

newspapers:

Yellow Journalism: high interest stories, sensation, crime : political bickering, journalism that focused on sensation, tabloids , exaggerate, tell stories that weren't there

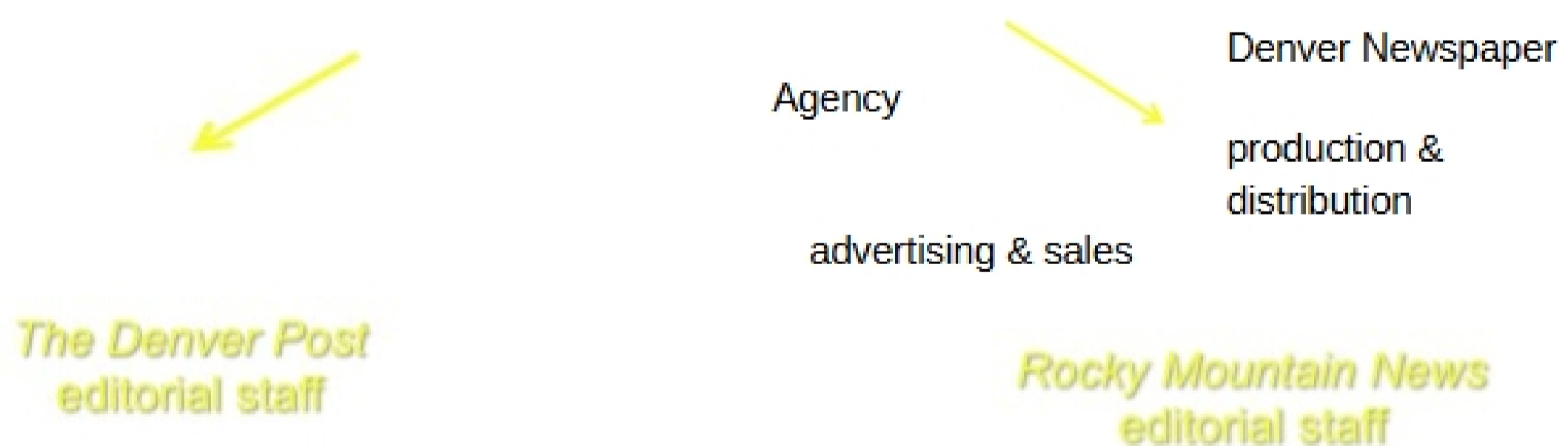
- William Randolph Hearst,
 - major newspaper mogul, main competition of Pulitzer, doubled people's salaries
 - ex. Cuba : harbor, blames Spanish battleship blew up our battleship, created a fake war , created public opinion to going to war w/ the Spanish

Shift from afternoon to morning papers. Why?

- shift in the workforce : shift towards white collar workers
 - made more money off of morning papers
- shifts people want to read afternoon paper instead of morning
- blue collar jobs more interested in afternoon vs. white collar workers get up earlier
 - white collar want to know what the news is , do your job better
- Increasing suburbanization

Newspaper industry:

- decline in number of two- paper cities lead to :
- 1970 newspaper preservation act : enabled failing companies to continue operating through JOA
- joint operating agreements (JOA's)- merger - Denver Post and Rocky Mountain News
 - competing papers merge business operations, but keep separate news operations and print 2 papers



two newspapers will merge to form third company(denver newspaper agency)

- takes over printing, buying paper , electricity
- separate editorial sides of the newspaper , companies other aspects of those businesses, two newspapers in a community , combine all business side of what they do, get business saving, try to keep more newspapers in existence

Magazines - our first national mass medium

Why?

1. Postal Act of 1879 & railroads: Magazines given special mailing rate, Made it economically feasible to reach people all over U.S

2. Advertising- Cyrus Curtis, Ladies' Home Journal, 1881

Advertising subsidy: cut cost of mag for subscribers to boost circulation, charge advertisers more

Success of L.H.J. led to rise of mass appeal magazines - magazines designed with "something for everybody" (for big circulation)

i.e. a bundle of content

McClure's, Cosmopolitan, Saturday Evening Post

Magazines :

the importance of covers : Who u put on the cover impacts sales (suppresses/boosts sales)

- subscriptions: well tailored to specific audience: points of interest umbrella theory
- single copy sales: buy a single issue
 - most pop mag: aarp : bs its free
 - better homes and gardens tailored to moms on the lines at grocery stores
 - mags need long shelf lives: need content that will draw you in
- general interest stories :variety of topics aimed at national audience
- photojournalism: photos that document aspects of daily life
- interactive/ video ads: moment of relevance

impact of tv on market advertising

- TV changed everything

- It offered a national audience, with moving visuals, at a cheaper cost per thousand (CPM)- how much does it cost to reach a thousand people

• Life Magazine - \$7 CPM

• TV - \$3.80 CPM

- TV stole magazines' national advertisers : advertisers now relying on media, not newspapers/mags

Magazines responded in 2 ways:

• Slashed subscription prices to attract larger audiences - failed; lost too much money.

• Specialized to meet demands of audience with more time and money for leisure - successful; more attractive to audiences and advertisers

Why specialization worked for magazines:

1) Specialized audiences were willing to pay more.

2) Specialized audiences have lower churn rate. (churn = percentage of people who don't re-subscribe to a magazine. Smaller number is cheaper and more stable.)

3) Advertisers are willing to pay more to reach narrow audience. Cost per thousand is more efficient.

Led to magazine as a specialized medium

- Led to magazines as a specialization medium

- 69% of circulation revenue from subscriptions.

- 55% of total revenue from advertising.

- Advertising subsidy: Cost for the consumers. If circulation figures are higher, the cost for advertising is higher.

Women's and men's magazines: Magazines focused on more adult subject matter.

- Ex: Playboy and Ladies' Home Journal

Sports, entertainment, and leisure magazines: Magazines for fans of soap operas, running, tennis, hunting, quilting, music, etc.

- Ex: Sports Illustrated, Rolling Stone, and National Geographic.

Magazines for the Ages: Magazines appealing to very young and older readers.

- Ex: Youth's Companion, Seventeen, Maxim, and AARP The Magazine

Elite magazines: Characterized by combination of literature, criticism, humor, and journalism and by their **appeal to highly educated audiences**, often living in urban areas.

- The New Yorker, Vanity Fair and Atlantic Monthly

Minority-targeted magazines: Magazines targeting minorities and about their own interests.

- Ex: Ebony, Negro Digest, and Cosmopolitan en Espanol

Supermarket tabloids: Include bizarre human-interest stories, gruesome murder tales, violent accident accounts, unexplained phenomena stories, and malicious celebrity gossip.

- Ex: National Enquirer, Star, and People.

Specialized magazines: Magazines made to target a certain group of people.

Pass-along readership: The total number of people who come in contact with a single copy of a magazine.