Organizing Newspaper

1.   As a business, a newspaper is typically organized into about nine or ten departments
    - administrative
    - news
    - advertising
    - classified
    - circulation/customer service
    - production
    - business/accounting
    - maintenance
    - personnel
    - new technology

2.   Within the news or editorial department, there are usually one or two managing editors and a number of other editors assist the editor
    - city editor

- metro editor
- state editor
- news editor
- business editor
- sports editor
- graphics editor
- photo editor
- features editor
- Sunday editor
- entertainment editor
- special sections editor
- copy desk chief
- design desk chief
- online or web editor

3. The information published in the newspaper is divided into several categories
   - news
   - features
   - opinion

- advertising

4.   The division between news and features is vague, and decisions about both come from the editorial department

5.   In good newspapers, opinion is clearly labeled and separated from news, although those decisions also come from the editorial department

6.   In good newspapers, the division between the products of the editorial department and the products of the advertising department is sharp and distinct

7.   Traditional media are reorganizing themselves to reflect emerging new media

Planning a newspaper

1. First, think about goals, objectives, and purposes. What are we trying to achieve?
2. Make up a story list. What articles do we want and which of them can we get?
3. Make up a photo list. What photographs will illustrate the stories? What photographs will tell stories themselves? Plan any online or multimedia components for the story.
4. Delegate responsibilities. Choose editors to take responsibility for various areas.
5. Make specific assignments. Assign stories, photos, and other tasks. Coordinate the parts. Make sure that the reporters, photographers, and editors are working together.

6. Collect your material. Inforce deadlines, and do what is necessary to get the stories graphics, and photos you need.
7. Carefully edit our copy and art. Make sure that it is as good as possible. If it is not acceptable, do not use it.
8. When it's deadline time, go with what you have. Do not leave blanks, hoping that something better will come in late. Use the cream of the crop.
9. Write lively, interesting headlines and cutlines that tell the story quickly and accurately.
10. Look for lead story and lead art. If they are on the same subject, that's even better.
11. Sort the stories according to page—"A place for everything and everything in its place."

12. Sketch rough layout of each page. Make sure that you have all the copy and art you need.
13. Finally, lay out the pages on the computer, remembering that the computer is your tool, not your master.
14. There are many ways to fill the "News Hole" of a newspaper.
15. Double-check everything for accuracy before "putting the paper to bed."