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Abstract of an oral interview of Allen H. Neuharth done on July 23, 1999 in Cocoa Beach, Florida. The interviewer is Ralph L. Lowenstein.

pp. 1-9 Neuharth talks about his early years including his father's death, his work on a highschool newspaper, and his service in the army in Europe and the Pacific. He then mentions getting married after the army. Then, at the University of South Dakota he majored in journalism and government. In college, he worked first in broadcast and then in print eventually becoming editor of the school paper. He briefly mentions his older brother, then goes on to talk about how he got his job at the Associated Press out of college. He talks about trying to start a business venture called So Dak Sports which failed.

pp. 9-16 Neuharth discusses running away from home because he was ashamed of going broke and getting a job with the *Miami Herald*, which included reporting, assistant city editor, and executive city editor. He talks about his interest in the Cape Canaveral area as the space program was developing and his idea to start a daily newspaper there in the space coast area which was refused by the *Herald*. He then discusses his move to Detroit for two years to help with the struggling *Free Press* newspaper. After that, he switches to the Gannett organization as general executive and then general manager, and talks about the resurfacing of his idea to start a newspaper in the space coast area in Florida, which Gannett agreed to.

pp. 16-27 He tells the story of purchasing the *Cocoa Tribune*, the *Titusville Star Advocate*, and the *Melbourne Times*. He talks about the research that went into getting *TODAY* (now *FLORIDA TODAY*) started. *TODAY* was unique, tailored to its audience, and an immediate circulation success. Neuharth was vice president of Gannett, but continued to be general manager of the Rochester papers and was president of Gannett Florida which included *TODAY*. He talks about what the competitors were like at the beginning, including the *Orlando Sentinel* and *Miami Herald*.

pp. 27-32 He talks about his involvement in acquiring other Florida newspapers, and his unsuccessful attempt to acquire papers such as the *Naples Daily News*, Jacksonville, and Gainesville. He discusses the Gannett Foundation's relationship with the University of Florida College of Journalism.

pp. 32-39 Neuharth discusses planning and starting *USA TODAY* mentioning a few people who helped start *TODAY* in Florida, and then worked on *USA TODAY*. The success of *TODAY* gave him confidence that *USA TODAY* would work. It took five years before they could turn a profit, but the board never hesitated. Neuharth goes back and mentions how and why he conceived of the idea for a national newspaper feeling people wanted something new.

pp. 39-44 He feels there has been a big change in the audience's interests towards global issues since he started the newspaper business partly due to television. He feels newspapers have changed becoming more colorful, for example. He does not think newspapers will be replaced, but does believe that newspapers need to supplement what people get with television and the Internet. He states newspapers have the advantage of being cheaper and more portable.