

Editor's note: It's adios, for now.

Good morning. Today is **Thursday, January 31, 2013**. Welcome to the final edition of the **247Newsroom Today** newsletter. Later today I'm pulling the plug on the 247Newsroom publications. Its' been swell. But it's time for me to make a change. I'm going to turn off the pre-dawn wake-up alarm and make an attempt to elevate my golf game from *duffer-mediocre* status to *average-okay*. And it's time for me to do what one media executive suggested, "smell a few roses." I'm not sure I can do that without sneezing, but I'm sure going to give it a shot.

It's hard throwing the switch on my daily editing and publishing routine...it's especially difficult to pull back when the readership for the newsletter and website continues to grow at a good clip, particularly the daily newsletter. My hope is that I can now better control my schedule with more time for other projects and teaching, as well as more opportunities to write, travel and untether myself from some of the constraints of this 24/7 process.

Along the way of growing the publications I've met a number of smart, caring and genuinely sincere broadcasters, who believe in the integrity of the news business. And despite what you might read by some of the online character-assassins, broadcasting is not filled with hoards of sniveling "suits," "dopes" or whatever the latest name-calling or jargon suggests.

I've had my days of focusing too much on the underbelly of our business, the DUIs and the other off-air antics of a few. But I hope that my real daily preoccupation, my contribution - *from your point-of-view* - has been on digging out and sharing what's important, and what's shaping the future news business. Each morning I've worked at ferreting out items, articles and anecdotes to help launch your day....throwing in some valuable tips, suggestions and ways to make your job a bit easier to navigate, without trashing broadcast news or pronouncing the business DOA.

To do that, early on, as I launched the 247Newsroom website, I called on a number of friends and colleagues to lend their voice, experience and vision to my publication. I asked them to help me frame the discussion on the 247newsroom website. Among the early contributors was **Fred Young**, the former SVP of News for the Hearst Television Group and **Eric Ober**, the former president of CBS News, and president of the Food Network. Many others shared stories, experiences and their insights: **Willie Chriesman**, **Steve Cohen**, **Terry Anzur**, **Gloria Cohen**, **Doug Drew**, **Graeme Newell**, **Chris Harper**, **Paul Gluck** and many others. And as the site developed I routinely called on a number of regular contributors to add their voice, **Paul Greeley**, **Michael Castengera**, **Marc Rosenweig** and others. Thank you all. And thanks to some of the others in the background who offered up suggestions from the very beginning, people like **Al Tompkins** at Poynter, and two former longtime news managers and consultants who offered encouragement and their opinions, **Joe Rovitto** and **Tom Dolan**.

Funny thing, one news director accused me at one point of "(the guy is) *pulling in all my friends and contacts*" to write for the site. At first I was irritated at the wisecrack. But then I realized it was really a compliment. Yep, that's right, I've managed to meet and make friends with a lot of smart people who should be heard, and the 247Newsroom was the right forum.

So there it is.

While it may sound like I'm cruising off into the sunset or heading to a warm bench, don't believe it. As I said at the top - ***it's adios for now***.

I know my inability to sit still for a long time. So after I kick back and relax for a while, I fully expect to remain engaged in the news business...here comes a blatant self-serving commercial...so if you're looking for someone to manage a project - temporarily manage your operation - need some online counsel or just want to email someone for the hell of it, please feel free to drop me a note at tpetner@gmail.com.

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