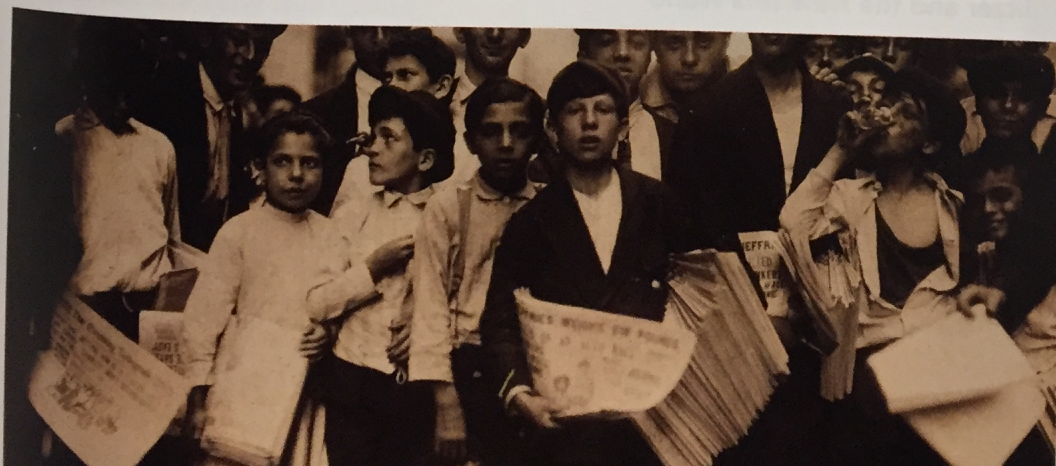


In addition, Bennett's paper sponsored balloon races, financed safaris, and overplayed crime stories. Charles Dickens, after returning to Britain from his first visit to America in the early 1840s, used the *Herald* as a model for the sleazy *Rowdy Journal*, the fictional newspaper in his novel *Martin Chuzzlewit*. By 1860, the *Herald* reached nearly eighty thousand readers, making it the world's largest daily paper at the time.

Changing Economics and the Founding of the Associated Press

The penny papers were innovative. For example, they were the first to assign reporters to cover crime, and readers enthusiastically embraced the reporting of local news and crime. By gradually separating daily front-page reporting from overt political viewpoints on an editorial page, penny papers shifted their economic base from political parties to the market—to advertising revenue, classified ads, and street sales. Although many partisan papers had taken a moral stand against advertising some controversial products and “services”—such as medical “miracle” cures, abortionists, and especially the slave trade—the penny press became more neutral toward advertisers and printed virtually any ad. In fact, many penny papers regarded advertising as consumer news. The rise in ad revenues and circulation accelerated the growth of the newspaper industry. In 1830, 650 weekly and 65 daily papers operated in the United States, reaching a circulation of 80,000. By 1840, a total of 1,140 weeklies and 140 dailies attracted more than 300,000 readers.

In 1848, six New York newspapers formed a cooperative arrangement and founded the Associated Press (AP), the first major news wire service. **Wire services** began as commercial organizations that relayed news stories and information around the country and the world using telegraph lines and, later, radio waves and digital transmissions. In the case of the AP, the New York papers provided access to both their own stories and those from other newspapers. In the 1850s, papers started sending reporters to cover Washington, D.C., and in the early 1860s, more than a hundred reporters from northern papers went south to cover the Civil War, relaying their reports back to their home papers via telegraph and wire services. The news wire companies enabled news to travel rapidly from coast to coast and set the stage for modern journalism.



NEWSIES sold Hearst and Pulitzer papers on the streets of New York in the 1890s. With more than a dozen dailies competing, street tactics were ferocious, and publishers often made young “newsies”—news boys and girls—buy the papers they could not sell.