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“J-Epiphanies” and *Who Needs Newspapers*

Consider using the "J-Epiphanies" collected on the www.whoneedsnewspapers.org website.

There are about 100 one- to three-minute video anecdotes from editors and publishers all across the USA about the "lessons they learned" practicing journalism.

It's a provocative way to start a class and there are many key (and heartfelt) lessons taught.

Information features of the WNN report

www.whoneedsnewspapers.org

The Who Needs Newspapers (WNN) website has been compiled to inform three target audiences about the current status of local newspapers in the USA by providing them fresh information about current practices compiled from operating newspaper organizations across all 50 states.

Those audiences are: (a.) students and the academic journalism community, (b.) newspaper industry practitioners at all levels, and (c.) the general news consuming public.

This document itemizes the factual materials collected in the WNN Website.

I. WNN Interviews (In-depth, online QuickTime video interviews)

- a. Publishers (& some owner/publishers)
 - i. Introduction and Contribution
 1. Publishers discuss what their newspaper contributes to their community.
 2. Publishers discuss what might be the effects on their community, if it were to lose its newspaper.
 - ii. Strategic Changes
 1. Publishers list the key strategic operating changes at their newspaper in recent years as the news marketplace has entered the digital era and gross newspaper advertising revenues have declined.
 2. Publishers cite the most successful changes.
 3. Publishers cite the least successful changes.
 - iii. Adaptation & the Future
 1. Publishers evaluate their newspaper's adaptation to change.
 2. Publishers explain the changes they expect at their newspapers in the next 3-5 years.

3. Publishers discuss the impact of digital news delivery on their newspapers.
 4. Publishers evaluate their success, to date, earning revenue from digital news products
 - iv. Special sections (varies by newspaper)
 1. Publishers address a variety of issues: digital revenues, selling digital advertising, and monetizing digital products
 - v. Prospects & Preparation
 1. Publishers evaluate the prospects for newspaper jobs at their newspapers and elsewhere, and they cite the qualifications needed to be competitive for hiring.
- b. Editors (executive & managing)
- i. Introduction and Contribution
 1. Editors explain what inspired them to become journalists.
 2. Editors discuss what their newspaper contributes to their community.
 3. Editors discuss what might be the effects on their community, if it were to lose its newspaper.
 - ii. Ethics & Content
 1. Editors explain whether their newspapers have a written code of ethics and explain how they manage ethical issues.
 2. Editors discuss managing ethical issues in their online editions.
 3. Editors discuss how their newspaper manages anonymous reader ea-mails on their websites
 - iii. Strategic Changes
 1. Editors list the key operating changes in their newsrooms in recent years as the news marketplace has entered the digital era and gross newspaper advertising revenues have declined.
 2. Editors cite the most successful changes.
 3. Editors cite the least successful changes.
 - iv. Adaptation & the Future
 1. Editors evaluate their newspaper's adaptation to change.
 2. Editors describe what it is like to be a newspaper reporter in this era.
 3. Editors explain the changes they expect at their newspapers in the next 3-5 years.
 - v. Prospects & Preparation
 1. Editors evaluate the prospects for newspaper jobs at their newspapers and elsewhere, and they cite the qualifications student journalists need to be competitive for hiring.
- c. Online news managers (or online sales managers)

- i. Introduction and Contribution
 1. Online managers explain what inspired them to enter the newspaper business (most are journalists, but others come from diverse backgrounds).
 2. Online managers describe how they acquired the skills that prepared them for their jobs.
 3. Online managers discuss what their newspaper contributes to their community.
 4. Online managers discuss what might be the effects on a community losing its newspaper.
- ii. Skills
 1. Online managers explain what skills are necessary for their current positions.
 2. Online managers predict what skills will be needed for the jobs in the next 3-5 years.
- iii. Adaptation & the Future
 1. Online managers evaluate their newspaper's adaptation to change.
 2. Online managers predict how their newspapers' digital delivery of news may change in the next few years.
 3. Online managers discuss the prospects for all digital newspapers – no print.

II. WNN Backgrounders

- a. In-depth personnel and other key operating data about each newspaper including:
 - i. Number of personnel overall.
 - ii. Annual consumption of newsprint.
 - iii. Percentage breakdown of revenue sources.
 - iv. Number of newsroom personnel.
 - v. Size and allocation of news staff.
 - vi. Catalog of key digital news software.
 - vii. Catalog of news platforms.

III. WNN Enterprise stories

- a. A collection of five or more recent enterprise stories from each newspaper, which demonstrate the high quality of reporting produced by each newspaper and which may serve as examples for students seeking models for newspaper reporting.

IV. WNN “J-Epiphany” (Journalist’s Epiphanies)

- a. Publishers, editors and online news managers provide short anecdotes about a moment in each of their careers – an epiphany -- when “the power and purpose of journalism” became clear to them.

V. WNN Links to news sites.

- a. Hot hyperlinks to each newspaper's active website.

VI. WNN "The story of the newspaper"

- a. Each newspaper designates a person to provide a brief, informal oral summary of a newspaper's history, citing the key turnings points in its development.

VII. WNN Bonus Interviews

- a. The Bonus Interviews, conducted with selected newspaper industry observers, provides access to the knowledge and assessments of experts who follow the newspaper industry closely and can provide timely insight into its current climate, practices and financial status.

VIII. Implicit overall impact of WNN newspaper interviews

- a. Listening to a cross-section of WNN newspaper interviews provides viewers an opportunity to understand the key issues affecting the newspaper industry at this time, to evaluate industry participants' understanding of these issues and to assess the intelligence and motives of key leaders in the newspaper industry.

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