Chapter 4: Ink on Paper

Thematic Chapter

Overview
– Media Technology
– Media Economics
– Media & Democracy
– Elitism & Populism
– Media Future
– Media & Culture
Print Media Industries

- Discovery of Mass Audiences
- Incubating Context
  - Industrialization
  - Urbanization
  - Immigration
  - Literacy
- Financial Framework
  - Penny Papers

<table>
<thead>
<tr>
<th>Differentiating Print Media</th>
<th>Books</th>
<th>Magazines</th>
<th>Newspapers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Binding</strong></td>
<td>Stitched or glued</td>
<td>Stapled</td>
<td>Unbound</td>
</tr>
<tr>
<td><strong>Regularity</strong></td>
<td>Single Issue</td>
<td>At least Quarterly</td>
<td>At least weekly</td>
</tr>
<tr>
<td><strong>Content</strong></td>
<td>Single Topic</td>
<td>Diverse Topics</td>
<td>Diverse Topics</td>
</tr>
<tr>
<td><strong>Timeliness</strong></td>
<td>Generally not timely</td>
<td>Generally timely</td>
<td>Timeliness important</td>
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Newspaper Industry

• Newspaper Business Model
  – Publisher
  – Editor
  – News-Editorial
  – Production
  – Advertising
  – Circulation
  – Business

• Media Dominance
  – Newspaper Influence
  – Newspaper Chains

• Hidden Implosion

• Scramble Online
  – Paywall
Newspaper Circulation

Five Year Circulation Decline

-0.1%  -0.7%  -0.8%  -0.9%  -1.4%  -2.0%  -2.5%  -2.6%  -2.6%  -2.1%  -2.8%  -3.1%  -3.4%  -3.1%

Daily Circulation

Sunday Circulation

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• Compare and contrast the newspaper business model with the structure of another business or industry – retailing, higher education, fast food. How does the newspaper business model stack up?

• What unseated newspapers as the dominate U.S. media industry?

• How did the newspaper industry disguise its vulnerability after its heyday and miss its own deteriorating financial fundamentals?
Leading Newspapers

**New York Times**
- A Paper of Record
- Times Heritage
  - Tweed Scandal
  - Sullivan Libel Case
  - Pentagon Papers

**Wall Street Journal**
- Kilgore Formula
  - Barney Kilgore
- Murdoch Focus
  - Rupert Murdoch

**USA Today**
- Neuharth Concept
- Adjusting to Online Delivery
- USA Today Impact

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• Explain how you would rank the importance of Ben Day, George Jones, Barney Kilgore, and Allen Neuharth for their impact on the newspaper industry.

• What impact do you see mobile devices, e-readers and online subscriptions having on the way the New York Times, Wall Street Journal and USA Today report the news of the day?
## Scope of the Magazine Industry

<table>
<thead>
<tr>
<th>Weeklies</th>
<th>Biweeklies</th>
<th>Monthlies</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>People</em> -- 3.6 million</td>
<td><em>Rolling Stone</em> -- 1.4 million</td>
<td><em>Better Homes &amp; Gardens</em> -- 7.6 million</td>
</tr>
<tr>
<td><em>Time</em> -- 3.3 million</td>
<td><em>Forbes</em> -- 923,000</td>
<td><em>Reader’s Digest</em> -- 6.1 million</td>
</tr>
<tr>
<td><em>Sports Illustrated</em> -- 3.2 million</td>
<td><em>Fortune</em> -- 857,000</td>
<td></td>
</tr>
<tr>
<td><em>Newsweek</em> -- 1.6 million</td>
<td></td>
<td><em>Good Housekeeping</em> -- 4.7 million</td>
</tr>
<tr>
<td><em>New Yorker</em> -- 1.0 million</td>
<td></td>
<td><em>National Geographic</em> -- 4.5 million</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Good Housekeeping</em> -- 4.4 million</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Game Informer</em> -- 4.4 million</td>
</tr>
</tbody>
</table>
Magazine Innovations

• Essays
  – Highbrow slicks
  – Literati

• Investigative Reporting
  – Muckracking
  – Ida Tarbell

• Personality Profiles

• Photojournalism
• How has technology been both the bedrock and the nemesis of the magazine industry?

• Compare the innovations of Brother Jonathan, Harper’s Weekly, National Geographic and Life in media visuals.

• What has become of word-driven magazine innovations like investigative journalism personality profiles that have identified magazines historically?
Reinventing Magazines

• Declining Magazine Circulation

• Richard Beckman
  – Trade Journals into high-end consumer magazines

• Web-only Magazines
  – Slate
  – Salon
  – Sponsored Web Magazines
• What factors are working for and against the survival of magazines as an ink-on-paper medium? As an online medium? As a hybrid?
• How likely is it that web-only magazines like Slate and Salon can solidify their financial future?
• The low overhead for online magazines has created new forums for a broad range of voices. What challenges and opportunities does this present for society?
Book Industry

- Scope of Book Industry
- Publishing Houses
- Globalization & Consolidation
- Book Retailing
If you were an investor, in what kind of publishing houses would you invest your money today?

Can we expect the modern book publishing industry to nurture the talents and genius of the likes of F. Scott Fitzgerald, Ernest Hemingway and Tom Wolfe? Does it need to?

Is the consolidation of the book industry into fewer houses reducing the diversity of new fiction in our society? How about nonfiction?
Book Genres

• Reference Books
• Textbooks
• Trade Books
Book Industry Prospects

- Prospects for Publishing Houses
  - Negligible capital investment
  - Sales-based revenue
  - Dominance of online products

- E-books
- Habits of young readers
  - Harry Potter effect
How might major publishing houses use new technologies to parlay their unique intellectual property into viable revenue streams?

It it’s true that young people are less inclined to read books than their parents, is this for better or worse? Will the transition to e-readers adjust the balance for the publishing industry?

Do you see Jeff Bezos as a genius? Or just lucky?
Post-Print Culture

• Print-less Democracy
  – News coverage
  – Investigative reporting
  – Government openness

• Print-less Culture
  – Cultural incubator
  – Free expression
• POINT
  – Print magazines have a strong chance of survival if they parlay their historic strengths and bridge the digital divide between their ink-on-paper heritage and the realities of the digital age.

• COUNTERPOINT
  – The print magazine is a dinosaur in the final throes of extinction in the 21st century.
  – Nothing will sustain it.
  – Better to shut the presses and migrate completely online.
What can internet-based media do as well as newspapers? And as well as magazines? And how do internet-based media fall short?

Why have newspaper and magazines pursued free expression in the courts more than broadcasters? More than internet-based media?

Of novelists and authors to whom you’ve been introduced in literature classes, how many have early newspaper and magazine backgrounds?