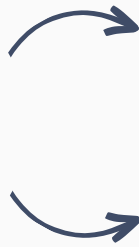


Media Literacy Mini-Lesson #11

MEDIA OWNERSHIP AND EDITORS

Journalists don't necessarily get the final say on how their stories get published. In this lesson: the role of **media ownership** and **editors** in deciding how news is covered.

NEWS STORIES
CAN BE
INFLUENCED
BY...



- The financial interests and point-of-view of the people who own the news organization
- Editors who decide what is newsworthy



How editors affect the news:

Editors review articles and usually have the last word on what gets published or broadcast. They might choose an article's headline, proofread the language, or suggest additions and deletions in the story's content.

Notable news owners:

William Randolph Hearst and Joseph Pulitzer

In the 1890s, William Randolph Hearst and Joseph Pulitzer owned the biggest newspapers in the country. The push to make money influenced both publishers and led to the rise of yellow journalism (the use of sensational headlines and scandal-mongering to sell papers).

The following cartoon is about William Randolph Hearst, owner and publisher of the largest newspaper chain in the U.S. in the late 1800s.



Image description:

An author in a top hat looks on as two children read newspapers that say "DAILY SCANDAL MONGER" "MORNING CYCLONE OF CRIME: How to Poison a Whole City."

In the background are shops that say "Don't fail to buy the Sunday Slop Bucket" and "All the sensation papers: "Daily Rot," "Daily Scooper," "Morning Scavenger"

Under the cartoon's title, it says "Dime novel writer — And they used to say that my books were bad for young peoples' morals!"

"The 'new journalism' beats him." 1897. Puck. Artist S.D. Ehrhart. New York, 1897. Library of Congress

What do you see, think, and wonder about in this cartoon?

What point do you think the cartoonist was trying to make about the state of journalism in America at the time? What parts of the cartoon do this best?
