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The Education Beat in a Declining Industry

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Ethics and Impact of the Education Beat in a Declining Newspaper Industry
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Abstract & Introduction

The newspaper industry has been in a decades long decline. This has impacted newspapers across the United States with over 25 percent of the American newspaper’s full-time staff laid off since 2001, according to a 2010 study.¹ The newspaper layoffs impact the level of reporting with fewer and shorter stories being written, and opportunities for in-depth investigative reporting becomes harder.

With these layoffs, the education beat is squeezed of specialized reporters as they are pushed to cover broader issues, reducing the issues to testing and budgets leaving important issues inequality underreported. The local conversation on education is impacted but the national conversation seems better fit to survive the industry transition.

Lee Shaker’s article “Dead Newspapers and Citizens’ Civic Engagement” found the closure of newspapers in Denver, Colorado, and Seattle, Washington negatively impacted civic engagement. Using the findings of this study, it is easier to see how newspaper layoffs and smaller beats might impact local communities.

Once identifying the main stakeholders, using tools like dilemma paradigms and ethical theories allows for a deeper analysis of the potential impacts a declining newspaper industry and education beat might have on local communities. These tools also help to identify solutions to the problems that arise.

The future of the education beat in an industry decline isn’t all doom and gloom. While local newspapers may close down, the news industry has been transitioning to a digital presence. The education beat continues to adapt to the changes in the industry and how education is covered. The best solution to the problems stemming from industry decline and smaller education beats and its effects on local communities is to continue to evolve and adapt.

Key Questions

1) What are the possible solutions to the newspaper industry decline?
2) What are the ethical implications of decreased education beat reporters?
3) What are the applicable ethical dilemma paradigms to this situation, and how can we apply them to find a potential solution?

Identifying the stakeholders (weakest to strongest)

1) The community: rely on newspapers to provide accurate and important information as to what is happening. As shown in Shaker’s study, these stakeholders are impacted the most by industry decline.
2) Teachers, students, parents: rely on accurate news from education reporters to make informed decisions for their family and children.
3) Journalists, editors, newspapers: affected by layoffs, newspaper closures, and newsroom cutbacks. They also rely on the community for funding through subscriptions, ads, and classifieds.
4) Newspaper owners: affected by the industry decline, decreased subscriptions, and profitability.

Ethical theories

Value-based ethics: Does the decrease in staff on the education beat contribute to the flourishing of society?
Rule-based ethics: If decisions are moral absolutes, is the reduced amount of education beat reporters setting the correct standard for future generations?
Outcome-based ethics: Does reducing education beat staff produce the greatest good for the great amount of people?
Veil of Ignorance: Divested and seen from all perspectives, is reducing education beat staff, the best decision for all those involved?

No, the reduction in education beat staff does not contribute to the flourishing of society, set the correct standard for future generations, produce the greatest good, and doesn’t work for all stakeholders.

Works Cited

- Shaker, Lee. “Dead Newspapers and Citizens’ Civic Engagement.” Ethical theories

Solutions and the Future

The future isn’t all doom and gloom. While the industry may be declining and in transition, the education beat still has a future in online newspapers. According to a Pew Research Study, unique visitors for the top 50 newspapers increased by over 3 million unique monthly visits from 2014 to 2015. The best solutions to the ethical dilemma is for education journalists to continue to evolve. By contributing to trade press and online news organizations, education journalists can continue their work in informing the public.

Unique visitors of newspaper websites

<table>
<thead>
<tr>
<th>Year</th>
<th>Unique Visitors</th>
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<tbody>
<tr>
<td>2014</td>
<td>7.5M</td>
</tr>
<tr>
<td>2015</td>
<td>9.0M</td>
</tr>
<tr>
<td>2016</td>
<td>10.5M</td>
</tr>
<tr>
<td>2017</td>
<td>12.0M</td>
</tr>
</tbody>
</table>

Note: Information on the average traffic for each site is from October 2014. Data was calculated by focusing on the average number of unique monthly visits from 2014 to 2015. The data includes all 50 top newspapers, the readership of the NY Times, New York Daily News, USA Today, The Wall Street Journal, and The Washington Post. The data also includes all 50 top newspapers, the readership of the NY Times, New York Daily News, USA Today, The Wall Street Journal, and The Washington Post.

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