



*"If it happened in Fort Worth ... it's news to us!"*

# The Chaser

Fort Worth Chapter of the Society of Professional Journalists

January 1996

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## The future of newspapers in the 21st century

*Or: How I rejected Connie Chung  
and learned to love Lois Lane*

Are newspapers becoming the "media buggy whip" of the 21st century?

This could happen unless publishers and their newsrooms take drastic steps to reverse the march toward oblivion or, at the least, toward a greatly reduced role in the news and entertainment industry.

So asserts an internationally recognized researcher who will address Fort Worth SPJ in January.

Dr. Jerry Grotta has been a reporter, editor, journalism professor and researcher studying and working on newspapers and magazines for more than two decades. A research specialist on the TCU journalism faculty and founder-owner of Grotta Marketing Research, he's not a newspaper basher but rather a newspaper lover concerned with the future of the medium.

Grotta has researched aspects of the print news media for clients including the Wall Street Journal, Boston Globe, Minneapolis Star-Tribune, Los Angeles Times-Mirror Newspapers, Time, People, Rolling Stone and Ladies'

Home Journal — more than 200 newspapers and 50 magazines in all.

He has been in demand as a speaker and consultant for such organizations as the American Press Institute, International Circulation Managers, Regional Circulation Managers Association, International Newspaper Association, Newspaper Association of America and a number of other professional/managerial newspaper groups in the United States and Europe.

He obviously just didn't get to town with the butter and egg money as far as his knowledge of where newspapers have been, where they are, where they are going and, ominously, where they aren't going.

For anyone who owns or works for a newspaper or who just likes to read newspapers, the meeting should be challenging and entertaining.

**Time:** 6:30 p.m. (directors meet 5:30; non-attendees, call Verlie)

**Date:** Tuesday, Jan. 30

**Place:** Juanita's, Sundance Square, downtown

**Cost:** \$10, students \$5

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### RSVP

*call by*

*noon*

*Friday,*

*Jan. 26:*

*Jack  
Raskopf*

**921-6944**

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# No Gridlock in this crowd

Here's news you need:

TCU advertising whizzeroo **Jack Raskopf** has a great January meeting planned featuring media researcher Dr. **Jerry Grotta**. See page 1 for details. This is one program you won't want to miss.

Rehearsals for the **50th Golden Gridiron** will begin about a month prior to the March 29 show date. Watch for the "Can you sing, dance, carry a spear?" postcard. Please return the card ASAP so we can start matching actors (is that what we are?) with parts.

**Ann Gilliland's** outstanding **50-year anniversary Gridiron video** remains on sale for \$12. Send a check to Ann at P.O. Box 3212, Fort Worth 76113 or call 731-8600.

Speaking of Ann, she says we can expect several past Gridiron stars in this year's

audience, including former TCU professor **Warren Agee**, now of Athens, Ga.

If you know of companies or individuals eager to advertise in Yellow Jaundice, call me (w 336-5165, h 441-8458) and I'll shoot them a rate sheet. I surely could use an ace ad volunteer.

*About our members:* Get-well wishes to **Jon McConal**, who recently underwent single-bypass surgery. Send cards to him at home: B1 Peninsula Drive, Granbury 76048. ...

**Cathy O'Neal** is leaving Harris Health Systems to start her own company — **Cathy O'Neal Communications** specializing in media training, speech writing and special projects. Call her: 861-6480. ...

That was Gridiron veteran **Bob Ray Sanders** hanging out with Oprah on Jan. 9 discussing "Waiting to Exhale." ...

During our New Year's Eve party, we said bon voyage to **Mark Woolsey**. The Associated Press closed its state radio bureau Dec. 31 and transferred Mark to Washington, D.C. Hey, Mark, can you get Newt for the Gridiron? (Hey, Mark, never mind.)

Speaking of New Year's, many people deserve praise for showing us a splendid time, chief among them Jack Raskopf and **Rocky Deutscher** for opening their home to us. Rocky's breakfast buffet really hit the spot ... Mark Woolsey for procuring door prizes ... Ann Gilliland for helping with the goodies ... door prize contributors, including WBAP Radio, Six Flags Over Texas, Tarantula Railroad and Granbury Chamber of Commerce. Thanks, everyone! 

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**SPJ**

P.O. Box 3212  
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