

# Deadlines and Disruption: My Turbulent Path from Print to Digital

Stephen B. Shepard

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**A Revealing Memoir by *BusinessWeek's* Former Editor**

"... A personal and insightful book about one of the most important questions of our time: how will journalism make the transition to the digital age?"


—WALTER ISAACSON, best-selling author of *Steve Jobs*

# DEADLINES AND DISRUPTION



*My Turbulent Path from Print to Digital*

STEPHEN B. SHEPARD

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**Stephen B. Shepard : Deadlines and Disruption: My Turbulent Path from Print to Digital** before purchasing it in order to gage whether or not it would be worth my time, and all praised Deadlines and Disruption: My Turbulent Path from Print to Digital:

0 of 0 people found the following review helpful. A Great Memoir about JournalismBy stephen shepardAfter editing

Business Week for 20 years, Shepard started a brand new journalism school for the digital age at the City University of New York. Very well-written account of a life in journalism. 0 of 0 people found the following review helpful. Fascinating life told too academically, not in the heart. By Barbara Levinson A little slow at times, the author has had an amazing life but tends to tell his story and lecturer, an academic. Too much in his head. Slow going. 2 of 3 people found the following review helpful. Great read By Jonathan Hayes Shepherd captures what the world of big J magazines publishing was like, when weekly magazines were an important and essential part of our culture. In the last sections, he trains his experienced and expert eyes on what journalism is evolving into. A fascinating book.

A Top Editor's Take on the State of Journalism Today—and His Prescient Forecast of Its Future "This is a personal and insightful book about one of the most important questions of our time: how will journalism make the transition to the digital age? Steve Shepard made that leap bravely when he went from being a great magazine editor to the first dean of the City University of New York journalism school. His tale is filled with great lessons for us all." —Walter Isaacson, bestselling author of *Steve Jobs* "An insightful and convivial account of a bright, bountiful life dedicated to words, information and wonder." —Kirkus Reviews (Starred Review) "This is two compelling books in one: Shepard's story of his life in print journalism, and a clearheaded look at the way journalism is evolving due to electronic media, social networking, and the ability of anyone with a computer and an opinion to make him- or herself heard." —Booklist Shepard's book will resonate with many and should be read by anyone interested in the flow of information today and its impact on society as a whole." —Library Journal "The book is in part a memoir, a tale of a life lived at the height of print journalism when print journalism itself was at its height. But it is also an analysis, an examination of the new challenges facing an old industry as it ambles and occasionally sprints its way into the digital age." —The Washington Post About the Book: "My personal passage is, in many ways, a microcosm of the larger struggle within the journalism profession to come to terms with the digital reckoning. Will the new technologies enhance journalism . . . or water it down for audiences with diminished attention spans? What new business models will emerge to sustain quality journalism?" Stephen B. Shepard has seen it all. Editor-in-chief of *BusinessWeek* for more than 20 years, Shepard helped transform the magazine into one of the most respected voices of its time. But after his departure, he saw it collapse—another victim of the digital age. In *Deadlines and Disruption*, Shepard recounts his five decades in journalism—a time of radical transformations in the way news is developed, delivered, and consumed. Raised in the Bronx, Shepard graduated from City College and Columbia, joined *BusinessWeek* as a reporter, and rose to the top editorial post. He has closed the circle by returning to the university that spawned him, founding the Graduate School of Journalism at the City University of New York. In the digital age, anyone can be a journalist. Opinion pieces are replacing original reporting as the coin of the realm. And an entire generation is relying on Facebook friends and Twitter feeds to tell them what to read. Is this the beginning of an irreversible slide into third-rate journalism? Or the start of a better world of interactive, multimedia journalism? Will the news industry live up to its responsibility to forge a well-informed public? Shepard tackles all the tough questions facing journalists, the news industry, and, indeed, anyone who understands the importance of a well-informed public in a healthy democracy. The story of Shepard's career is the story of the news industry—and in *Deadlines and Disruption*, he provides peerless insight into one of the most critical issues of our time.

From Booklist In 2004, at what might have been the age of retirement, longtime *BusinessWeek* editor-in-chief Shepard decided to take his life in a new direction: he would become the first dean of a new journalism school, based at City University of New York (CUNY). Starting a new journalism school at a time when many experts were predicting the demise of journalism altogether? That took guts. This is two compelling books in one: Shepard's story of his life in print journalism, and a clearheaded look at the way journalism is evolving due to electronic media, social networking, and the ability of anyone with a computer and an opinion to make him- or herself heard. Is journalism dying? Not according to Shepard. It's changing, yes, but in some respects it's also improving: the division between news source and audience is blurring, with the audience now being able to report its own news and to require established journalistic entities to tailor their output to suit the audience's needs (witness the rise of "hyperlocal" journalism). The author is eminently qualified to write about this subject, and he's an excellent writer to boot. --David Pitt From the Back Cover In *Deadlines and Disruption*, Stephen B. Shepard chronicles his nearly 50 years in the news business—landing his first job as a reporter, finding stories, meeting deadlines, and working his way up to become editor-in-chief of *BusinessWeek*, where he presided over some of the most important stories of the age. Primarily, though, this is a story of upheaval, transition, and the future of news. When Shepard stepped down from *BusinessWeek* in 2005, journalism was already being transformed by the Internet. At an age when most people retire, Shepard jumped back into the middle of it all. As founder and dean of the Graduate School of Journalism at the City University of New York, he is on the front lines of training the new generation of journalists. *Deadlines and Disruption* is a treasure of insight from one of the most respected people in journalism. Anyone concerned with the state of news creation, delivery, and consumption today—and how it all plays out in society—cannot

afford to miss this book. About the Author Stephen B. Shepard served as senior editor at Newsweek and as editor-in-chief of BusinessWeek from 1984 to 2005. He was president of the American Society of Magazine Editors from 1992 to 1994 and was inducted into its hall of fame in 1999. He is the dean of the CUNY Graduate School of Journalism, which is on the cutting edge of journalism education in the digital age. He and his wife, Lynn Povich, live in New York.