

As IAPE deals with the proposed Dow Jones changes to the copy desk – and the job duties of the copy editors, here are a couple of company memos that offer some background on the details of the changes being proposed.

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The following is from Robert Thompson, Managing Editor of The Wall Street Journal.

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From: Thomson, Robert

Sent: Wednesday, July 16, 2008 3:30 PM

To: WSJ All News Staff

Subject: Staff Announcement

Colleagues,

With the Journal's new leadership team in place, we are reforming our editing structure and changing fundamentally the way in which we produce The Wall Street Journal in its manifold forms. The reasons for these changes are strategic, even if some of the benefits are economic.

Beginning next month, the news hub in New York will be responsible for editing copy and producing pages across all our platforms – in print, online and on mobile. The Global News, Global Copy, Global Pagination, Monitor and the standalone WSJ.com editing desks as we know them will cease to exist and most of the editorial operations in South Brunswick will be closed.

We will be posting the new editing desk jobs no later than Friday and genuinely encourage all staffers affected by this announcement to apply for these openings in New York. About 50 positions will be lost, but staffers with the highest skill levels and the enthusiasm to acquire new skills will have a distinct advantage during the selection process. A detailed explanation of the new structure will be sent to you shortly.

The reformed structure means that it is essential for reporters and bureau chiefs to ensure that copy filed to the news desk is clean, to length and conforms to our style. Stadium Editing will be a practice of the past and design, for both print and web, will be integral to the evolution of each story and every page.

I realize that this reorganization will be a challenge operationally and, for some of you, personally. It is obvious that the South

Brunswick team created in the wake of the September 11 attack is bearing the brunt of these changes. The individuals most affected will be counseled about their options and their opportunities. Our situation should be put in its contemporary context. In recent months, we have invested in a significantly larger newshole, contrary to the industry trend, and filled long-vacant reporting positions in many bureaus. Our new budget includes an ambitious expansion of our web and international operations, both for the Journal and for Newswires, where we are adding 95 journalists over coming months. We also have secured a generous investment in a state-of-the-art editing and publishing system. There is good reason for optimism at Dow Jones amidst the pessimism prevailing in our industry.

Yours,
Robert
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The following is from Jim Pensiero, news operations vice-president at The Wall Street Journal.

July 16, 2008

To WSJ News staff:

Here's a brief look at how the new desk structure will be organized for the print and online WSJ.

OVERVIEW

- The Journal's daily news operations will be run by four deputy managing editors: National, International, Page One and Features.
- News-editing and news-production duties are divided into four broad areas: News and Page One desks, and Personal Journal and Weekend Journal.
- Matt Murray and Nik Deogun jointly manage the restructured News Desk, which is responsible for handling all political, corporate, economic, market and general news in their areas. Mike Williams oversees the Page One desk, which handles

- investigative and enterprise feature stories. Mike Miller runs Personal Journal and Weekend Journal, as well as Journal Reports and WSJ magazine.
- All reporting bureaus report to one of the top editors: U.S. bureaus to Matt Murray; international bureaus and the Money team to Nik Deogun; investigative teams, including the DC investigative unit, to Mike Williams; and features groups to Mike Miller.
 - Four shared support groups—Design, Photo, Infographics and Prepress—will serve all desks and sections.

KEY ELEMENTS OF THE NEW STRUCTURE

LEADERSHIP

Managing Editor: Robert Thomson
Senior DME/Features: Mike Miller
DME/National: Matt Murray
DME/International: Nik Deogun
DME/Page One, Investigative: Mike Williams

KEY PLAYERS

Senior DME/Features/Mike Miller

Key tasks: Senior deputy to the managing editor; responsible for features sections, including Personal Journal, Weekend Journal, Journal Reports and the WSJ magazine.

Works with: National, International and Page One editors.

Controls: Personal and Weekend Journal, Journal Reports and the magazine.

Reports to: Managing editor.

DME/National/Matt Murray

Key tasks: Together with DME/International, jointly manages the News Desk hub. Directs corporate, political and general news coverage in North America for all channels. Responsible for all U.S. news bureaus.

Works with: International, Markets and Page One desks, and Features operations.

Controls: Domestic bureaus, Corporate and National desks, News Desk hub.

Reports to: Managing editor.

DME/International/Nik Deogun

Key tasks: Together with DME/National, jointly manages the News Desk hub. Directs international corporate, markets, political and general news coverage for all channels. Manages foreign news bureaus and Money team.

Works with: National and Page One desks, and with Features operations.

Controls: Foreign bureaus, Money reporters and Markets desk, and News Desk hub.

Reports to: Managing editor.

DME/Page One/Mike Williams

Key tasks: Responsible for feature and investigative articles for all channels.

Works with: News and Features desks.

Controls: Investigative bureaus, including in DC, and the Page One desk.

Reports to: Managing editor.

OPERATIONS

NEWS DESK

Leaders: Matt Murray, Nik Deogun

Key Components:

1. Hub
2. National News (U.S.)
3. International News
4. Corporate News
5. Markets and Finance News

Current print and online editing desks are combined and then subdivided into teams focused on editing stories and producing publications and services. The National and International DMEs will coordinate among the desks to ensure both quality and an even workload is maintained.

PAGE ONE

Leader: Mike Williams

Key Components:

1. Page One desk

Page One editor is tasked with working with National and International editors to commission edit and prepare major investigative and feature stories.

FEATURES

Leader: Mike Miller

Key Components:

1. Personal Journal
2. Weekend Journal
3. WSJ magazine
4. Journal Reports

These teams continue largely as stand-alone operations, though drawing on the shared desks for specific needs, such as photo editing.

D. SHARED DESKS

1. Design Desk

While all teams will have integrated design and pagination capability, a Design Desk will ensure design integrity across the Journal, help in load leveling as well as perform pagination and layout functions for the overseas editions, pages for partner papers and some Barron's pages. The team includes headcut illustrators as well as the color lab for processing images.

2. Picture Desk

Perform photo research and assignment tasks for all desks. It also manages the Journal's photo contracts.

3. Information Graphics Desk

The team researches and builds interactive and print graphics for all sections of the Journal, including databases and other stand-alone projects.

4. Prepress

Perform final quality control on Journal and Barron's pages and ensure they arrive at print sites.

TIMELINE:

Mid-July	Announce restructuring
Early August	Interview and select new news desk teams
Mid-August	Begin transition to new structure
September	Complete move to WFC
Early December	Begin training on Eidos; through January
Mid-January	Prep for move to 1211 AoA.
Early February	Begin rollout of Eidos system; completed by May.
Late March	Move to 1211 AoA.

We'll be presenting additional details in the weeks ahead.

Best regards,
Jim Pensiero