

Paul Haeder,  
 Journalist, 1974-- current  
 College Educator, 1983—current  
 MURP, 2010 – 10 years in planning  
 Sustainability Planner, Spokane Falls  
 Community College, 2003-2007

Seeking Planning Position,  
 beginning, April 2009

- ### Quick Demographics
1. Who's a planner?
  2. Who's a journalist?
  3. Who has been directly quoted in article, radio, TV broadcast?
  4. You hear the word, Press, what comes to your mind first?
  5. US's journalists – 0 to 10: no trust - absolute

"The muscles of journalism are weakening and the muscles of public relations are bulking up -- as if they were on steroids."

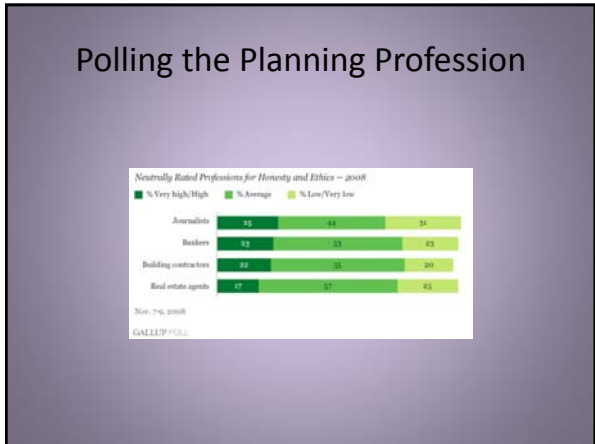
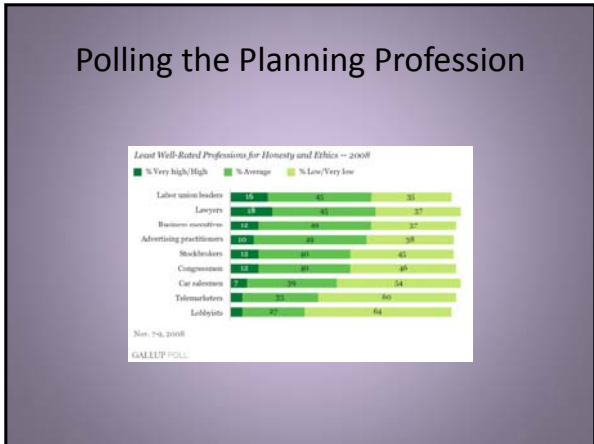
What do Planners want from Press?

1. Happy about Press reporting on planning issues Yes\_\_\_ No\_\_\_
2. Read daily general media – newspapers, magazines, on-line versions – and confident in Planning stories. Y\_\_ N\_\_
3. Read Planning journals, specialty web sites, etc., and happy with reporting. Yes \_\_\_ No \_\_\_

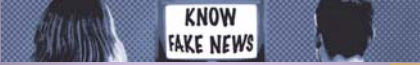
Americans' Confidence in Newspapers and Television News  
 % "Trust a lot"/"quite a bit"

Year	Newspapers	Television News
1991	39	27
1992	35	34
1993	46	29
1994	35	33
1995	36	36
1996	35	34
1997	34	33
1998	35	34
1999	37	34
2000	36	34
2001	33	35
2002	33	35
2003	31	35
2004	31	35
2005	30	35
2006	29	35
2007	29	35
2008	23	24
2009	23	23

Gallup trend since 1991  
 GALLUP




If we do want to build a more sustainable Vancouver, **local journalists and residents** need to shed the car-centric attitude and promote infrastructure that supports people rather than automobiles. If our goal is to reduce CO2 emissions, traffic congestion is not necessarily a bad thing when it gets people out of their cars and into public transit or onto bicycles.



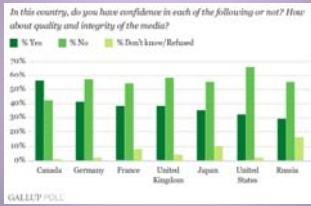
[http://urbancomm.org/pastawards.php#ppm1\\_1](http://urbancomm.org/pastawards.php#ppm1_1)

**Gene Burd Urban Journalism Award (AEJMC) 2010**  
**Inga Saffron**, Philadelphia Inquirer; **Joel Kotkin**, Philadelphia Inquirer



Hired by the Inquirer in 1985 as a suburban reporter, **Inga Saffron** today is a three-time finalist for the Pulitzer Prize in criticism. One of Ms. Saffron's champions has said, "Ms. Saffron's writing is based on a deep understanding of Philadelphia's distinctive urban fabric, of which she is a passionate but critical advocate. Her great strength is her ability to explain to her readers how each piece of our city – a major new high rise, the demolition of an historic building, or a sidewalk utility box – improves or diminishes the city for its inhabitants. While many in this city still focus only on whether development takes place, Ms. Saffron has become our most vocal proponent for the good quality design and thoughtful planning needed to preserve the city's rich character and help achieve a more vibrant future."

Less than a third of Russians (29%) and Americans (32%) expressed confidence in the quality and integrity of the media, as did 35% of Japanese, 38% of Britons and the French, and 41% of Germans. In Canada, the media fared slightly better, with 56% of respondents expressing confidence.



*In this country, do you have confidence in each of the following or not? How about quality and integrity of the media?*

Country	% Yes	% No	% Don't know/Refused
Canada	56%	38%	6%
Germany	41%	54%	5%
France	38%	58%	4%
United Kingdom	35%	60%	5%
Japan	35%	60%	5%
United States	32%	63%	5%
Russia	29%	67%	4%

GALLUP POLIC

### PR, Fake News, How to be a Planner with a Story --

- Fake TV News: Video News Releases**



<http://www.prwatch.org/fakenews/findings/vnrs>

- Despite mounting pressure from the public and the U.S. Federal Communications Commission (FCC), television stations continue to air sponsored public relations videos without disclosure. The Center for Media and Democracy (CMD) identified three recent instances where a single television station aired **video news releases** (VNRs), which are sponsored segments designed to mimic genuine news reports.

### Quick Overview

Knowing the difference between PR, info-tainment, investigative journalism, community reporting, hyperlocalism –  
 Role of Planning Profession and Journalism,  
<http://www.planetizen.com/>

Planetizen prides itself on covering a wide number of planning, design, and development issues, from transportation to global warming, architecture to infrastructure, housing and community development to historic preservation. We provide a forum for people across the political and ideological spectrum, ensuring a healthy debate on these and other important issues.

Planetizen is read by a diverse array of people interested in the built and natural environments, and their interaction. Planetizen's audience includes professional urban planners, developers, architects, policy makers, educators, economists, civic enthusiasts and others from across the United States and around the world.

The Newspaper Association of America **reported** that newspaper advertising revenue dropped from an all-time high of \$49 billion in 2000 to \$22 billion in 2009.

### Top Planning Web Sites

- <http://www.planetizen.com/websites/2011>
- One newspaper –
  - The Los Angeles Times**
- latimes.com** Over the past year, The Los Angeles Times has broken two incredibly significant urban planning stories. Reporters Jeff Gottlieb and Ruben Vives got the scoop on the Bell, California City Hall salary scandal, and the paper also produced a major exposé of California's redevelopment agencies that helped lead to Governor Brown's proposal to eliminate redevelopment programs altogether in the Golden State. In an age where investigative journalism has faced serious cuts, the LAT shows that its still got the chops.

The American Society of News Editors [found](#) the number of newspaper reporters and editors hit a high of 56,900 in 1990. By 2011, the numbers had dropped to 41,600.

## Writing, reporting on Planning Within the Silo

<http://www.planningreport.com/>

### About The Planning Report

For over three decades, *The Planning Report* has been the preeminent trade publication where the region's leaders engage in substantive debate about urban planning, growth, urban design, and public infrastructure investment.

Architecture and history professor Max Page's contribution ("More Than Meets The Eye") goes far in presenting the broad scope of Jacobs' writing and influence, noting that she had "a particular ability to explain the workings of seemingly incomprehensible cities." This, simply, is exactly what she set out to do, although to many commentators who feel the need to bring her down a peg erroneously claim she advocated low-rise neighborhoods, opposition to bigness, resistance to infrastructure and other ideas found nowhere in her non-prescriptive writing.



## Jane Jacobs, writer

- English professor Jamin Creed Rowan ("The Literary Craft of Jane Jacobs") notes that Jacobs "thought of herself first and foremost as a writer" and spotlights the literary influences of her time, placing her in an interesting perspective. Her clear, accessible style, he suggests, is what brought her such a wide audience.
- Richard Harris, a professor of geography and earth sciences, speaks for many academics when he refers to her "lack of rigor, her reliance on anecdotal examples, her inconsistency in citing sources, and her apparently cavalier approach to research." Jacobs was a journalist, an observer, a commentator. She frustrates academics who abide by different rules, rules that Jacobs made no attempt to live by. It may be true that she was "ill-equipped, as well as disinclined, to construct a fully documented narrative" but, above all, Jacobs wanted the reader/observer to determine that proof. Harris concedes that "In sum, she steadily grew a body of theory about how and why cities matter."

## Streetsblog: Advocacy Journalism and the Reconquering of the American City



<http://www.streetsblog.org/>

Aaron Naparstek, editor-in-chief and the web site's co-founder, defines Streetsblog as "advocacy journalism connecting sustainable transportation, smart growth, and environmental issues to policy reform initiatives." Using daily blog postings and videos to educate and connect readers, as well as to incite action, Streetsblog has effectively taken a rather ethereal tool—the internet—and helped create physical change in the built environment.

Naparstek, a journalist by trade and activist by circumstance, began his quest for more livable streets by raising awareness about the incessant traffic jams—and the inevitable honking that ensued—outside his Brooklyn apartment window. A clever writer, he started posting poems—or Honkus as he dubbed them—on neighborhood lampposts. Each one provided witty commentary on the neighborhood's traffic-clogged streets. His neighbors took notice and began to write their own. Before long they forced the DOT to change the light times so traffic flowed more smoothly, and safely.

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<iframe width="560" height="315"
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frameborder="0"
allowfullscreen></iframe>
```

"We are coming out of a period when news organizations were extraordinarily prosperous and able to insulate themselves from a lot of pressures," said Paul Starr, a sociology professor at Princeton University and author of "The Creation of the Media." "The balance of power has shifted."

#### PR Industry Fills Vacuum Left by Shrinking Newsrooms

Monday 2 May 2011

by: John Sullivan, [ProPublica](#) Report

<http://www.propublica.org/article/pr-industry-fills-vacuum-left-by-shrinking-newsrooms/single>

Ivy Lee, a minister's son and a former reporter at the New York World, tipped reporters to an accident on the Pennsylvania Railroad. Before then, railroads had done everything they could to cover up accidents.

"There is the overwhelming sense that the void that is created by the collapse of traditional journalism is not being filled by new media, but by public relations."

"You would go into these hearings and there would be more PR people representing these big players than there were reporters, sometimes by a factor of two or three," David Barstow said. "There were platoons of PR people."



A recent hearing held by the joint investigation board for the Deepwater Horizon explosion on April 4, 2011. At the December hearings, New York Times investigative reporter David Barstow said there were more PR people representing those companies testifying than there were reporters in attendance. (U.S. Coast Guard photo by Petty Officer 3rd Class Casey J. Rane)

#### The Death and Life of American Journalism Robert McChesney and John Nichols

An investigative reporter for The New York Times, Barstow has written several big stories about the shoving match between the media and public relations in what eventually becomes the national dialogue. As the crowd at the hearing clearly showed, the game has been changing.

The dangers are clear. As PR becomes ascendant, private and government interests become more able to generate, filter, distort, and dominate the public debate, and to do so without the public knowing it. "What we are seeing now is the demise of journalism at the same time we have an increasing level of public relations and propaganda," McChesney said. "We are entering a zone that has never been seen before in this country."

PR had become a fixture of public life. Concern about the invisible filter of public relations became a steady drumbeat in the press. From the classic 1971 CBS documentary, [The Selling of the Pentagon](#), warning that the military was using public relations tricks to sell a bigger defense budget, to reports that PR wizards had ginned up testimony about horrors in Kuwait before the first Gulf War, the theme was that spin doctors were pulling the strings.

**59 B.C.:** Acta Diurna the first newspaper is published in Rome.  
**1556:** First monthly newspaper Notizie Scritte published in Venice.  
**1605:** First printed newspaper published weekly in Antwerp called Relation.  
**1631:** The first French newspaper published, the Gazette.  
**1645:** Post-och Inrikes Tidningar is published in Sweden and is still being published today, making it the world's oldest newspaper.  
**1690:** The first newspaper is published in America, Publick Occurrences.  
**1702:** The first English language daily newspaper is published called the Daily Courant. The Courant was first published (periodical) in 1621.  
**1704:** Considered the world's first journalist, Daniel Defoe publishes the Review.  
**1803:** First newspapers published in Australia, the Sydney Gazette and New South Wales Advertiser.  
**1830:** Number of newspapers published in the U.S. is 715.  
**1831:** The famous abolitionist newspaper The Liberator is first published by William Lloyd Garrison. by Toronto Globe and Mail.

**1833:** The New York Sun newspaper costs one cent - the beginning of the penny press.

**1844:** First newspaper published in Thailand.

**1848:** The Brooklyn Freeman newspaper is first published by Walt Whitman.

**1850:** P.T. Barnum starts running newspaper ads for Jenny Lind, the "Swedish Nightingale" performances in America.

**1851:** The Post Office starts offering a special cheap newspaper rate.

**1855:** First newspaper published in Sierra Leone.

**1856:** The first full-page newspaper ad is published in the New York Ledger. Large type newspaper ads are made popular by photographer Mathew Brady. Machines now mechanically fold newspapers.

**1860:** A "morgue" in newspaper terms means an archive. The New York Herald starts the first morgue.

**1864:** William James Carlton of J. Walter Thompson Company begins selling advertising space in newspapers. The J. Walter Thompson Company is the longest running American advertising agency.

**1867:** The first double column advertising appears for the department store Lord & Taylor.

**1869:** Newspaper circulation numbers published by George P. Rowell in the first Rowell's American Newspaper Directory.

**1870:** Number of newspapers published in the U.S. is 5,091.

**1871:** First newspaper published in Japan - the daily Yokohama Mainichi Shimbun. Famous newspaper interview with explorer Stanley Livingston published.

**1873:** First illustrated daily newspaper published in New York.

**1877:** First weather report with map published in Australia.

The Washington Post newspaper first publishes with a circulation of 10,000 and a cost of 3 cents per paper.

**1879:** The benday process improves newspapers. The first whole page newspaper ad placed by an American department store (John Wanamaker) is run.

**1880:** First halftone photograph (Shantytown) published in a newspaper.

**1885:** Newspapers are delivered daily by train.

**1887:** The San Francisco Examiner published.

**1893:** The Royal Baking Powder Company becomes the biggest newspaper advertiser in the world.

**1903:** The first tabloid style newspaper, the Daily Mirror is published.

**1931:** Newspaper funnies now include Plainclothes Tracy starring Dick Tracy.

**1933:** A war breaks out between the newspaper and [radio](#) industries. American newspapers try to force the Associated Press to terminate news service to [radio stations](#).

**1954:** There are more [radios](#) than there are daily newspapers.

**1955:** [Teletypesetting](#) is used for newspapers.

**1967:** Newspapers use digital production processes and began using computers for operations.

**1971:** Use of offset presses becomes common.

**1977:** First public access to archives offered

"Were it left to me to decide whether we should have government without newspapers, or newspapers without government, I should not hesitate a moment to prefer the latter."

----Thomas Jefferson, 1787

"News is what somebody somewhere wants to suppress; all the rest is advertising."

--- Lord Northcliffe

“Newspapers cannot be defined by the second word -- paper. They’ve got to be defined by the first word -- news.”

**New York Times publisher,  
---- Arthur Sulzberg, Jr.**

EveryBlock is the best way to follow neighborhood news and connect with your neighbors in 16 U.S. cities.

<http://www.everyblock.com/about/>

Our goal is to help you make your block a better place, by giving you frequently updated neighborhood news, plus tools to have meaningful conversations with neighbors.

The site is simple to use: create an account and choose which places you'd like to follow — say, your home and your workplace. Your custom EveryBlock homepage, updated throughout the day, will show you what's been happening near your followed places, plus what people in those places are talking about. Join in the neighborhood conversation when you've got something to contribute — a question for your neighbors, a news report, an event listing, or just a heads-up about something people in your neighborhood should know about.

You can also get a daily e-mail containing all of the news near your followed places from the previous day or week.

<http://youtu.be/dpSNzNXWYo>

## Death and Life of American Journalism?

Dan Lorentz at *Where* blog takes a look at the current state of urban affairs journalism in these two posts. He looks at the role of bloggers and citizen journalists, and wonders what would happen if a city were to lose its daily newspaper.

"Newspapers once provided a viable way to fund journalism about cities. But as readership and revenues from advertising decline, this business model is failing. The prospect of newspaperless cities is real. If nothing takes over the role formerly played by newspapers cities will lose something important. Think of what a newspaper does for a city."

"I'd like to see newspapers (or whatever media form succeeds them) play an additional role for cities: cupid. Which is to say I want to start reading urban journalism that makes people fall in love with city living."



<http://thewhereblog.blogspot.com/2008/12/notes-about-future-of-urban-journalism.html>

### Notes about the Future of Urban Journalism

Journalists in love with the city would breathe new life into how urban issues are covered. As readers, we'd probably start learning more about infrastructure, about zoning codes, about income diversity, about sidewalks, about the potential energy and resource efficiencies of density, about architecture, about what makes a shopping district pulse, about the importance of well-designed public spaces, about traffic planning, about agglomeration effects.



*American Journalism Review* : *Poynter Online* :  
[Pew Research Center's Project for Excellence in Journalism](#)

*Television and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for the advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.*

*Program materials should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has towards his society.*

Now those are not my words. They are yours. They are taken literally, verbatim, from your own Television Code.

---Newt Minow

Fifty years ago today – May 1961 -- Newton Minow, the 35-year old Chairman of the Federal Communications Commission, spoke to the National Association of Broadcasters. What he said was so ground-breaking and so resonant that it has been included in many collections of the best speeches of the 20th century. It has also been used as an LSAT question, a “Who Wants to Be a Millionaire” answer, and, most memorably, as the inspiration for the name of the sinking ship on Gilligan’s Island

Read more:

<http://blog.beliefnet.com/moviemom/2011/05/half-a-century-of-the-vast-wasteland.html#ixzz1YzRJoFgB>

A new investigation found that U.S. TV news is turning away from video reporting and to arguing pundits and hypothetical conversations about what might be happening. And it’s been 50 years since Newt Minow gave his speech about TV’s “vast wasteland.” In this digital age, his words still reverberate for the industry, policymakers and public interest advocates.

<http://www.freepress.net/node/91616>

Media Minutes: September 16, 2011

<http://youtu.be/XIEievFcNAw>

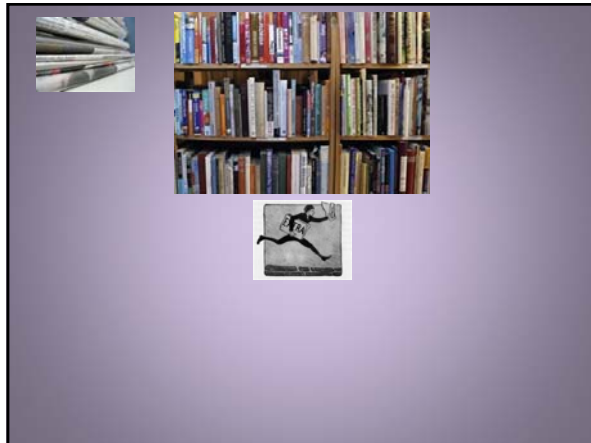
Clay Shirky on the Value of Journalism

<http://youtu.be/nYlwMWY5PG8>

Rachel Sterne on Citizen Journalism

<http://dai.ly/oKutF4>

Roy Greenslade Predicts the Death of Journalism



So, where do citizens of the globe go for vital information the media, government, corporations, organizations and other institutions cover up?



*"Newspapers offered a mixed story as new data showed a circulation decline industry-wide — by alarming rates at some papers — while visits to their websites grew."*

—USA Today, 2006

For old-fashioned newspaper readers, this is the real thing: news printed on paper, available at newsstands or delivered to your door. While this paper contains a summary of the week’s news, its serious fare is mainly devoted to providing in-depth analysis and background on major local issues. But Sunday reading can’t all be serious, which is why the paper contains lots of cartoons and other interesting and fun stuff to read. All the paper’s content—except for the peppermint scent of its entertainment section—is available at the flagship site, too. The paper is free, although there is a charge for home delivery.

**An audio-visual department.** Which produces audio and video supplements to the news content, but also creates stand-alone documentaries about local places, people and issues. The digital documentaries—some of which use computer generated animation—are also used at public forums sponsored by the news organization and are broadcast on local radio and television stations.



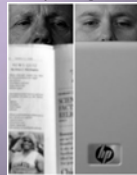
**E pluribus, opinion.** There is no official editorial position of the news organization. But there are plenty of regular columnists and invited commentators. Most of these opinion writers are locals, but experts from outside of the community are frequently asked to comment on or provide advice about local issues. Site editors frequently post collections of downloadable background materials and links to hot opinion topics.



**A city guide like you've never seen before.** This guide doesn't list restaurants and bars. It doesn't describe local shopping districts. It's a power guide, and what it does is explain the city's formal (government) and informal (lobbyists, interest groups, activists, opinion leaders) power structure. It summarizes the key issues facing the city, and profiles the major people and groups involved with those issues. The guide offers lots of advice from battle-tested activists—locals and outsiders—about how to get city hall to listen. It's available in print and online. Both versions are free, and the print version is mailed to every registered voter in town.



**Users contribute content and feedback.** While the professionally produced content is carefully distinguished from content produced by users, user-generated content and feedback is everywhere. Comments on articles. Polling on issues. Ranking of articles. Frequent requests for story and photo ideas. Posting of user generated photos and video clips. Reports on what local bloggers are saying. As part of the opinion pages, there's a "soap box" section that allows anyone to post comments about anything of any length, subject only to minimum civility standards.



**It's funded a lot like public radio stations are.** Generous local philanthropists and hugely successful membership drives provide the bulk of funding. The online news site and the Sunday paper both run ads, but the number and size of the ads are minimal in compared to current commercial newspapers and their Web sites. Firewalls separate the revenue side from the editorial side. Everybody involved with this news organization regards local news as a vital public service, not a moneymaking enterprise. (Yes, there's a bit of snobbery about that.)



**Produced by city-loving professional journalists.** Because it takes a lot of resources and expertise to reliably produce good journalism—and this includes everything from news briefs to in-depth articles, from photos to info graphics—this news organization employs professionals. But not just any professionals. Apply here only if you have some talent, and can honestly claim at least these three things: 1. Cities baffle and intrigue you, and you want to figure out how they work; 2. You like complexity, but you really like explaining complicated things in an accessible and witty way; and 3. You love cities, even if it's sometimes a tortured love.



"A big-city newspaper achieves distinction as part of a region and a community's life by demonstrating the relevance of the place from which it hails to the larger national or global scene. Los Angeles qualifies as a global metropolis. Its leading newspaper should urge Angelenos to debate trade-offs and consider hard choices, compelling voters through reporting and commentary that vividly illustrates the policy choices available on the ballot and at the polls, not to mention in other aspects of civic life.

...Today, one finds too little in newspapers about civic life and representative government. What one does find is typically truncated or homogenized for consumption by the lowest common public denominator."

**Dumbing Down in the City of Angels,** [March 27, 2005](#)

David A. Abel's "Outside the Tent" column ("Stop Dumbing Down This City," Opinion, March 20) was on the mark. An informed public is the ultimate loser when The Times plays its "watchdog" role in a superficial fashion. This role goes beyond the mere reporting of events. It also includes thoughtful and thought-provoking analysis of what is going on beyond the self-serving press releases -- to help the public fit the pieces together in a meaningful and coherent manner.

It is apparent from the recent changes in the Opinion section that The Times has abdicated that vital and trusted role.



Dumbing Down in the City of Angels  
**March 27, 2005 – LA Times**

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Lance Widman  
 Hermosa Beach

Oh come on now, Mr. Abel, it isn't the absentee ownership that has dumbed down The Times. If you look back on the paper under Chandler family ownership, you'll see that there is a long and perhaps dishonorable history of deliberately playing down local political affairs for fear that people might take an interest in what is going on downtown, which, for years, was controlled by the Chandler family. Until Otis Chandler took the paper over, it was a third-rate rag. Subsequently, he made it a first-rate newspaper, but it still had a penchant for overlooking local political affairs. It still does.

Bob Klein  
 Malibu


Abel may be right that the public is uninvolved in choosing a new mayor because it is "dumbed down." However, the reason he gives is wrong. Our citizenry is dumbed down because many people do not read newspapers. They rely on television to get news about current affairs and politics. Those are the people who did not vote. I would hazard a guess that most of the people who voted read a newspaper, and in L.A. this usually means The Times. If Abel wants to find a bad newspaper, he should look elsewhere in Southern California. There are plenty of them here and elsewhere in the U.S.

Neill Levy  
 Chatsworth

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Abel got it right when he wrote about the dumbing down of The Times' Op-Ed page. It had been dumbed down quite enough already, but Editorial and Opinion Editor Michael Kinsley managed to make it worse. Kinsley is just an off-site part-timer who phones it in. That would be fine for a small-town weekly, but this is the Los Angeles Times. It needs a knowledgeable, local, full-time staff for its Op-Ed pages to bring it up to the minimum standard for a world-class newspaper.

Frances Longmire  
 Los Angeles



**Planning Magazine, since 1972; before, a newsletter**

Every month, thousands of people — professionals and interested laypeople alike — read *Planning* to learn how innovative planning programs and techniques are reshaping America's communities.

*Planning* is published monthly by the American Planning Association. It offers news and analyses of events in planning (including suburban, rural, and small town planning, environmental planning, neighborhood revitalization, economic development, social planning, and urban design).

Refereed Journals – <http://www.lib.nus.edu.sg/lion/t/urbanplj.htm>

Roberta Rewers, a public relations specialist here at the American Planning Association: The best pieces of advice I can offer:

1. Don't use "planner-speak." Planners are often comfortable in talking about terms of mixed-use and high density, but the general public doesn't understand that. The information needs to be boiled down, as I usually say, say it so my very smart 80 year-old gram can understand.
2. DON'T USE JARGON (TOD, ADU, etc.). Use examples, anecdotes to help explain how a planning initiative will help or benefit the community (results-oriented).