that is, prepared hides from cows, sheep or goats; • papyrus rolls, beaten from reeds; • thin metal plates; and • clay or stone tablets. <p>Preparing these surfaces was time-consuming and expensive, as was handcrafted paper.</p> <p>(Students learned to write using sticks, chalk or charcoal on wood, wax-coated wood, slate or in the dust.)</p>	<p>Plentiful paper made written communication possible for individuals, even those who were not powerful or wealthy.</p> <p>People “published” their writing, even their poetry by writing letters. Copying these letters (the Renaissance version of retweeting) flourished, allowing writers such as Petrarch (1304–1374) to circulate his poems and social commentary (early editorials), news, travel literature and satire. He made a name for himself in both Latin and Italian, relying on his readers—his followers—to hire scribes to copy what they liked.</p>
<p>Mainz, Holy Roman Empire (now Germany), around 1440</p>  <p><i>Everett Historical/Shutterstock.com</i></p>	<p>Johannes Gutenberg's printing press refined and combined several earlier innovations to make the first mass media possible.</p> <p>Innovation one: Gutenberg, a goldsmith by training, created moulds to cast individual letters and characters out of an easily-melted alloy of lead, tin and antimony. These letters kept sharp, clear edges even when printing many thousands of copies and could be melted down to be reused after the page was printed. They were arranged (in a mirror image of the printed page) letter by letter, word by word in a chase, a four-sided frame and then locked down.</p> <p>Innovation two: Gutenberg adapted a screw press, used in wine and olive production, to press the paper firmly and efficiently onto the chase.</p> <p>Innovation three: He developed an oil-based ink that did not fade as did earlier, water-based ink.</p>	<p>Woodcut prints were used first to print cloth, but by 1400 they were being used to print multiple copies of texts. Wooden blocks were carved by hand and could not be altered or reused. Their edges were worn down easily, producing blurrier images with each impression. Gutenberg improved this process by creating metal letters that printed crisp, clear letters and could be melted down and reused after a printing.</p> <p>The printing press gave birth to mass media and changed the world.</p> <p>A printing press could produce 3,600 copies of a page in a single workday. (Without a press 400 pages was a good day's work.)</p> <p>In the first sixty years, printing presses across Europe produced more than twenty million volumes and over 20,000 different books.</p> <p>The printing press fostered literacy and the spread of ideas, often revolutionary ideas, and put information into the hands of a growing audience. These readers in turn challenged traditional ideas and organizations, including governments and churches.</p> <p>The printing press also made it easier to earn a living as an author, though copyright laws did not exist yet.</p>


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When and Where	What	So What?
1530, Mexico City	The first printing press in the Western Hemisphere is set up in Mexico City. A news book (not a newspaper) is published there in 1541.	The printing press is not yet 100 years old, but it has become an essential element of civilization. It would be another 109 years until the first English-language press is established by Mrs. Glover at Harvard College, Boston in 1639. (Her first name is unknown.)
1594 in Cologne (now Germany)	Mercurius Gallobelgicus , written in Latin, was a semiannual summary of news events. A printer gathered and edited the news accounts he felt would interest his readers.	Twice-yearly summaries may have been too stale to count as journalism, but they were chosen and edited by a citizen, not provided by the government.
1605, Strassbourg (now France)	Johann Carolus's German-language weekly, Relation aller Fürnemmen und gedenckwürdigen Historien (Account of all distinguished and commorable news), is generally recognized as first newspaper.	Carolus printed this paper weekly, so news was considerably less stale. He gathered news from handwritten sources and from first-hand sources. His paper was a commercial venture.
Around 1620	The Courante , the first English newspaper, was published in Holland, probably to avoid the strict control the English government held over the press. It was a weekly broadsheet, 22 inches long and patterned after several earlier European papers.	Those in power in England may have feared that uncontrolled printing would destabilize their society. They were right.
1665, Oxford, England	The Oxford Gazette , later the London Gazette, is said to be the oldest surviving English newspaper. It is still published. It was begun to transmit news of the court to London when the English government had fled to Oxford to avoid the Great Plague. It continued when the government returned to London.	The London Gazette is an official journal of record for the British government, so it may be closer to The Congressional Record (started in 1873 in the U.S.) or to the "Legal Notices" section of local papers, than to a true newspaper. Under its title is the statement "Published by Authority," meaning the publishers have sought and gained official permission to publish.
September 25, 1690, Boston (one issue only)	Publick Occurences, Both Foreign and Domestick was the first American newspaper. It was a three-page paper printed on 6 by 9.5 inch paper. The last page was left blank, perhaps so readers could comment on the news or add their own and send it on to someone else. Single-page broadsides, more like posters, had been published earlier. Publick Occurences was printed only once by London newspaper publisher Benjamin Harris who had migrated to the Massachusetts Colony. The British colonial officials ordered that the paper be "Suppressed and called in." and did "strickly forbid...any person or persons for the future to Set forth any thing in Print without License."	Having opinions may be dangerous in totalitarian situations. Why did the British colonial government object to the paper? They wrote that they found "Reflections of a very high nature: As also sundry doubtful and uncertain Reports." The most probable cause was Harris's statement that the English military had allied themselves with Native Americans, or as he put it, "miserable" savages. The British government once told the governors of Massachusetts, "Great inconvenience may arise by the liberty of printing."

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When and Where	What	So What?
April 24, 1704 to February 29, 1776, Boston	Boston-News Letter , the colony's second newspaper, was heavily subsidized by the British government and had a limited circulation. (People did not generally buy papers off the streets until the early 1800s. They subscribed to the paper, usually by the year.) It was published weekly, a single page, two columns wide, printed on both sides. At first it contained primarily repackaged news from England and Europe, but in 1718 it reported the death of Blackbeard the Pirate in hand-to-hand combat off Ocracoke Island in North Carolina. By 1732, the paper was four pages long and had news from throughout the colonies.	Being a "power-friendly" newspaper has both advantages and disadvantages. The editor of the Boston-News Letter, John Campbell, was a British-appointed postmaster and the words "Published by Authority" were prominently printed just below the flag, that is, the name of the newspaper. Though the paper avoided controversy that would upset its British sponsors, it also collected news from throughout the colonies and was widely circulated, helping to create an American identity that later proved important to the Revolution.
December 19, 1719 to 1798, Boston	The Boston Gazette , some say the most influential paper in the history of America, was begun as competition to the Boston-News Letter. Its first printer was James Franklin, Benjamin's older brother. Paul Revere and Samuel Adams contributed to it, as did Phyllis Wheatley, the first African-American poet and the first African-American woman to publish a book. The paper's masthead, etched by coppersmith Paul Revere, shows Britannia (a symbol of England) freeing a bird from a cage. The Boston Gazette has been called the mouthpiece of the revolution. It reported the Boston Tea Party and the Boston Massacre to the other colonies and propelled the colonists toward rebellion against Britain. After the war, it bitterly opposed George Washington and the new Constitution and so lost support.	A crusading press can move a nation, but it can endanger its own survival if its favorite causes prove unpopular.


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When and Where	What	So What?
<p>August 7, 1721 to 1726, Boston</p>  <p><i>Everett Historical/Shutterstock.com</i></p>	<p>The New-England Courant provided an open and lively forum for Boston wits to comment on government, morals and laws in its letter-to-the-editor section. The paper was without official ties to Massachusetts colonial government and frequently ran afoul of authority. Its contributors were known as the “Hell-Fire” club.</p> <p>It published literary works and humorous essays as well as colonial and overseas news. It was started by James Franklin, with his brother, 15-year-old Benjamin, as his apprentice. Ben contributed to the paper anonymously as Silence Dogood and took over the paper when James was put in prison for writing an editorial criticizing the government’s failure to capture local pirates. When James was later forbidden to publish, he simply continued to use Benjamin’s name on the masthead, though Ben had by that time moved away.</p> <p>James Franklin frequently ran afoul of the British authorities, spending a month in jail for refusing to reveal the identity of a contributor—Silence Dogood. The paper was suppressed by the British colonial government in 1726, but it set the tone for American newspapers.</p> <p>James Franklin started another paper, the Rhode-Island Gazette, in 1732. Ben moved to Philadelphia and purchased the Philadelphia Gazette and also published the first foreign-language paper, the short-lived Philadelphia Zeitung. In 1741 he published one of the first two magazines in the colonies.</p>	<p>Officials sought to stop ideas by silencing their expression. In this case, the ideas found other outlets in other places and other media.</p> <p>The British suppression of the press may have hardened opposition to British rule, though it was 50 years until the Declaration of Independence.</p> <p>In more recent times, citizens across the world have sought freedom of expression, but the urgency of their demands has increased, perhaps fueled by faster technologies and the example of America’s struggles nearly 300 years ago.</p>

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When and Where	What	So What?
1735, New York	<p>The Zenger Trial—Citizens as lawmakers: A New York jury acquitted John Peter Zenger of libel against the British governor because what he published was accepted as true though it was critical of the government. Zenger, a printer and recent German immigrant to New York, printed <i>The New York Weekly Journal</i>, giving voice to colonists opposed to the heavy-handed tactics of British governor, William Cosby. Cosby twice attempted to shut down the paper on charges of “seditious libel,” that is, speaking ill of the government, a crime under British law. Cosby had Zenger thrown in jail, where he remained for almost nine months until his trial. Zenger’s wife continued publishing, missing only one edition, but gathering great public sympathy while reporting what Zenger whispered through the hole of the door to his cell.</p> <p>Zenger’s defense attorney, Andrew Hamilton, surprised the prosecutor when he admitted immediately that Zenger had published what the prosecutor called libel. He tried to show that what Zenger published was true, but the judge would not allow him to do so. The truth of the matter was not an excuse for speaking ill of the governor, the judge held.</p> <p>The prosecutor claimed that if what Zenger published was true, it was all the more libelous. The “Jury must find a verdict for the king. For supposing they were true, the law says that they are not the less libelous for that. Nay, indeed the law says their being true is an aggravation of the crime.”</p> <p>Hamilton argued directly to the jury that the English libel law that protected the king did not apply to the governor of a colony and that “what is good law at one time and in one place is not so at another time and in another place.” He said, “law ought not to be interpreted to prohibit the just complaints of a number of men who suffer under a bad administration.”</p> <p>The jurors voted to free Zenger.</p>	<p>The Zenger case laid the foundation for American freedom of the press and established that truth was a defense against libel. It also established the people’s right to criticize and oversee the government.</p> <p>This right was not established by judges or legislators, but by citizen jurors.</p> <p>Emboldened by the Zenger case, more colonial papers sided with the colonists against British governors, including Mary Katharine Goddard, the publisher of the <i>Maryland Journal</i> who published the first copies of the Declaration of Independence, including the names of the signers.</p> <p>Isaiah Thomas’s <i>Massachusetts Spy</i>, with a circulation of 3,500 had to relocate from Boston to Worcester, Massachusetts in 1775 because of its outspoken support for the Patriots. The British wished to hang him as a traitor and Loyalist burned him in effigy.</p>


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When and Where	What	So What?
<p>May 9, 1754</p>  <p><small>Everett Historical/Shutterstock.com</small></p>	<p>“Join or Die,” America’s first political cartoon is published by Ben Franklin in his <i>Pennsylvania Gazette</i>.</p>	<p>The woodcut cartoon was printed with an editorial by Franklin, but the written work is now almost forgotten. The image still conveys multiple ideas and stays in the mind of those who see it</p>
<p>1775 to 1784, Pennsylvania</p>	<p>Pennsylvania Evening Post becomes the first daily paper in America in 1783. Originally a tri-weekly Patriot paper, it switched to the British side when the city was occupied, then welcomed back the Patriots when the British were expelled. During the British invasion, the other papers were forced out of business, and the <i>Evening Post</i> emerged as the town’s only paper. The paper was published as a daily for just 17 months before it went out of business.</p>	<p>It is bad business to lose the trust of your audience. The paper may have died because it seemed self-serving and disloyal—a turncoat paper.</p>
<p>December 15, 1791</p>	<p>The First Amendment becomes part of the Constitution in the Bill of Rights. The First Amendment prohibited the federal government from doing what the British colonial governments had done—suppressing freedom, including freedom of the press and freedom of speech. The Founding Fathers, having lived through British tyranny, knew the importance of free speech and a free press to creating and preserving democracy.</p>	<p>Some say the First Amendment is too radical to be passed today, but it enshrined in law the citizen’s (and by inference, the press’s) right to criticize the government. This right provided the new nation with the flexibility to grow and change for almost two and half centuries without the need for further revolution.</p> <p>Thomas Jefferson wrote, “Were it were left to me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate to prefer the latter.”</p> <p>Of course the printed newspaper was the only journalism in 1800, so newspapers stood for journalism in its many modern forms.</p> <p>By 1800, just nine years after the First Amendment became law, there were approximately 200 newspapers in the new nation. In 1775, there had been about 35.</p>


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When and Where	What	So What?
1833, New York	The Rise of the Penny Press: The New York Morning Post and the New York Sun begin selling single copies on the streets of New York for a penny. Earlier papers had been sold by subscription, often year by year. The first paper boy is rumored to be a 10-year-old Barney Flaherty who was hired by the New York Sun in 1833.	Cheap newspapers allow all economic classes to read a newspaper. Competition on the streets lead to strong headlines, more human interest stories, sensational news and an emphasis on new and unfolding stories, many of which were not especially accurate. Competition to sell the papers often competed with journalistic ethics and vision. Horace Greeley's New York Tribune (begun in 1841) combated the trend toward inaccuracy in both headlines and in reporting. It became known for its ethical reporting and was nicknamed "The Great Moral Organ."
May 1, 1844 Baltimore to Washington DC	The first news is transmitted by telegraph. For the first time in history, news travels further than the eye can see and faster than a man, a horse or a ship could move. The name of the Whig Party nominee for president was telegraphed from Baltimore to Washington. Telegraphs soon connected New York, Philadelphia and Washington and reached California in 1861. By 1866, America and Europe were connected by trans-Atlantic cable. (Earlier, unreliable cables were laid in 1858.) Information was now transmitted accurately and swiftly over long distances in a binary code of dots and dashes, short and long electrical pulses.	The time between an event and when it is published is shortened, and in effect, the world is made a little smaller. Equally important, the telegraph changed the shape of journalism. Earlier papers published long descriptions and detailed accounts that often did not give the real news—how the battle ended, for instance—until the very last of the article. Journalists learned to write stories to accommodate the expense and unreliability of the telegraph. Because they paid telegraph operators by the word, journalists told the most important part first in the most efficient language possible. Because they never could tell when a line would go down, they saved the lesser details for later in the transmission. The inverted pyramid was born.
1846	The Associated Press is formed. New York's five major newspapers pooled their resources to save money as they gathered distant news. Their first effort was to fund a pony express route through Alabama to bring news of the Mexican War north more quickly than the U.S. Post Office could deliver it. Over the years the AP has delivered news by pigeon, pony express, railroad, steamship, telegraph, short wave radio and teletype as well as telephone and the Internet. They were first with news of Abraham Lincoln's death, the fall of the Shah of Iran and the bombing of Pearl Harbor.	The Associated Press advances the ideal of journalistic objectivity. Its reports needed to be both accurate and objective. The newspapers that subscribed to the AP may have held conflicting political opinions, but they all needed sound, factual reporting. One paper's "Victory!" might be another paper's, "Fought Bravely to the End," but they both needed to know who won the conflict and when and where.

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When and Where	What	So What?
1847–1863, Rochester, New York	The North Star , later the Liberty Party Paper, later Frederick Douglass's Paper was the most important medium for black writers and the anti-slave movement. Named for the star that guided Douglass north as he escaped slavery, it was published to advocate for emancipation of American slaves and written to a specific, sympathetic audience. It ceased publication the year of the Emancipation Proclamation.	<p>Almost all papers were strongly associated with political parties and causes. The New York Evening Post advocated the Democratic party, the New York Tribune, the Whig party. The North Star advocated for emancipation. The Lily, published by Amelia Bloomer advocated for women's suffrage and temperance.</p> <p>People read the paper that interested them and generally agreed with their views.</p> <p>By 1860, there were nearly 3,000 papers being published in America.</p>
About 1850  <p>Everett Historical/Shutterstock.com</p>	<p>Newspapers begin to publish engraving made from photographs.</p> <p>In 1861 Mathew Brady, the father of photojournalism, publishes photographs of the Civil War, as engravings. Brady was a successful photographer who petitioned President Abraham Lincoln for permission to document the Civil War. He brought his large camera, glass plates, studio and darkroom so close to the battles that he was nearly captured at the first Battle of Bull Run.</p> <p>Engravings of his photographs were published in Harper's Magazine. In 1862 he exhibited his photographs of the war in his New York gallery, including photos of corpses.</p> <p>His photographs are still valuable documentary sources for historians.</p>	<p>Images made the audience witnesses to distant events.</p> <p>Though artists had earlier sketched battles for newspapers, the reality of war portrayed in engravings from photographs both shocked and intrigued the public. Then as now, images engage the audience.</p>
June 1850	Harper's Magazine , the country's oldest general-interest magazine printed 7,500 copies of its first run. By the end of the year, its circulation was 50,000. Originally it reprinted articles from England but soon published American works. John Muir, Jack London, Mark Twain and Henry James published in Harper's. It was heavily illustrated.	<p>As a magazine Harper's could publish long-form journalism. Newspapers at the time were four, or at most eight, pages long.</p> <p>It was able to explore issues of the day in-depth, such as women's rights and the bombing of Hiroshima. It also publishes literary works. Since 1980 Harper's has been published by foundation "as an independent voice in American culture."</p>
April 21, 1861	Major New York Newspapers begin Sunday editions in response to thirst for news from the Civil War.	Publishing the news is now a seven-day-a-week enterprise.

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When and Where	What	So What?
November 21, 1861	The Associated Press becomes the official receiver of all war news from the government. Earlier, the government had dispensed news to a few favored papers.	Government's power to reward or punish news outlets diminishes.
July 13–16, 1863	Mobs rioting in New York to protest the Civil War draft target The New York Times for its pro-union and anti-slavery stance. Its publisher defended its building with rifles and Gatling guns; mobs attack the Tribune building instead. Over 100 are killed in the riot.	Strong editorial positions have their dangers.
1870	The birth of the American infographic. Francis A. Walker, the Superintendent of the 9th U.S. Census extrapolated census data into graphics that look surprisingly modern.	Walker wanted complex statistical data to be accessible to non-statisticians. While maps and timelines helped with this, his charts—some colored—introduced a new way of seeing information. When journalism moved from Linotype printing to digital production over a century later, graphics became more powerful and more common.
1871  <p><i>Everett Historical/Shutterstock.com</i></p>	Thomas Nast, the “Father of the Political Cartoon,” begins publishing editorial cartoons against fraud in New York City politics, portraying “Boss Tweed” and the Tammany politician. He also creates the modern image of Santa Claus and the elephant as the political symbol of the Republican Party. He popularized the donkey for the Democratic Party and the images of Uncle Sam for America and Lady Columbia for American values.	Though published political cartoons have deep roots—they go back at least as far as the Protestant Reformation in Germany—Nast’s use of them established their role in American newspapers and their power in political life. Abraham Lincoln called Nast “Our best recruiting sergeant.” He is credited with influencing the elections of presidents Grant, Hayes and Cleveland. His method of expressing his indignations—caricatures of public figures placed in famous literary situations such as Romeo and Juliet’s balcony scene—is still followed today.
1873	Remington starts producing typewriters in the U.S. Twenty-seven years later in 1900, reporters, not the paper, own their own typewriters, but most still write their copy by hand.	The typewriter’s swift, more easily read copy only gradually replaced handwritten news stories.
1876	The telephone is invented by Alexander Graham Bell. Ten years later, the New York Times gets its first telephone. The number is John 470. By 1900 they have two phones.	The time between an event and when it is published is further shortened. Reporters on the scene could phone in reports to their distant paper, again increasing the speed of reporting. The world became a little smaller.


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When and Where	What	So What?
1880, New York	The Daily Graphic: An Illustrated Evening Newspaper publishes photographs in the newspaper for the first time by converting the actual photo (not an artist's engraving of the photo) into a series of dots. Before this, the Daily Graphic has used engraved plates to produce cartoons, reproductions of paintings and artists' illustrations of news events.	Modern photojournalism is born.
September 4, 1882	Electricity comes to the NY Times , with 52 Edison lightbulbs.	Night is no longer an impediment to journalism. The work can now more easily proceed 24 hours a day.
1883, New York	Joseph Pulitzer buys the World. The World becomes famous for its sensational and crusading journalism, often against corruption and for the common man. Pulitzer had previously (1878) combined two St. Louis papers to form the Post-Dispatch, also a crusading newspaper. Pulitzer's two-cent paper was eight or 12 pages long—twice the size of any other two-cent paper in the market. Pictures, games, contests and crime stories filled the pages. Pulitzer recruits the famous investigative journalist Nellie Bly. Circulation grew from 15,000 to 600,000, the largest in the country.	Competition for the readers' eyes and pennies was fierce. Pulitzer expanded his market by emphasizing entertainment. The paper's critics said that the entertainment overshadowed the traditional journalistic values of informing and persuading.
September 23, 1883	The New York Times drops its daily price to 2 cents on weekdays to compete with The Sun and Pulitzer's the World. In December, 1891 , to offset expenses, the paper's weekday price is raised to 3 cents, causing circulation to drop. October 10, 1898 The New York Times lowers its price to one cent. Circulation triples within a year to 76,000 from 26,000, and advertising revenues soar.	The NY Times found what many publications have learned: A large circulation means more advertising, but to get a large circulation, the cost to readers needs to be small.

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When and Where	What	So What?
1886	The Linotype machine, invented by German immigrant Otto Mergenthaler, is installed at the New York Tribune. The Linotype (line-o'-type) allowed an operator to type stories onto a 90 character keyboard instead of setting each letter and character individually by hand. The typesetting machine assembles matrices, molds for the letters in a line of text, including spaces. Hot metal is poured into the matrix to make a slug, a single line of text. The matrices can be reused quickly after the metal hardens. The slugs also can be melted and reused.	The Linotype revolutionized typesetting. A good Linotype operator could do in a day what a hand compositor could do in a week. They could also recreate and print new front pages for several editions in a single day. Before the Linotype, no newspaper in the world had more than eight pages. The New York Times used hot metal type and Linotype machines until May of 1978, when they changed to computer produced "cold type."
1893–1896, New York	The New York Recorder installs color printing presses. The Herald, the World and The Journal follow.	The New York Times remains black and white for the next century, earning the nickname "The Gray Lady."
1895, New York	The Yellow Kid: The first color newspaper comic, Hogan's Alley, featuring a shaved-headed, big-eared little kid in a yellow nightshirt, appears in Pulitzer's the World. The dialogue was printed on the front of his yellow shirt, presumably an over-sized hand-me-down. The cartoonist Richard F. Outcault, was soon recruited by Hearst's New York Morning Journal, but Pulitzer retained the copyright and hired George Luks to continue drawing the cartoon. Outcault's cartoon for the Journal was more violent than the cartoon for the World. It became more popular.	The competition between Pulitzer's the World and Hearst's The Journal was symbolized by the two competing Yellow Kid cartoons. This may be the source of the term "yellow journalism," which implies poorly-sourced material, misleading headlines, florid prose, faked interviews, scare tactics and questionable science. Though the full-page, color cartoons featured children, they were sharply satirical and meant for adults. They were more akin to editorial cartoons than to later cartoons such as Peanuts, Dagwood the Family Circus and Zits, which were meant more to amuse. Some modern newspaper comics, such as Doonesbury, continue the Yellow Kid's tradition of lampooning and satirizing current affairs and trends.
1895	William Randolph Hearst buys the New York Morning Journal, a penny paper. A successful newspaperman—Hearst had earlier turned the San Francisco Examiner into a crusading paper that exposed financial and political corruption—he enjoyed the backing of family fortune. He began a circulation war with Pulitzer's World and hired away much of Pulitzer's staff. Hearst eventually owned 28 American newspapers.	Both the Morning Journal and Pulitzer's the World favored the Democratic Party and supported populist causes, crusading against big business and corruption. Because they competed for the same audience, they each felt the need to out-do the other to attract readers. This competition gave rise to about five years of what became known as yellow journalism.

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When and Where	What	So What?
About 1900	The wireless telegraph transmits Morse Code via electromagnetic waves, allowing ship-to-ship and ship-to-shore communication, as well as communication between distant places on land.	Journalists no longer need to wait for ships to transverse an ocean and pull into port before they can collect news. The world again shrinks.
1907  <i>Everett Historical/Shutterstock.com</i>	United Press Association (UP) is formed from three smaller news syndicates to provide news to newspapers, most of whom could not afford to send reporters to distant places. The Associated Press had refused to sell news to publications that might be rivals of its existing subscribers. Fierce rivalry broke out between the AP and UP. Walter Cronkite, famed WW II reporter and pioneering broadcast newsman, worked for the UP—they called themselves Unipressers. He wrote, “I felt every Unipresser got up in the morning saying, ‘This is the day I’m going to beat the hell out of AP’ That was part of the spirit. We knew we were undermanned. But we knew we could do a darn good job despite that, and so many times, we did.” Later in his career, Cronkite was later called “the most trusted man in America.”	UPI, AP and other news syndicates became known as “wire services” or news agencies. They sent timely reports to multiple news outlets, first newspapers only, later broadcast outlets. These wire services strove to be objective, in part because they served newspapers with varying editorial positions. They strove to be timely and accurate—to send the news first, but to get it exactly right.
1908, Columbia, Missouri	University of Missouri Journalism School becomes the first journalism school in America (possibly in the world).	Earlier journalists “came up through the ranks” from copyboy or girl to reporter through a rough apprenticeship.
1912, San Jose, California	First regularly scheduled radio show. Charles Herrold added audio to the Morse Code he had used since 1909 in his Wednesday night broadcasts that began at 9 p.m. each week. He broadcast music and entertainment but no journalism is yet included. His station became KCBS.	Radio has moved from person-to-person communication to mass media.
April 14, 1912	New York Times reporter, Carr Van Anda concludes that the Titanic is sinking. Van Anda had been combing through vaguely worded telegraph (wireless) reports.	The New York Times is first with the news, and its subsequent coverage is far ahead of the competition.
February 9, 1920	The NY Times installs its own telegraph wireless receiving station in its offices. Within a few years it will have the world’s most extensive wireless news-gathering operation.	Almost instantaneous news gathering from around the world develops.



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When and Where	What	So What?
1920, Pittsburgh, Pennsylvania	The first U.S. radio news broadcast came from Pittsburgh's KDKA , one of only 18 stations in existence. It reported the 1920 Presidential election.	Radio news could offer greater timeliness than newspapers, especially to people living outside of large cities.
1922, Nebraska	WJAC begins a daily news broadcast in 1922. In the 1920s 15-minute news broadcasts were often read from the daily papers.	Radio stations rarely had their own news gathering organization but relied on newspapers.
October 18, 1922	The British Broadcasting Corporation becomes the first national broadcast organization. It is chartered to provide public service broadcasting. In 1923 it rejected advertising, fearing that the ads would lower its standards.	The BBC, still broadcasting on radio, television and online is the largest news gathering organization in the world. For four years, newspapers successfully limited the BBC's ability to broadcast news before 7 p.m. to avoid competition with print media and restricted them to wire service reports, forbidding it to gather news.
1925	The 35-millimeter camera , by Leica is introduced, adapting movie film for high quality pictures. Over the next generation, its quality, small size and mobility would revolutionize photo-journalism.	These durable cameras were designed for mountaineers but quickly replaced bulkier and more fragile cameras for journalists who needed quality images.
May 1, 1926	The first radio photo is transmitted from London to the NY Times , showing a dinner honoring the retiring viceroy of India. It runs at the top of Page 1, under a headline heralding the technological advance.	Images, too, can now be transferred faster than a human could travel. The world becomes yet smaller.
1927, 1928, New York	Two national broadcasting organizations, the Columbia Broadcasting System (CBS) followed by the National Broadcasting Corporation (NBC) come on the airwaves , covering the 1928 Presidential nominating conventions with news and commentary. By 1935, most stations had a 15-minute news broadcast. Newspapers objected to radio taking away their readers and giving away for free the information gathered by the newspapers-sponsored wire services. The compromise was to create the Press-Radio Bureau that provided free news stories to stations while the stations agreed not to take away newspaper advertisers.	Radio could broadcast timely news to remote locations, but it needed to develop a news gathering and news-distribution system different from the newspapers with which they competed in some markets.


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When and Where	What	So What?
1930	Magnetic recording devices make it possible to record and save sound for later broadcast.	Sound recordings become to radio what photographs are to print publications. They allowed the audience to “witness” distant events. Radio news no longer sounds like a person reading a newspaper aloud.
1932, Milton, Massachusetts	Curry College creates the first broadcast major.	Radio journalists now can enter the profession through practical experience, newspaper journalism or through a college major.
1934, Washington, DC	The Federal Communication Commission is created by Congress to regulate the airwaves and wires (telephone), much as the government regulates highways. Its goal is for all U.S. citizens to have electronic communications “at reasonable charges, for the purpose of the national defense.” Those licensed by the FCC were expected to provide significant time for educational and public service programming. The Internet now falls under the FCC’s jurisdiction.	Some long-running news and educational shows such as Meet the Press (see 1947) may owe their existence to the FCC’s requirement that media provide public affairs broadcasting.
1935	Associated Press sends the first photo via wire. Western Union had sent its first halftone photo in 1921.	Telegraph wires are now a major tool to transmit images swiftly.
1936	The Beginning of the Visual Age? The Bettmann Archives, founded in New York in 1936 by Otto Bettmann, a refugee from Nazi Germany, originally contained 15,000 images which Bettmann brought in a suitcase from Europe. Bettmann later characterized this period of time as “the beginning of the visual age.” In 1995 the archives, which by then contain 19 million images and photographs, including the United Press’s collection, were sold to Corbis, a company owned by Bill Gates, founder of Microsoft. The images are stored at Iron Mountain, Pennsylvania at -4 degrees F. (-20 C) to preserve them. They are being digitized as they are ordered by clients.	This current century is probably the most visually oriented in the history of mankind. For many moderns, the visual record, such as a photo or video, is the essential record of an event. Earlier humans would have considered the first person oral report or the written account to be the most important record. We are arguably the most visually oriented people in the history of the planet.

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When and Where	What	So What?
1939, New York World's Fair	Network television begins. NBC TV studio is unveiled in Rockefeller Plaza during the World's Fair. A few months later, CBS begins broadcasting from its TV studios in Grand Central Station. Very few people had TV sets, and journalism was not yet part of the line-up.	Though television was invented 12 years earlier by Philo Farnsworth (with encouragement from his high school teacher), these two radio networks pioneered television as a mass media.
1940–1944  <p><i>Library of Congress Prints and Photographs Division, LC-USF34-064823-D</i></p>	Radio news becomes an essential news medium before and during World War II. In 1940, radio news increased to 11 hours a week, fueled in part by anxiety about approaching war in Europe. Radio became a potent source of news as America's attention was focused on the war in the Pacific and in Europe. The new breed of journalists, radio newsmen, earned the respect and trust of the public as they chronicled the advance of fascism—Hitler's Germany and Mussolini's Italy—across Europe and eventually reported the Allied victories over the Axis powers.	Radio journalists, including Eric Sevareid, Edward R. Murrow, William L. Shirer and Walter Cronkite, broadcast by wireless (radio) from Europe as it fell to Nazi Germany, at a time when all other forms of communication were in disarray. As Paris fell on June 21, 1940, Sevareid was the first to report it. In a 51-word broadcast text that had made it past censors and was cut short as transmission failed, he reported, "This is Paris at midnight. It's been a great day for the moving and packing industry in Paris. At the time of the battle of the Marne in 1914, the Germans were equally close to the city. I don't know how many more radio broadcasts can be made from the Paris..."
1941  <p><i>Library of Congress Prints and Photographs Division, LC-USZ62-124309</i></p>	Theodore Seuss Geisel (Dr. Seuss) begins drawing wartime political cartoons for the New York Paper PM. He will draw more than 400.	Long before "The Grinch Stole Christmas," Geisel drew cartoons against US isolationism in the face of advancing fascism in Europe.
February 1, 1944	The New York Times buys radio station WQXR. It plays mainly classical music and, in keeping with Ochs's distaste for vulgar advertising, accepts no singing commercials. A Times newscast, always introduced with the words "Every hour on the hour," begins on WQXR in 1946.	

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When and Where	What	So What?
1947, Washington, DC	The first network television news show, “Meet the Press,” adapted from a two-year-old radio program, begins with journalist Martha Roundtree as moderator. The show, first 30 minutes long, then an hour long, features interviews by journalists with leaders in politics, economics and world affairs, and discussion by journalists of the issues.	Meet the Press is the longest running television show in existence. The show showcases quality, objective and intelligent journalism as well as network television’s responsibility to inform the public.
1949, San Marino, California	KTLA television broadcasts 27 hours of news as rescuers attempt to rescue three-year-old Kathy Fiscus who fell down a 14 inch abandoned well pipe at what is now San Marino High School. Fifty floodlights from Hollywood studios brought in for rescue work allowed anchor Stan Chambers to unite a nation as rescuers dug down 100 feet. When a doctor reached the child, nearly 10,000 people were at the site and thousands more across the nation heard the wrenching news that the child had died shortly after her fall from lack of oxygen.	The power of television news was revealed. With its moving images, sound and the work of skilled journalists, television could unite a nation into a community.
1963	Computers drive Linotype machines	Because the computers can set the hot type faster, breaking news can be updated more swiftly.
1963  <i>Library of Congress Prints and Photographs Division, LC-USZ62-134844</i>	The assassination of President Kennedy shows television strength as a news medium. Earlier, entertainment had seemed to be its strength. The Kennedy assassination unfolded on television with footage of the assassination and two days later the killing of Kennedy assassin Lee Harvey Oswald.	Television news comes of age, and is now considered a serious platform for reporting. Radio could not show the shooting and newspapers could not capture the moment-by-moment drama. Film of the shootings were shown on TV repeatedly.
1973	Computer age comes to journalism with the first editing terminals that communicate with typesetting rooms. New York Times reporters and editors adopt the system the next year, describing the machines as “television screen attached to an electric typewriter keyboard.”	This is an advance in the production of newspapers—stories can flow efficiently from the writers and editors to those who compose the pages, but it is not yet the information age.
1973, Minneapolis	Minneapolis Star adopts a “page making” layout system to use instead of pasting up pages. The system includes a communication system that is the precursor to email and Instant Messaging.	Graphic design is beginning to move from the paste-up board to the computer screen. Electronic person-to-person communication is in its infancy.

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When and Where	What	So What?
August, 1974, Washington DC	<p>Investigations by the Washington Post cause President Nixon to resign a little more than two years after the Watergate break-in. Over 40 people associated with the Nixon administration are convicted to crimes related to the investigation.</p> <p>Journalists Bob Woodward and Carl Bernstein pursued tips from an anonymous inside source, nicknamed Deep Throat, that led to the exposure of illegal activities and practices in the Nixon White House. They spent over two years working sources, with the support of the newspaper's editors and owner.</p>	The Washington Post took its obligation as the people's watchdog over the government seriously and invested significant resources to uncovering corruption.
June 1, 1980, Atlanta	<p>Cable News Network (CNN) is launched in Atlanta, Georgia. The husband and wife team of David Walker and Lois Hart anchor its first newscast.</p>	CNN is the first all-news television channel and the first to provide 24-hour news coverage.
1987	<p>The Federal Communication Commission, which licenses stations that use the airways, abandons its 1949 Fairness Doctrine, which required broadcasters who allowed discussions of controversial issues on their airwaves to present opposing viewpoints.</p> <p>Some broadcast stations actively adopt political agendas and advance their causes in their programming.</p> <p>The audience and the marketplace control the content shown on some media, including some that appear to be news shows.</p>	<p>Like early newspapers, some broadcast stations have strong political positions. And like crusading newspapers, they appeal to a specific section of their potential audience.</p> <p>These stations may weaken the audience's trust in journalism's accuracy, ethics and objectivity.</p> <p>In addition to advancing a political position, some media interests have been accused of publishing whatever they think will sell with limited regard for truth or accuracy—yellow journalism almost a hundred years later.</p>
1990–1991	<p>1991: The Persian Gulf War is broadcast on live TV.</p> <p>CNN, with a decade of experience providing 24-hour news coverage is allowed by the Iraqi government to remain in Baghdad when many other reporters are expelled. The network has the equipment, including satellite link-ups, and the personnel to broadcast live television from the war zone.</p>	Viewers in America could watch the progress of the war live as the conflict unfolded.

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When and Where	What	So What?
January 19, 1996	<p>The New York Times goes on the web at www.nytimes.com, joining other print publications that give free online access to the newspaper's articles and pictures on the night of publication.</p> <p>Fifteen years later in 2011, the NYT institutes a pay wall—readers must subscribe to read the full stories, though a certain number are free each month.</p>	<p>Like many other print publications, the NY Times hoped to make money by attracting viewers and advertisers, but income from Internet advertising did not offset the loss of print advertising as circulation dropped and readers migrated to the web.</p> <p>Some journalists questioned the value of “giving away our product,” the news.</p> <p>In 2012 the NY Times made more money from subscriptions than from advertising for the first time.</p> <p>Strong reporting and writing may have made viewers willing to subscribe so they could continue to click to view the complete story.</p>
January 5, 2000	<p>The Times and New York Times Digital inaugurate a continuous news operation, providing updated news and analysis around the clock.</p>	<p>Print media, which previously had deadlines and “put the paper to bed” at midnight, is now also part of the 24-hour news cycle.</p>
2005	<p>User-generated journalism is adopted by mainstream media.</p> <p>When terrorists bombed subways and a bus on 7/7, the BBC, which had established a user-generated content team earlier that year, received 50 still and video photos within the first hour from places no journalist had reached. They were deemed more newsworthy than professionals' photographs and shown on the six o'clock news.</p> <p>That December the BBC received 10,000 photographs the day the Buncefield Oil Depot exploded. The first came within 13 minutes of the explosion.</p>	<p>User-generated journalism can provide videos, photos and eye-witness accounts from newsworthy events, but it can also swamp a newsroom with pictures of dogs in cute costumes.</p> <p>User-generated journalism can provide accurate accounts when official sources—and the media—are broadcasting errors, but it can also perpetrate hoaxes.</p> <p>User-generated journalism can help foment a revolution, but it also can invade other's privacy and entice those photographing into dangerous situations.</p>
Jan. 1, 2007, Stockholm, Sweden	<p>The oldest continuously published newspaper in the world switches to web publication exclusively.</p> <p>The Post- och Inrikes Tidningar (Post and Domestic Newspaper) of Stockholm, the government newspaper and gazette of Sweden, which was published on paper without interruption since 1645, becomes exclusively a web publication.</p> <p>The Seattle Post Intelligencer does the same thing in 2009.</p>	<p>Newsprint and ink that once gave its name—the press—to the profession of journalism, is now just one of many ways of publishing.</p>

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When and Where	What	So What?
2007 Blacksburg, Virginia	Social media takes the lead in breaking news. The Virginia Tech shooting massacre, which left 32 people dead, was reported by tech-savvy students using text messages and cell phone video, relaying information from places professional reporters and videographers could not go. This coverage was a milestone in citizen journalism.	Some question the need for traditional media when citizen journalists successfully report such events. The raw news seems more trustworthy to some than the polished work of professional news organizations. Others point out the importance of providing context, verifying of sources and following-up on serious issues after events, all functions of traditional journalism.
September, 2009 Chicago	First college journalism course focused on Twitter is taught at DePaul University. Its purpose, to learn “how to make sense of the clutter of the Web, particularly in situations of breaking news or major developing stories, and how to evaluate and verify the authenticity of reports by citizen journalists.”	
2010	The first Pulitzer Prizes for Internet-based journalism are awarded to Sheri Fink of New York-based ProPublica.org for investigative reporting in The Deadly Choices at Memorial. The story was published on the ProPublica website on August 27, 2009 and copublished in the New York Times Magazine on August 30, 2009. Political cartoonist Mark Fiore, whose work appears on San Francisco-based SFGate.com, won the Pulitzer Prize for Editorial Cartooning. Fiore produced animated editorial cartoons for publication on the Internet.	The Pulitzers recognize journalism excellence from different publishing models and different platforms. (ProPublica.org is a nonprofit organization for investigative journalism.)
2012, New York	First Pulitzer Prize given for Internet-only journalism goes to Huffington Post reporter David Wood “for his riveting exploration of the physical and emotional challenges facing American soldiers severely wounded in Iraq and Afghanistan during a decade of war.”	Web-only publishing is recognized as a viable platform for quality journalism.

Review and Assessment

- Below are important figures in the development of journalism. Choose one and research his or her involvement in journalism and its significance.

Present what you learn in a multimedia presentation such as a radio story with sound bites, a website with text and photos and links to documents, a broadcast story with interviews and “live footage,” a series of tweets and photos from the events or another project as approved by your teacher.

The dates in parentheses refer to the date where they are mentioned in the timeline.

- Johannes Gutenberg (1440)
 - Mrs. Glover (1639)
 - Johann Carolus (1605)
 - Benjamin Harris (1690)
 - James Franklin (1719)
 - Benjamin Franklin (1721)
 - John Peter Zenger (1735)
 - Mary Katharine Goddard (1735)
 - Isaiah Thomas (1735)
 - Thomas Jefferson (1791)
 - Frederick Douglass (1847)
 - Amelia Bloomer (1847)
 - Mathew Brady (1861)
 - Francis A. Walker (1870)
 - Thomas Nast (1871)
 - Joseph Pulitzer (1883)
 - Nellie Bly (1883)
 - Otto Mergenthaler (1886)
 - William Randolph Hearst (1895)
 - Richard F. Outcault (1895)
 - George Luks (1895)
2. Trace the development of the 24-hour news cycle from weekly papers to the modern age.
 3. Trace the development of photojournalism.
 4. Trace the development of the editorial cartoon.
 5. Trace the origin of the entertainment, nonnews sections such as crossword puzzles, nonpolitical cartoons, advice columns and horoscopes.
 6. Trace the role of female journalists in the U.S.
 7. Trace the development of the infographic in journalism.
 8. Choose three events discussed here and explain how they played a role in the development of American journalism.