

WAPO HAPPY, TWO: LALALALALALA! I CAN'T HEAR YOU!

As a follow-up to this post, here is WaPo Executive Editor Marcus Brauchli's approach to addressing the WaPo's \$143 million hemorrhage thus far this year.

Brauchli on whether he should have to explain his paper's journalism to—among others—readers:

I don't think it's necessary for us to lay out all of the processes in the newspaper to make decisions," he snapped. "Newspapers spend way too much time explaining themselves." He went on: "Too many people call our newsroom. There are endless queries on our journalism these days. I think it's better for us to focus on producing journalism than on our process."

Brauchli on how—after ignoring those too many people calling the newsroom—the WaPo will determine what readers want:

Story lengths in the magazine were often too long, subjects were sometimes remote, and tenor wasn't always consistent with what other editors and I believe our readers want in a Sunday magazine.

That ought to work out splendidly.