Newspapers’ Dilemma, Libraries’ Challenge, and the Dance of Shiva

2015 IFLA International News Media Conference

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A Newspaper Guy
Not for the Faint of Heart: 
News Preservation

- Newspaper Transformation
- The Bad, The Bad, and The Ugly
- From Doorstep to Pocket
- Vendor Squeeze
- Library Challenge
Global Perspective

• *Print* Newspapers thriving in Developing world
  – Latin America; India; Asia – strong print circulation growth
  – But this will change

• In Developed nations, newspapers are under siege
Storms

- Radio
- Television
- Direct Mail
- Cable Television

- But, the Internet is different
Newspaper Advertising Revenues: 2000-2013 ($MM)

- Print Ad $
- Online Ad $
New News Reality

Since 2006

- Third of US Newsroom Jobs eliminated
- 45% Ad Revenue decline
- 17% Circulation Revenue decline
- 100+ newspapers shut down the presses
- Reduced number of days of print product
- Reduce geographic distribution, offer eEdition
- Reduce physical size of papers, switch to tabloids

- Cutting expenses to stay/get profitable – not a long term winning strategy.
- Shifting to digital business. Late to the game. Wrong skill sets.
Drinking the Kool-Aid

information wants to be free

- Stewart Brand, First Editor of The Whole Earth Catalog. First International Hackers Conference, 1984
The Kool-Aid Conundrum

On the one hand information wants to be expensive, because it's so valuable. The right information in the right place just changes your life. On the other hand, information wants to be free, because the cost of getting it out is getting lower and lower all the time. So you have these two fighting against each other.

- Stewart Brand, First Editor of The Whole Earth Catalog. First International Hackers Conference, 1984
Not your father’s newspaper
From Doorstep to Pocket
Online Competitors

• Bloomberg, Politico (now in Europe), Huffington Post
• News Aggregators – Google, Yahoo, Flipboard, Mashable, News 360
• Cable, TV News online
• Facebook, Twitter
• Born digital news: GlobalPost; MinnPost; Texas Tribune
• Anyone with a keyboard and internet access
Top 10 News Sites

Yahoo! News
Google News
Huffington Post
CNN
The New York Times
FOX News
NBC News
Mail Online
The Washington Post
The Guardian

Unique Monthly Visitors, eBizMBA Ranking, April, 2015
How Americans Consume News

Question: “Please tell me if you used each device or technology to get news in the last week, or if you did not.”

The Personal News Cycle, Media Insight Project, 2014
No, Not That Kind
Most Americans Use Many Media Devices for News

Question: Please tell me if you used each device or technology to get news in the last week, or if you did not.

*The Personal News Cycle, Media Insight Project, 2014*
What’s a Newspaper Publisher To Do?
BANKRUPTCY LIQUIDATION

YOUR ADDRESS HERE

SAT
SUN
MON

Insert Publisher Name here
Individuals Purchasing Newspaper Companies

- Washington Post – Jeff Bezos
- Boston Globe – John Henry
- Dozens of local newspapers – Warren Buffett
- Dow Jones – Murdoch
- Minneapolis Star Tribune – Michael Klingensmith
Unwinding Media Companies

• E.W. Scripps / The Journal Communications
• Gannett
• Tribune
Rules of the Road Going Forward
Shift to Digital Business Models

• “Trading Dollars for Dimes”
• Smaller, local newspapers are the most threatened. Don’t have the resources to adapt

• Rapid business model experimentation
• Pay walls emerging and will prevail. 700+ today (150 two yrs ago)
• Subscription models (Wall St. Jnl., Financial Times)
• Freemium – some content free, then pay
• Holistic customer focus: Print and Online subs, any device
• Lots of Dimes: daily coupons, eEditions, eBooks, local data
• Ultimately, the daily print newspaper is not a sustainable business. The end-user market requires the industry to change.
Shift to Digital – Journalistic Impacts

- Cacophony of Digital Noise, Editorial Voice lost in the mix
- Web 2.0 – Social Media – User involvement, user generated value
- Citizen Journalism
- Corporate Journalism
- Video, multimedia
- News starts with mobile

- Reporters specialize in topics and facilitate communities
  (Journalist need thicker skins – equal footing with end users)
- Hyper-local capture unique local strength
- National, International news deemphasized
- Advertising integrated everywhere
- Journalism becomes a state of mind. Physical newsroom disappears.
Impacts on Academic Research

• Digital News will be recognized and utilized as discreet units of information. Print version constrained the true value content.
• News is instantaneous – end user expectation
• More “news” content will be available. Web > Print
• Quality of news content will vary widely.
• New sources of news will continue to emerge – verticals, topical.
• Highly end-user centric. Accessed and used when, where, and how the end-user wants.
• Research will rapidly migrate to mobile devices.
• Analytic tools will become required.
  – Data & text mining, Visualization, Sentiment Analysis, Relational and Geographic Analysis, Timelines
  – Sharing and Collaboration quickly, Research Workflow
Blurring the lines – 
Journalism vs. PR  OR  Journalism And PR

FT Magazine, FT.com, September 19, 2014 1:05 pm
Corporate Funded Journalism

This news website is brought to you by Chevron Richmond. We aim to provide Richmond residents with important information about what's going on in the community, and to provide a voice for Chevron Richmond on civic issues.
News Changes

• News will be more expensive
• News content will become more diverse, segmented, niche, vertical
• Unique news sources will proliferate
• Digital only
• Mobile
• Convergence of news & data, news as data
A Vendor Response

- Harvest Web content
- PDF deconstruction
- SAVE editorial archiving system
- NewsLibrary article sales
- MicroSite Event Marketing – Publisher editorial, Vendor technology
- Copyright deposit
- Library distribution
Event Driven Microsite – Augusta Chronicle, GA
Preservation - Vendor Limitations

• We don’t harvest and/or utilize everything
• Need for commercial sustainability
• Vendors compete with each other
• Vendors sometimes “don’t get it”
Libraries’ Challenge: Preserve Why?

• What is the real objective?
• Who needs this and why?
• What will be the value of your efforts?

• The reason to ask: This digital stuff is complicated and more challenging
Libraries’ Challenge: Preserve What?

- Dynamic content – articles change multiple times
- Articles, information – derived from multiple sources
- Infographics
- Photos
- Videos
- Blogs
- End user generated content
- Advertisements
- eEdition (daily image products)
- eBooks
- Special sites

- Who’s tracking this stuff? Who archives it now?
Libraries’ Challenge: Preserve How?

• How will we determine what to preserve?
• What are the standards?
• How will it scale?
• How will we manage it?
• How will we determine governance?

• How will preservation be achieved?
• Institutionally led initiatives
• Collaboration – publisher / library
• Collaboration – vendor / library
• Collaboration – publisher / vendor / library

• How will we handle digital degradation?
Dance of Shiva
Create Anew
Inquiring Minds Need Space to Exercise
Data Gyrations can be Challenging
Tools of the Future
Workflow changes
Predict Future Will See Vest Pocket Newspapers

The Automatic Newsboy.
The automatic newsboy is a device for supplying newspapers to the public, and again emphasizes the progress and utility of mechanism which has wrought such great changes during the past years in the newspaper industry. It is a slot machine where the public can conveniently buy morning and evening papers, and offers the greatest advantage of opening channels heretofore untouched through which sales and circulation can be greatly increased. This machine can be made and regulated for any size paper or magazine.

NEW YORK NEWSBOYS.
Although they are so much in evidence and so constantly at one's service, newsboys, as a class, are little understood as to their habits or considered in their opportunities by their numberless patrons. A particularly diminutive specimen entering upon the economic struggle may by his diminutiveness provoke not only compassion but patronage from sentimental elders—whereby parents may be the more encouraged to push their mere babies into the mart. The passerby may moralize upon their unrestrained instincts when he finds newsboys, with flaming cheeks, selling questions of “beats” by primitive methods of justice. The philanthropist generously builds newsboys’ homes—which youngsters of less regular or legitimate pursuits largely occupy. But the newsboy himself, who usually lives at home, attends school, and, on the whole, approximates an ordered though a peculiarly independent life, eludes penetrating notice.

The Newspaper of the Future.
Mr. Noah Brooks, who is a well known journalist, contributes an article to the July Forum on the newspaper of the future. Mr. Brooks has very high hopes of the future of the newspaper. The evolution in journalism that is now going on will, according to his view, develop a wonderful newspaper. It is to be clean, bright, honest, impartial, accurate, painstaking and absolutely just. Men of culture and experience, are to write all its reports, and specialists are to write its editorial articles. In politics it is to be honest and impartial, and special pains are to be taken to verify its news. The “crude methods, conscienceless habits and reckless haste of the journalism of today will be avoided.”

FUTURE OF NEWSPAPERS

Publisher Predicts Electronic Innovations

NEWSPAPERS IN COLOUR

Mr Roy Thomson’s answer to TV

Mr Roy Thomson, the newspaper proprietor, said in London yesterday that newspapers must have colour printing if they were to operate successfully against colour television.
Report finds U.S. attorney staffers had suspicions about online commenting by prosecutors, but no facts

Jim Letten announces retirement

U.S. Attorney Jim Letten, center, is surrounded by his staff, announces that he will be leaving the U.S. Attorney’s Office in New Orleans in 2012. (Photo by Chris Granger, Nola.com / The Times-Picayune)

Andy Grimm, NOLA.com | Times.Picayune | By Andy Grimm, NOLA.com | Times.Picayune
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on March 31, 2015 at 9:56 PM, updated April 01, 2015 at 4:55 PM

In the end, it might have been an oddly passive culture inside his office that undid former U.S. Attorney Jim Letten.

A scathing, 157-page report -- completed in 2013 but released this week by the Justice