

'There are no standards of journalism on the Internet. I'm always second-guessing myself. Is this the right thing to do?'

—Mayhill Fowler, the sixty-one-year-old Huffington Post blogger (and Barack Obama supporter), on her decision to publish Obama's comments about Pennsylvania's 'bitter' workers

Jay-Z—rather than someone like, say, Ghostface Killah, whose chosen moniker is further outside the mainstream nomenclature—suggests that at the *Times*, at least, there is, and that rappers are in a class by themselves. Why else would Alicia Keys, a performer from beyond the rap realm—who took a stage name (or devised an alias) based on the instrument she plays—have never been outed as Alicia Augello-Cook? In Kelefa Sanneh's October 5, 2003, *Times* CD roundup, Outkast rappers André 3000 (André Benjamin) and Big Boi (Antwan Patton) got name-dropped, while Erykah Badu's birth name (Erica Wright) was never mentioned.

Even more confusing are articles that seem to follow no logic whatsoever: a December 3, 2006, *Times* profile on celebrity Sirius Radio hosts refers to rap personality Ludacris as Christopher Bridges (and as "Mr. Bridges" in subsequent references), but allows Eminem (Marshall Mathers), Snoop Dogg (Calvin Broadus), and Bob Dylan (Robert Zimmerman) to use their stage names. On second reference, though, Bob Dylan is "Mr. Dylan," while Eminem remains Eminem; Snoop is only mentioned once, but judging by former *Times* treatments he would have been called "Snoop" or "Snoop Dogg" had his name come up again.

"If you look in our archives, which we famously refer to as our compendium of past

errors, you'll see plenty of examples of us looking ridiculous," Sifton says. "One of the difficulties that the *Times* has in addressing contemporary culture, and certainly hip-hop culture, is that we risk looking stupid all the time."

Since it doesn't look like it will be abandoning honorifics any time soon, blanket uniformity might be the best bet for the *Times* to look less foolish, or at least more consistent. After all, if they can call Brian Warner "Mr. Manson," then surely America's finest newsrooms can honor Calvin Broadus as Mr. Dogg.

—Chris Faraone

Outsourced Edit?

RAJESH KUMAR, A TWENTY-SIX-year-old with tight jeans, long black hair, and a gold earring, drags a small black-and-white image of a pointing butler's glove across the flat screen of his Mac. He's designing an advertisement for the *Star Tribune*, a newspaper that publishes halfway around the world. The simple ad is for a home-cleaning service run by a man named Mike whom Kumar has never met, a man who works in a place Kumar has never visited.

Minneapolis, after all, is more than seven thousand miles away from this clean, modern, twenty-five-thousand-square-foot office in Gurgaon, India—one of New Delhi's exploding

edge cities where wealthy multinational corporations, massive outsourcing outfits, and swanky shopping malls share space with destitute Indians and feral animals struggling to survive.

Kumar works for Express KCS, an Indian back-office company that designs and produces advertisements for more than one hundred U.S. publications, many of them MediaNews Group papers like the San Jose *Mercury News* and *The Oakland Tribune*. Work orders for hundreds of ads pop up in Express KCS's system each day, and teams typically turn around each project within a matter of hours. Two huge diesel generators and three Internet service providers ensure that the Gurgaon office is connected to its U.S. clients around the clock. "It works," says Mary Evans, director of advertising operations for the *Mercury News*. "You turn things in in the evening, and chances are you're going to have a proof in the morning."

As newspapers across the U.S. slash budgets and lay off staff, more and more are outsourcing jobs in their advertising and circulation departments. Companies like Express KCS are booming, says its COO, Tariq Husain, largely because they can save the advertising production department of a typical U.S. newspaper 30 to 50 percent a year. Less than two years ago, Express KCS had no more than twenty employees working in Gurgaon. By late

HARD NUMBERS

61 percent of magazine print journalists who said they are fairly compensated for their work

43 percent of online magazine journalists who said the same thing

\$46,758 median salary, across all news media, for male journalists

\$37,731 median salary for female journalists

21.9 percent of newshole devoted to coverage of the Iraq war in February 2007

3.1 percent of newshole devoted to that coverage in February 2008

55 percent of adults in America who correctly identified the rough number of U.S. military personnel killed in Iraq since 2003—given a choice between 2,000, 3,000, 4,000, or 5,000—in February 2007

28 percent who correctly identified that number in February 2008

62 percent of journalists at national media outlets who in 2007 said journalism is going in the wrong direction

51 percent who said the same thing in 2004

26 percent of national print journalists who said they spend half or more of their time producing unique content for their organizations' Web sites

18 percent of those journalists who said dividing their time across media—print and Web—impairs their work overall

48 percent who said it improves their work

Sources: Folio magazine, Shorenstein Center on the Press, Politics and Public Policy, Project for Excellence in Journalism, Pew Research Center

January, that figure was closer to two hundred, most of them single men in their twenties pulling in between \$400 and \$1,000 a month—a salary that, in urban India, is healthy though not opulent. By year's end, says Husain, Express KCS will likely employ between five hundred and six hundred workers in Gurgaon.

Husain believes that much of that growth will come from a new, and disturbing, dimension of Express KCS's services—outsourced editorial services. Express KCS doesn't propose to report or write stories, but it does offer copy editing (or "subbing;" as it's known in India), page layout, and the writing of headlines and captions. By year's end, Husain hopes that 10 to 15 percent of Express KCS's business will come from outsourced editorial work. He said the company is discussing such work with more than one mainstream U.S. daily, though he wouldn't name them.

If it happens, it won't be without an uproar in the journalism world. Last year, the local news Web site Pasadena Now, in California, was roundly mocked when it announced a plan to have Indian reporters cover local government meetings via webcast. More recently, *The Miami Herald* announced in December that it would outsource some copy editing and design work to the Indian company Mindworks, only to scrap that decision a few weeks later because, as Executive Editor Anders Gyllenhaal wrote, "It was clear these skills involving news judgment and experience are not likely to work well from afar."

Still, Express KCS is confident that it can properly

train its employees and enter the editorial market. It has already signed up one client—*London Property News*, a suburban real-estate magazine delivered free with several regional newspapers in upscale British neighborhoods. But whether it's advertising or editorial, Express KCS is clear about its ambitions: "We've got this list of the top one hundred [U.S. newspapers]," says CEO Robert Berkeley, "and we tick them off as we go."

—Ben Frumin

Mission Revisited

ON MAY 1, 2003, PRESIDENT Bush stood on the deck of the *USS Abraham Lincoln* and told the world: "Major combat operations in Iraq have ended. In the Battle of Iraq, the United States and our allies have prevailed. And now our coalition is engaged in securing and reconstructing that country." The plans for securing and reconstructing weren't so great, however, and we are five years down the road without a clear end in sight. On this anniversary, it seems worth remembering that part of the reason the president was not more strongly challenged on his assertions was a barrage of covering fire laid down by pundits. Here's a sampler, from *Mission Accomplished*, a new Simon & Schuster paperback by Christopher

Cerf, a writer and producer, and Victor Navasky, CJR's chairman.

We expect every American to support our military, and if they can't do that, to shut up. Americans, and indeed our allies, who actively work against our military once the war is under way will be considered enemies of the state by me.

—Bill O'Reilly, *Fox News Channel*, February 26, 2003

The man who slept through many classes at Yale and partied the nights away stands revealed as a profound and great leader who will reshape the world for the better. The United States is lucky once again.

—Mona Charen, syndicated columnist, March 23, 2003

The war was the hard part. The hard part was putting together a coalition, getting 300,000 troops over there and all their equipment and winning. And it gets easier. I mean, setting up a democracy is hard, but it is not as hard as winning a war.

—Fred Barnes, editor, *The Weekly Standard*, on *Fox News*, April 10, 2003

Every step of the way, they were lecturing us on how it wasn't well thought out... we didn't have enough troops there, it was going to be a quagmire. All of these thousands, according to naysayers, of troops are going to

die.... They've.... made fools of themselves.

—Sean Hannity, Hannity & Colmes, April 10, 2003

Coalition forces have demonstrated the old axiom that boldness on the battlefield produces swift and relatively bloodless victory. The three-week swing through Iraq has utterly shattered skeptics' complaints.

—Tony Snow, host of *Fox News Sunday*, April 13, 2003

The United States [has] committed itself... to reshaping the Middle East, so the region [will] no longer be a hotbed of terrorism, extremism, anti-Americanism, and weapons of mass destruction... the first two battles of this new era are now over.

The battles of Afghanistan and Iraq have been won decisively and honorably.

—William Kristol, *The Weekly Standard*, April 28, 2003

The war was so successful, [its critics] don't have any arguments left.... The biggest mishap liberals can seize on is that some figurines from an Iraqi museum were broken—a relief to college students everywhere who have ever been forced to gaze upon Mesopotamia pottery.

—Ann Coulter, syndicated columnist, April 30, 2003

It ended quickly with few civilian casualties and with little damage to Iraq's cities, towns, or infrastructure.... It ended without the quagmire [war critics] predicted.... Iraqis are freer today and we are safer. Relax and enjoy it.

—Richard Perle, member of the Pentagon's Defense Policy Board, in *USA Today*, May 1, 2003

