# Journalism & Media: What happened to buggy whips?

Ladue Chapel Presbyterian Church

R. Scott Granneman

© 2006-2010 R. Scott Granneman Last updated 20101121 You are free to use this work, with certain restrictions. For full licensing information, please see the last slide/page. Whenever a wave of change sweeps through an industry, the old ways of making money tend to dissipate faster than the new ways coalesce.

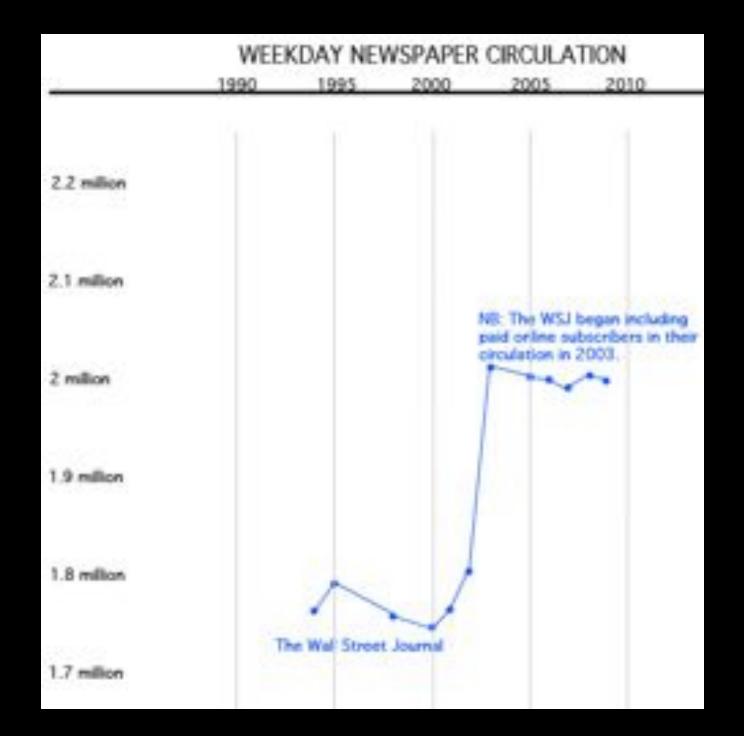
Scott Rosenberg

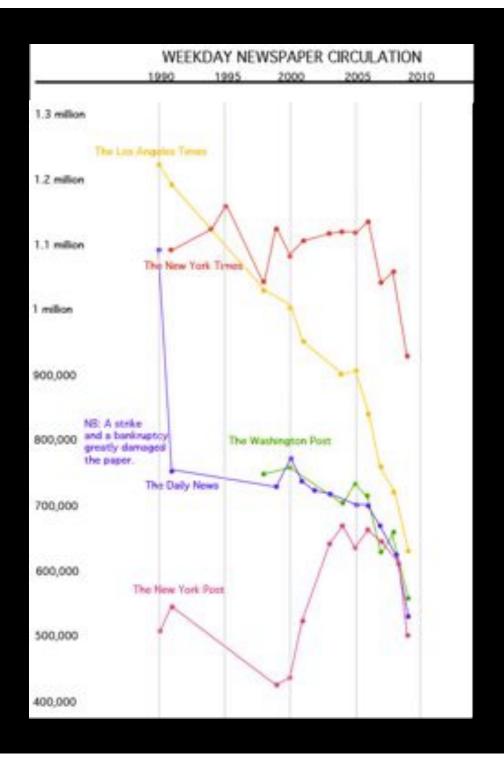
There has grown up in the minds of certain groups... the notion that because a man or corporation has made a profit out of the public for a number of years, the government & the courts are charged with the duty of guaranteeing such profit in the future, even in the face of changing circumstances & contrary to public interest.

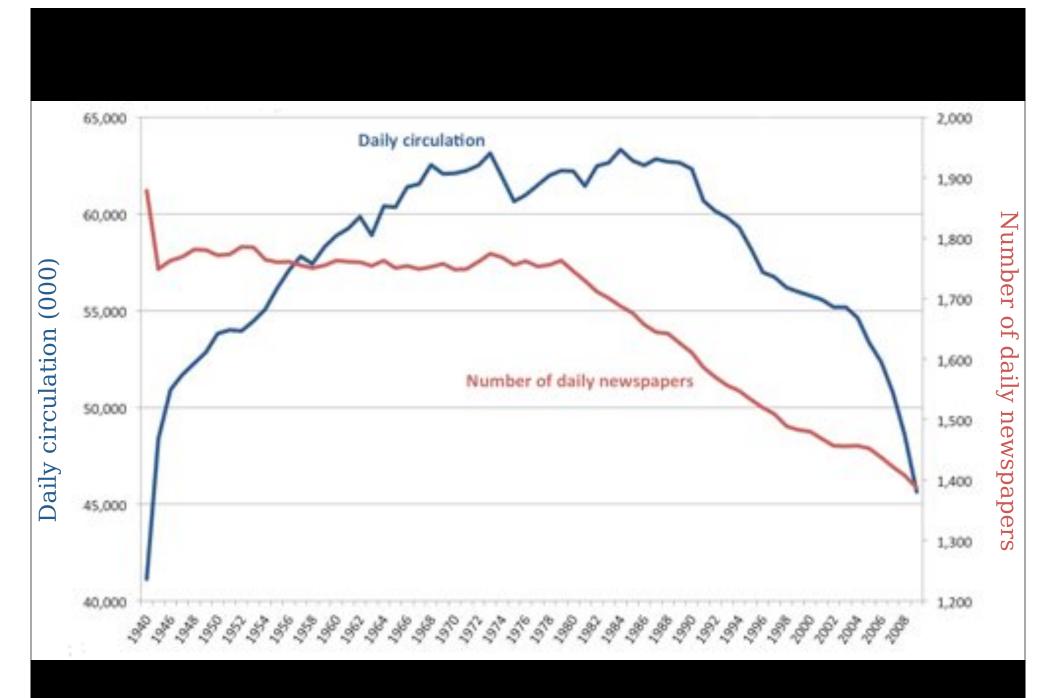
Robert A. Heinlein

# Journalism

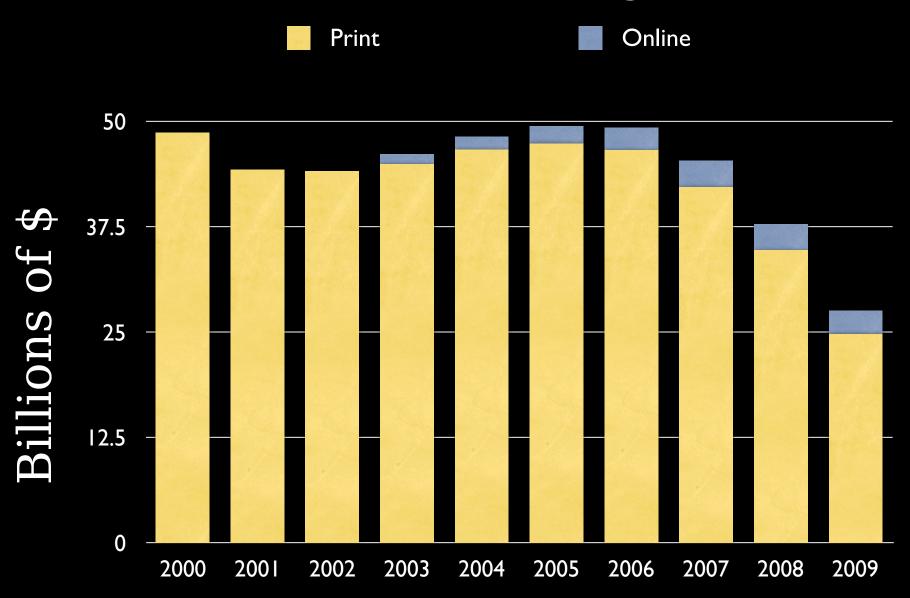
### Problems





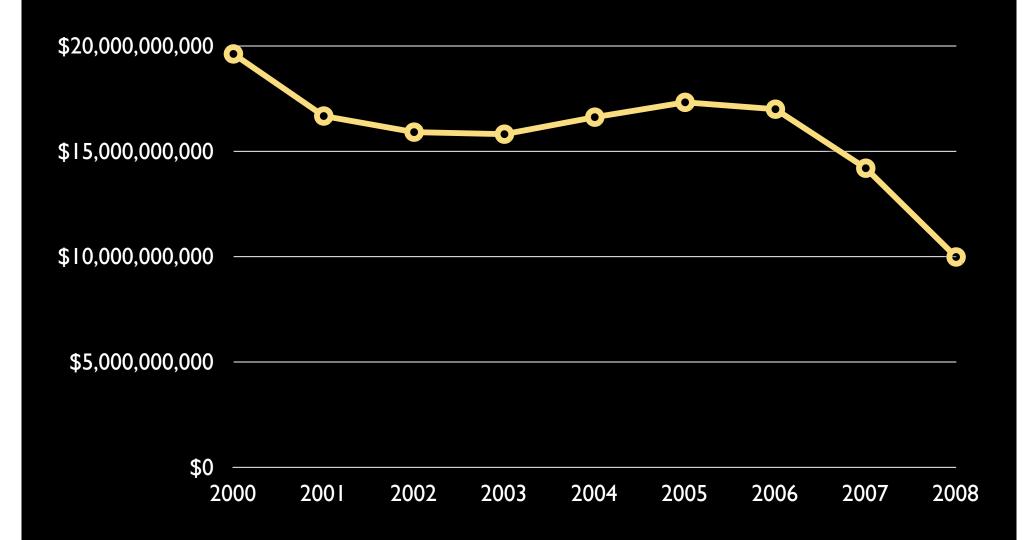


#### Newspaper Advertising Revenues

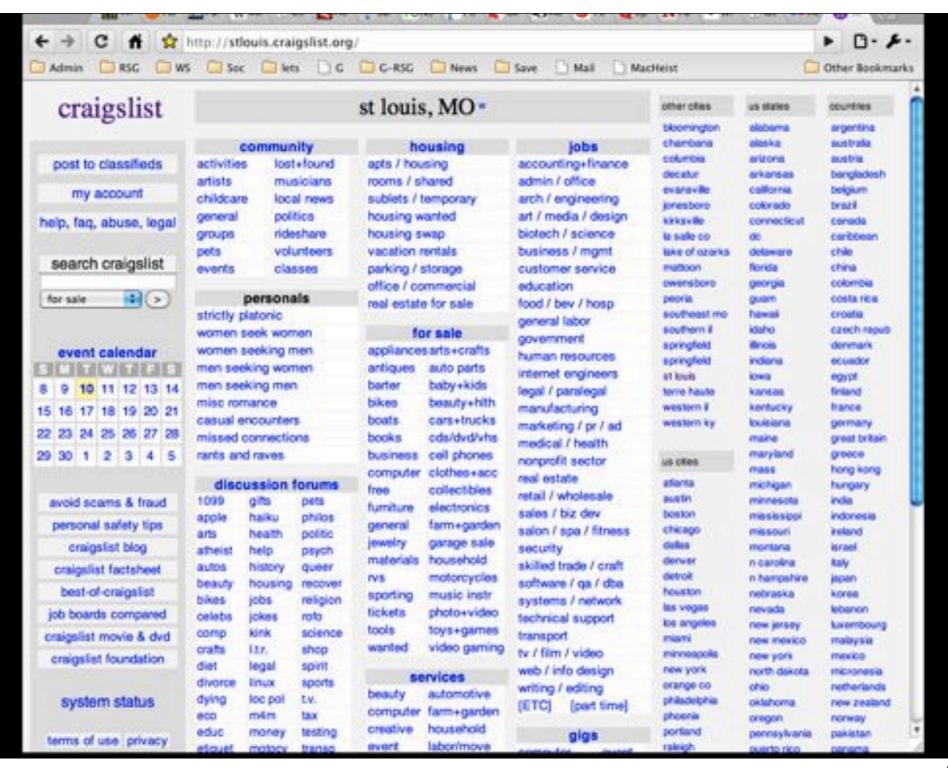


http://mashable.com/2010/03/26/the-dire-state-of-the-newspaper-industry-stats/

# Classified Ad Expenditures in Newspapers







### 20,000,000,000

page views/month

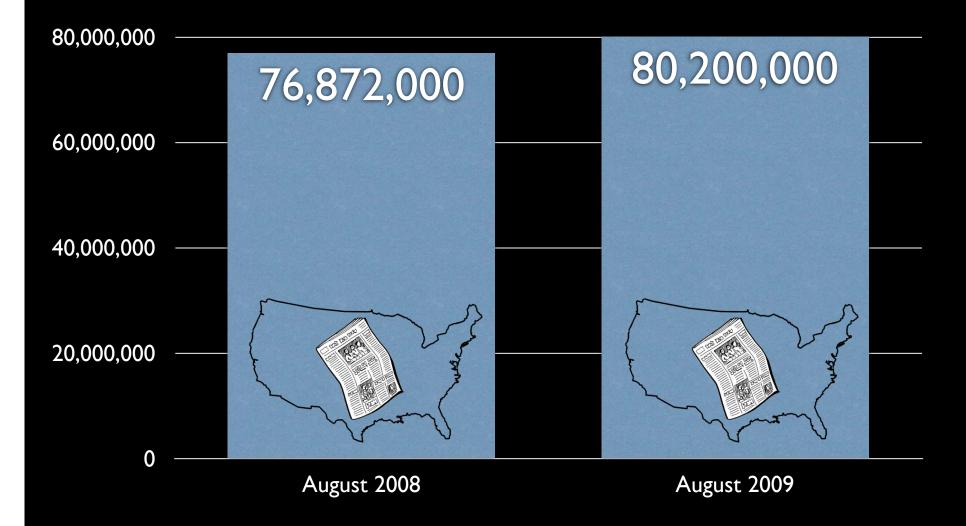
#7

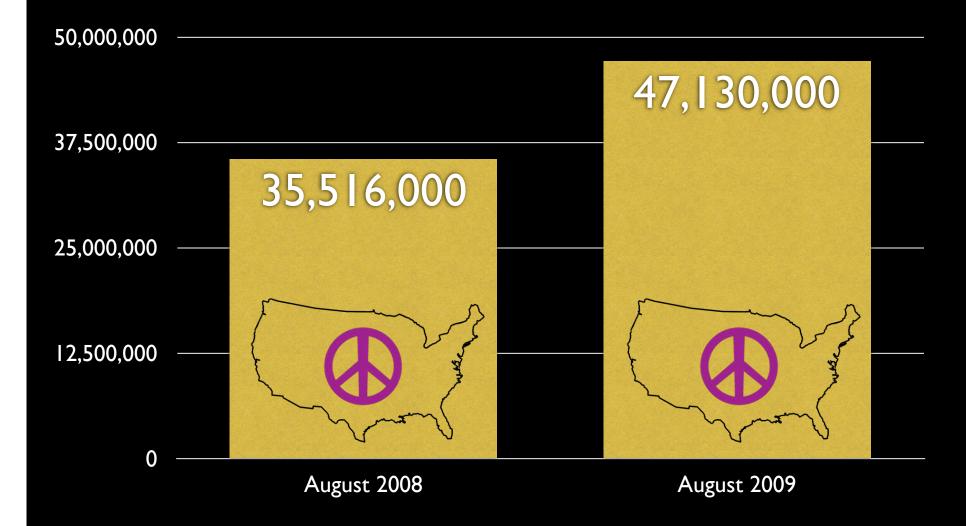
among English language websites

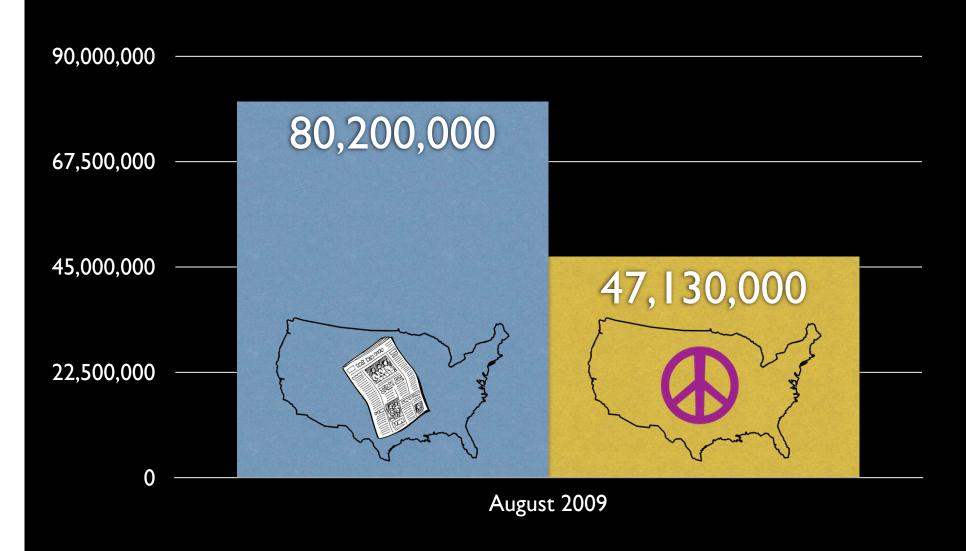
50,000,000

new classified ads/month

employees









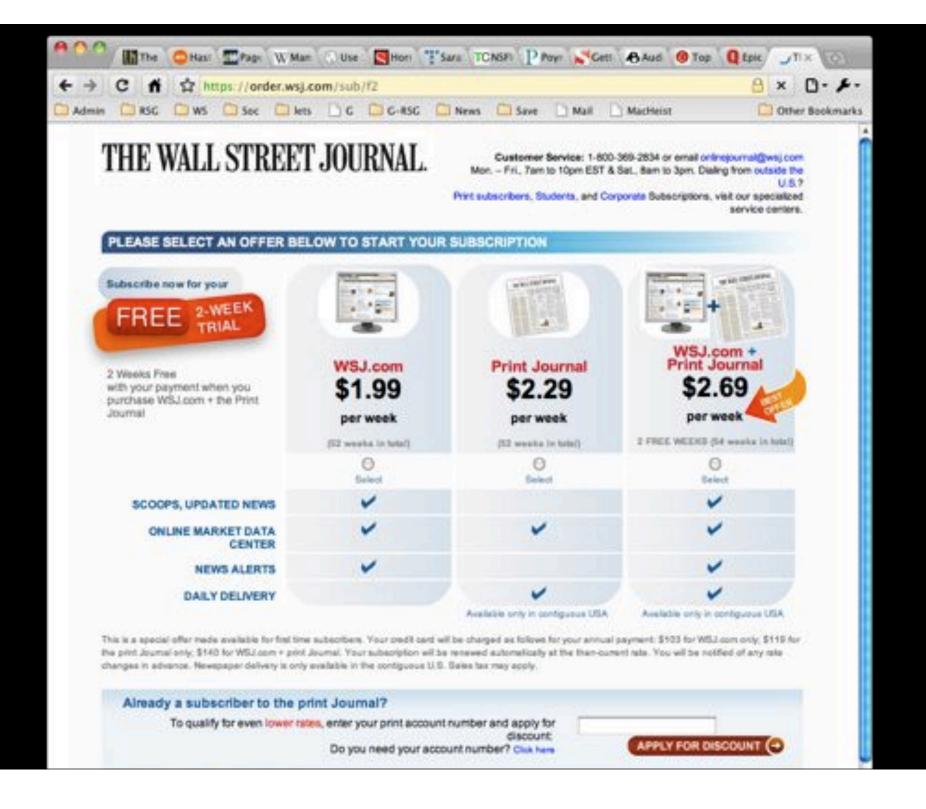






TIME	10/26/09	11/2/09	11/9/09
Total Pages	64	80	64
Ads	17	44	25
Intro Filler	12	11	11
Entertainment News	5	10	5
Commentary	5	5	8
Other Stuff	8		6
News	17	10	9

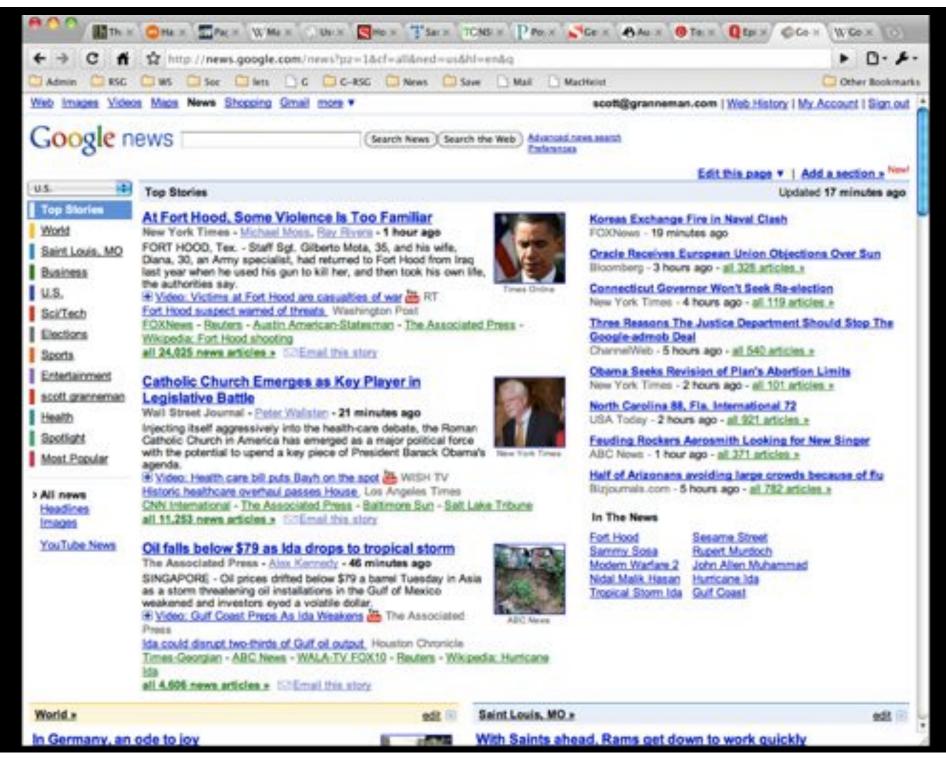
## "Make 'em Pay!"

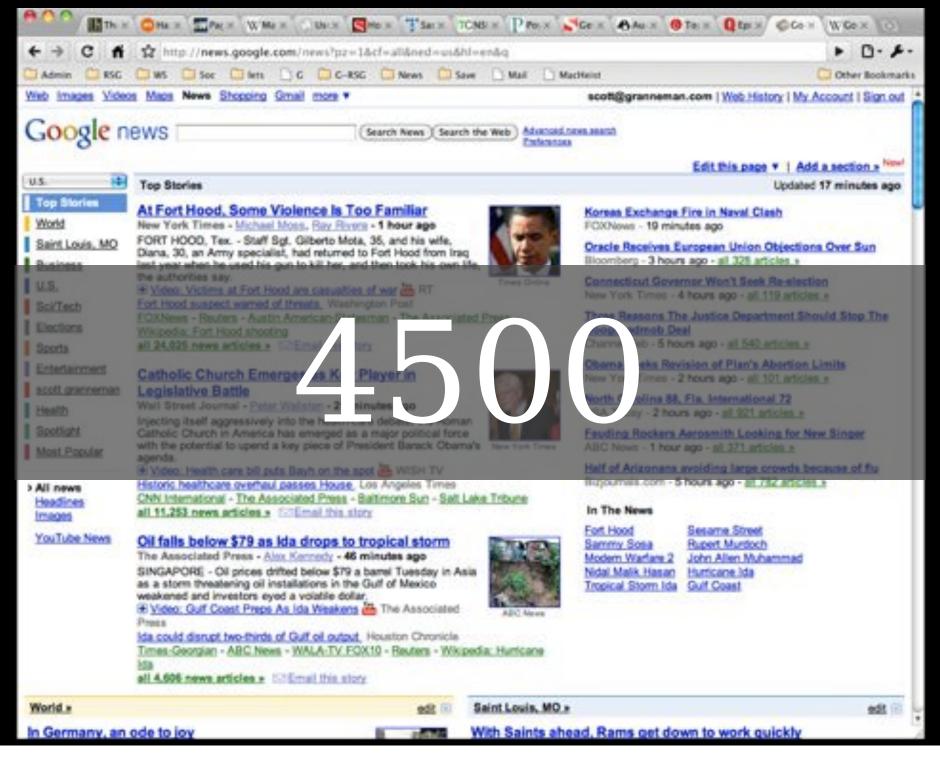


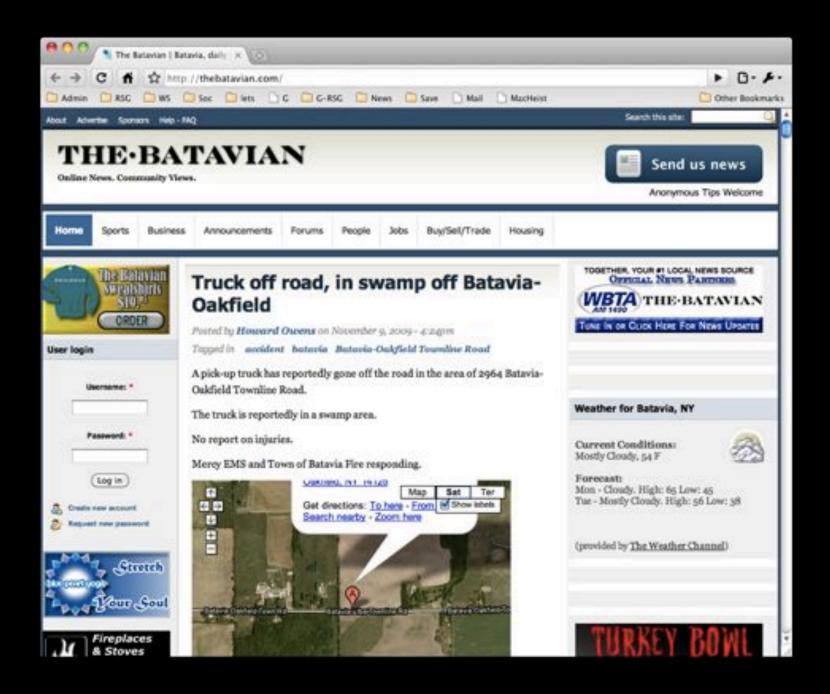


#### Links ⇒ Traffic



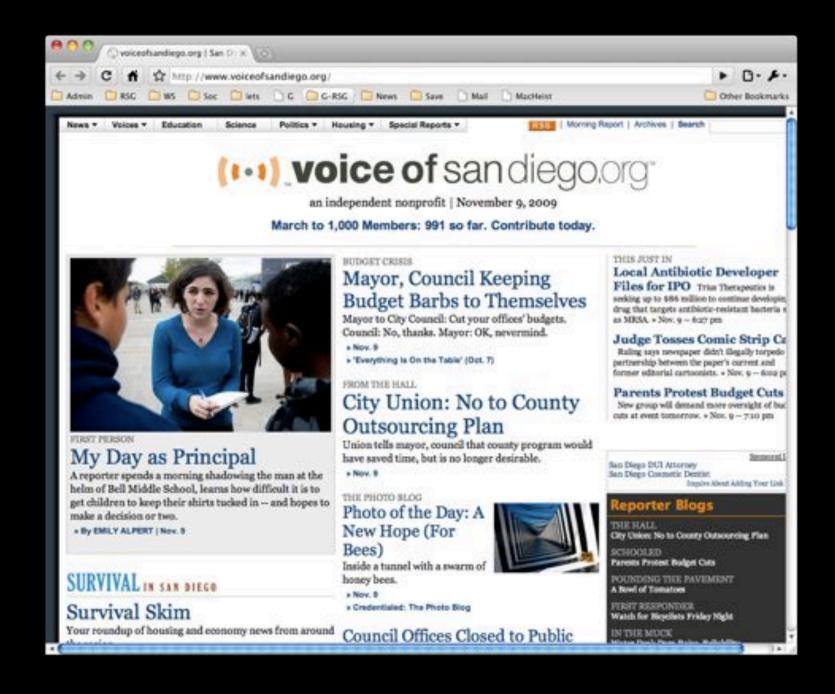


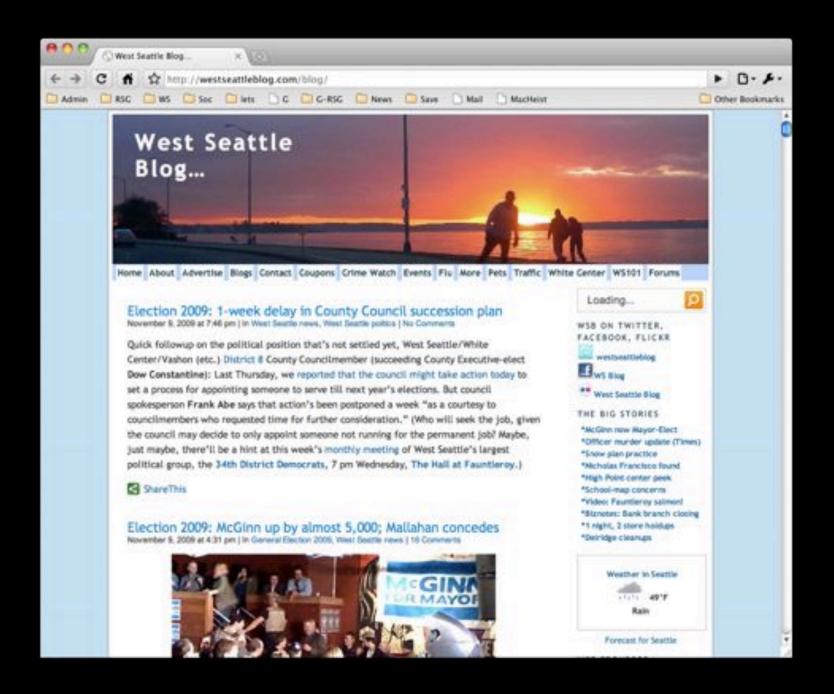


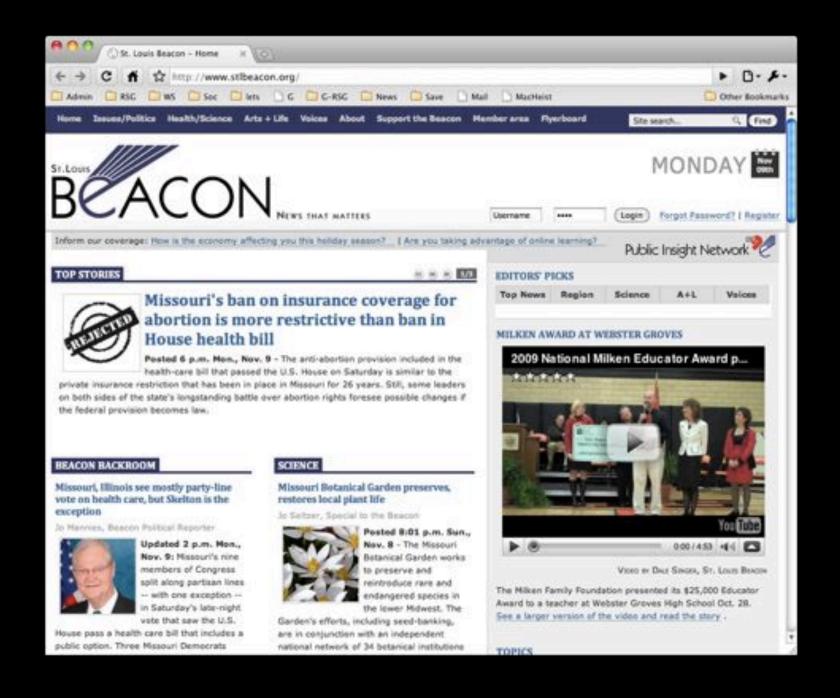


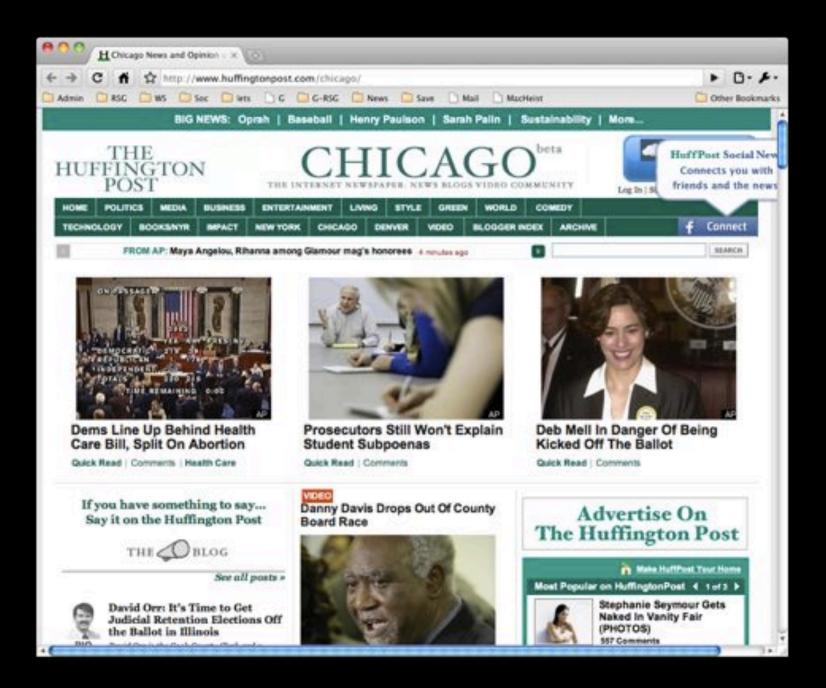


















## 2008

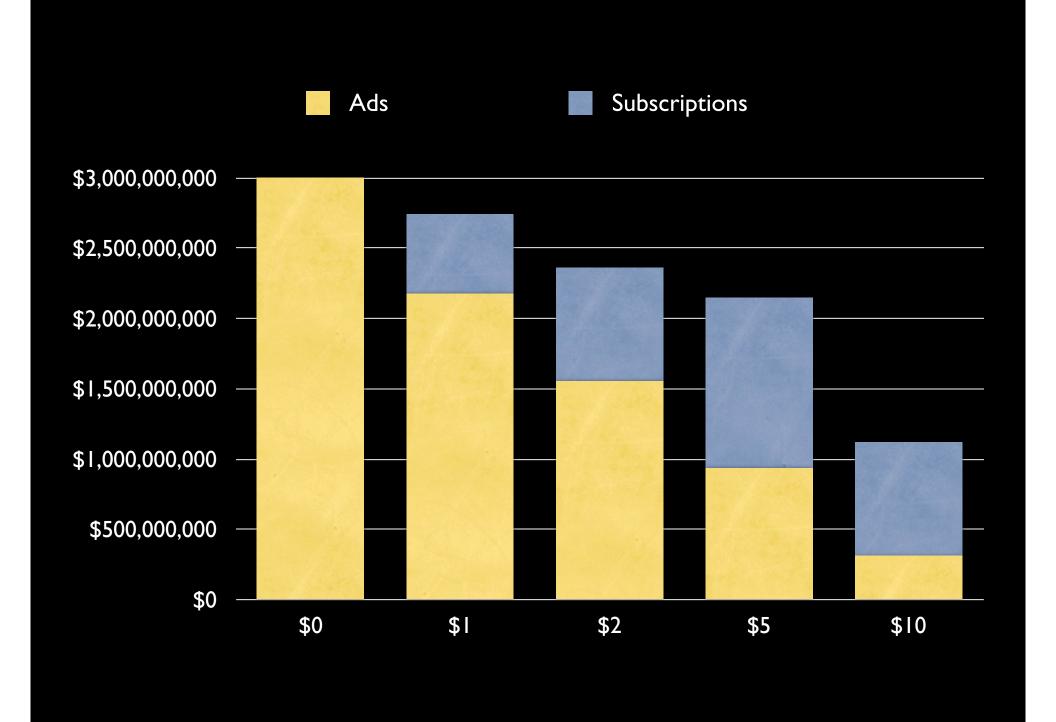
Newspaper online revenue \$3,109,000,000

Unique monthly visitors 67,300,000

Cost of virtually all content \$0

# Assumptions

Monthly Fee	Traffic Reduction	Ad Revenue Reduction
\$1	₽ 30%	₽ 30%
\$2	<b>₽</b> 50%	₽ 50%
<b>\$</b> 5	<b>₽ 70%</b>	₽ 70%
\$10	<b>₽ 90%</b>	<b>₽ 90%</b>



## 2005-2007

The New York Times
experiments with Times Select

\$10,000,000/year revenue

227,000 paying customers

\$3.70/month per customer

October 2009

Long Island *Newsday* goes behind a pay wall

\$5/week

After 3 months, how many subscribed?

#### October 2009

Long Island Mousday
goes behind a pay wall
\$5 week
Arter 3 months,
how many subscribed?

Rupert Murdoch is moving all newspapers behind a paywall

London *Times* now charges £2/week

Traffic fallen by over 90% 21,000,000 unique visitors/month

 $\hat{\mathbf{U}}$ 

2,000,000

# Publicists & PR people keeping sources & interviews away Why? Fewer eyeballs

Journalists aren't happy
Can't get interviews
Fewer eyeballs

# Advertisers are cutting buys Fewer eyeballs News Corp. won't provide numbers

Times broke story about British politics

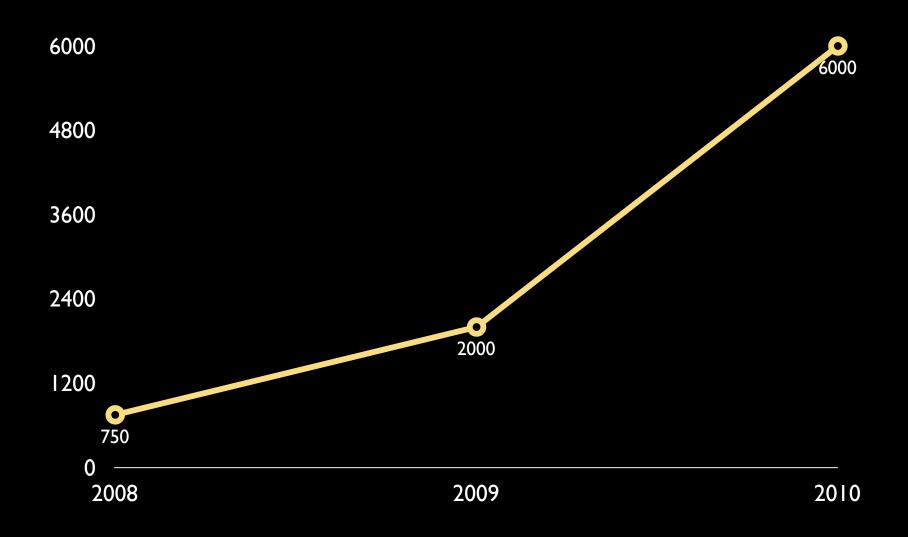
No one noticed for 9 days

Labour Uncut blog re-broke the story & got all the credit

# Alternatives

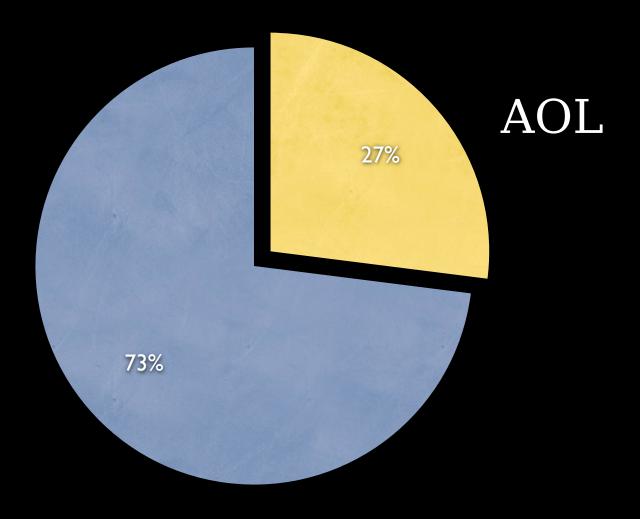
# New Media

## AOL employees writing content

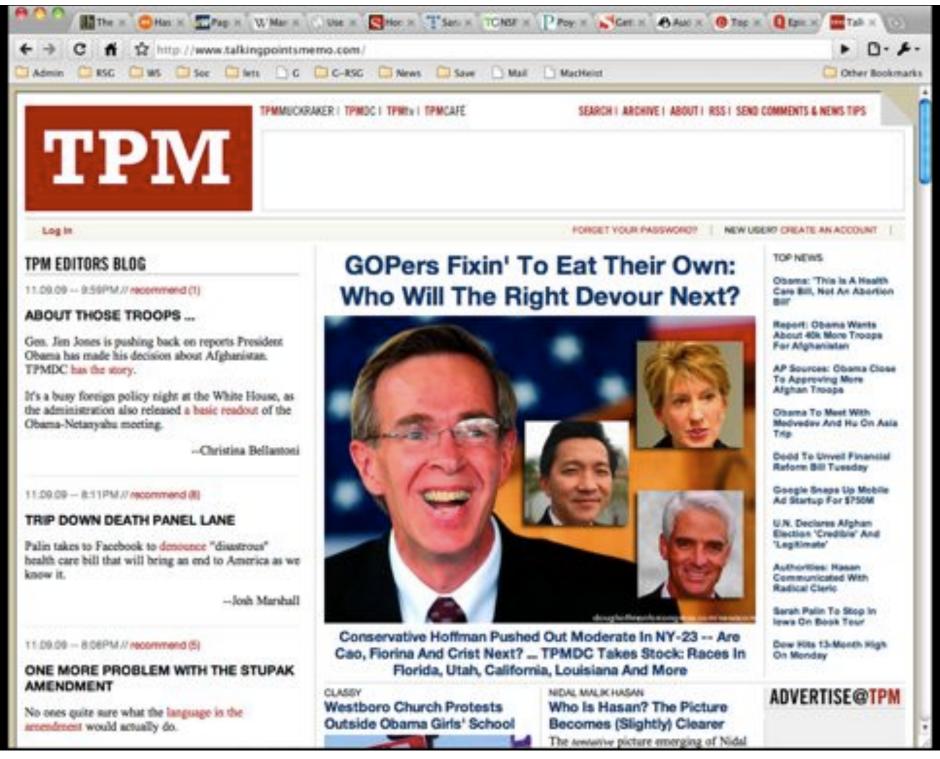


# May 2009 76 million unique monthly visitors

# Top 100 Blogs

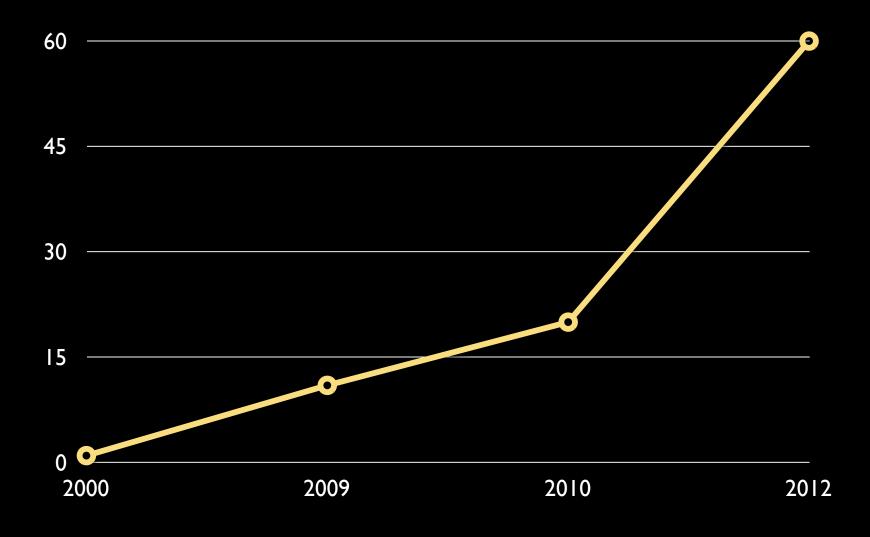






June 2009 1,600,000 unique visitors 7 positions announced 200 applications received, "some from news veterans with 25 years of experience"

# TPM Employees



Nearly everyone at TPM creates editorial content

Who are these writers?

Former journalists at:

BusinessWeek

The New York Times

USA Today

**ESPN** 

The Washington Post

Forbes

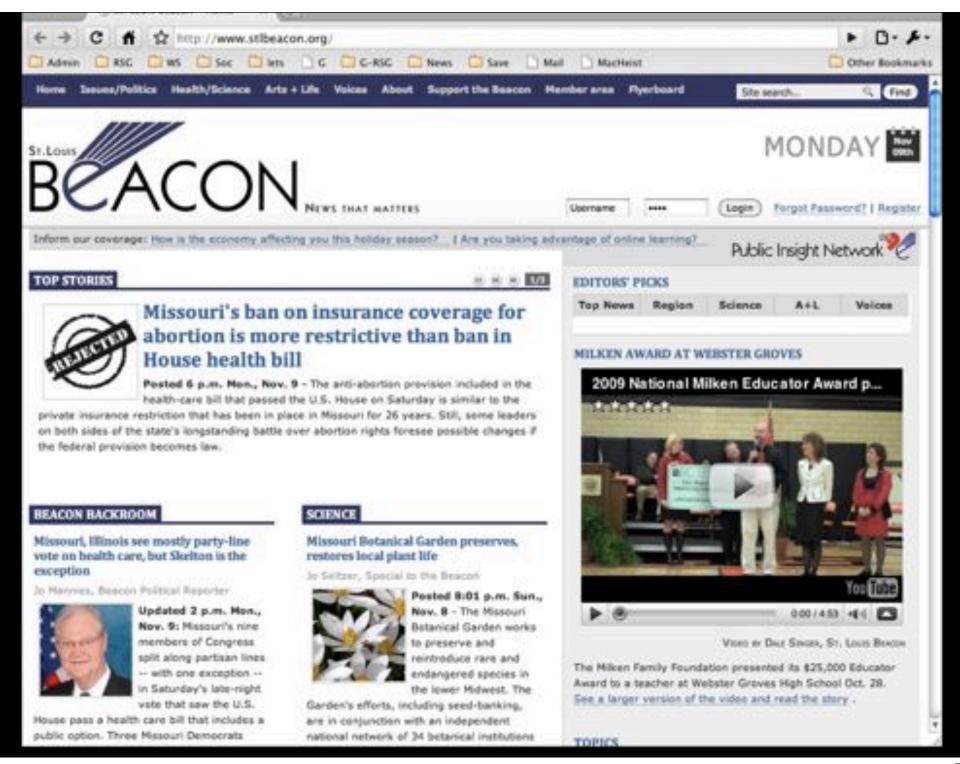
The Wall Street Journal

> Consumer Reports

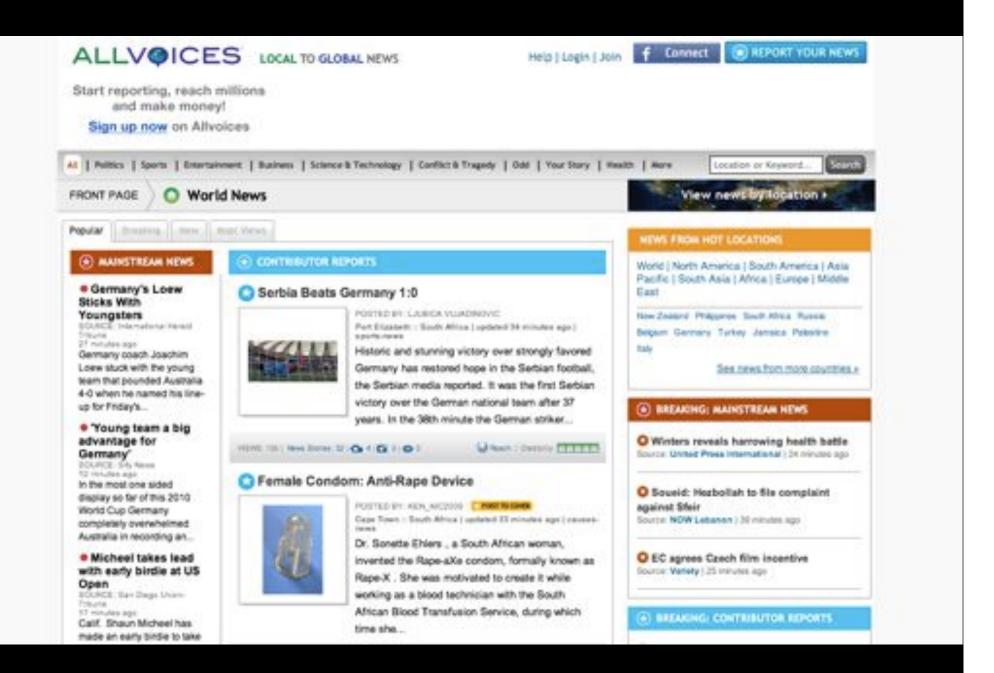
Condé Nast

Other regional & national national newspapers & magazines

# Journalism in the Internet Age



"Allvoices is a global, open-media news site where anyone can report from anywhere. Our members report the news that matters to them, from local to global, personal to universal, and via computer or cell phone."





Changes to an enzyme in the brains of women immediately having a baby may explain postpartum depression, a new study shows. The work, conducted by researchers at the Centre for Addiction and Mental Health in Toronto, Canada, were published in the Archives of General Psychiatry and presented by the Max Planck Society.

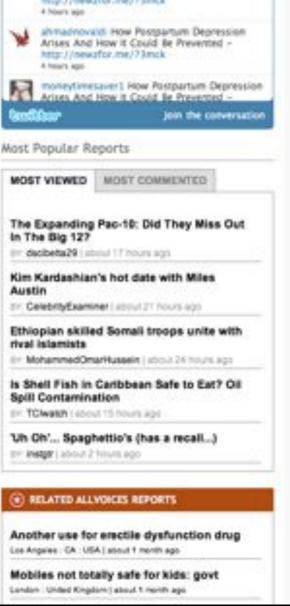
In the study, researchers used an imaging technique to track levels of the enzyme, monoamine oxidase A (MAO-A), in women's brains immediately following childbirth. MAO-A levels were 43 percent higher in the women who had just had a baby compared to a control group consisting of women who either had children long ago or never had children.

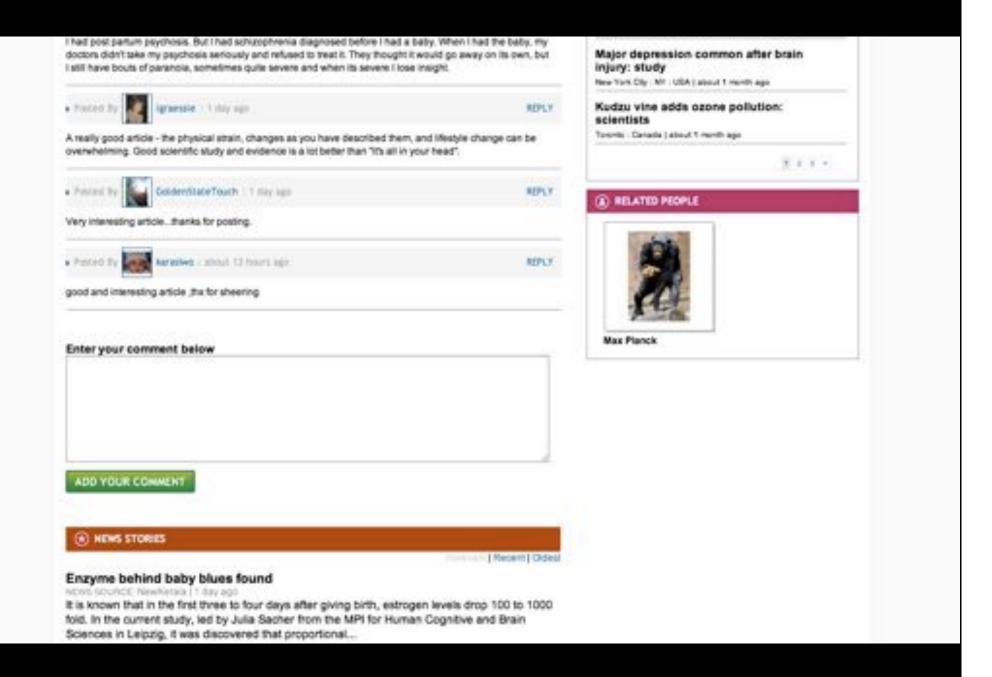
The enzyme breaks down the neurotransmitters serotonin, dopamine and norepinephrine, which are responsible for maintaining our "good moods." If these neurotransmitters are deficient, we feel sadness, followed by the potential to become depressed.

"For most women, the birth of their baby is one of the most strenuous but also happiest days in their lives" wrote Julia Sacher, first author of the study, and her colleagues. "So it is very difficult to understand why almost three-quarters of all women feel down shortly after giving birth. They can suffer from extreme sadness, mood swings, anxiety, sleeplessness, loss of appetite and imitability."

"Our results have the exciting potential for prevention for severe postpartum blues. This could have an impact on prevention and treatment of postpartum depression in the future."











... in depression and analety. heads source toom



ESTROGEN AND NEUROTRANSM NEUROTRANSM drug 2 bp blogspot com-



ESTROGEN AND



Postpartum: depression or еме халакаласаска 1 bp blogspot.com



neurotransmitter depression



postparture MAGE SOURCE - MAGE SOURCE www.wistorwiseplan www.cpec.gov

MORE RELATED MADES

#### WIDEDS



Postpartum depression were trovers com



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Postpartum depression hits





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Help

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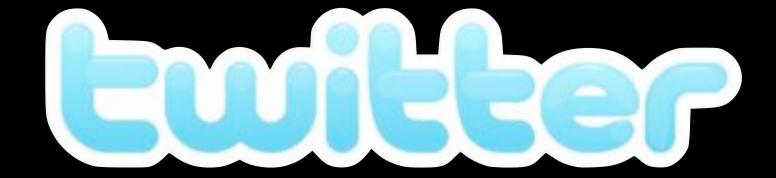
# We're all journalists











## facebook



### 10 hours of video uploaded every minute

Equivalent to 57,000 full-length movies/week

### iPad

# 27 January 2010 Apple announces the iPad





	16GB	32GB	64GB
WiFi	\$499	\$599	\$699
WiFi + 3G	\$629	\$729	\$829





\$5/issue

Must download each month 527 MB download

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#### Contents





A new age at Time



The Moment Terrorism strikes Russla



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App named June 18, 2010 instead of TIME

No search, no photo zooming





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#### The Guardian, 21 November 2010

Steve Jobs & Rupert Murdoch will unveil iPad-only digital newspaper *The Daily* later this month

100 reporters have been hired

# No paper, no Web Updates dispatched automatically to iPad & similar devices

\$0.99/week



## Books

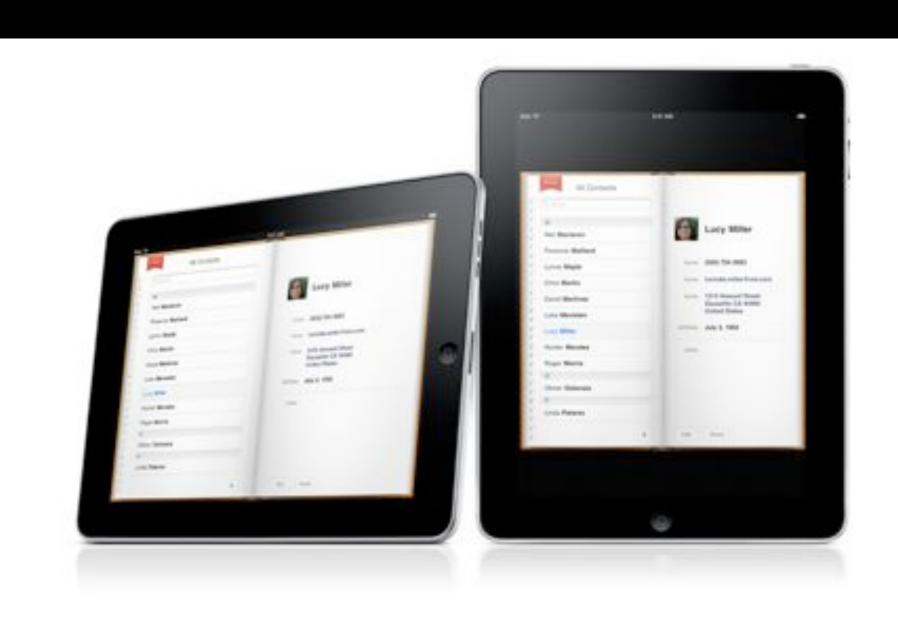
### E-Readers





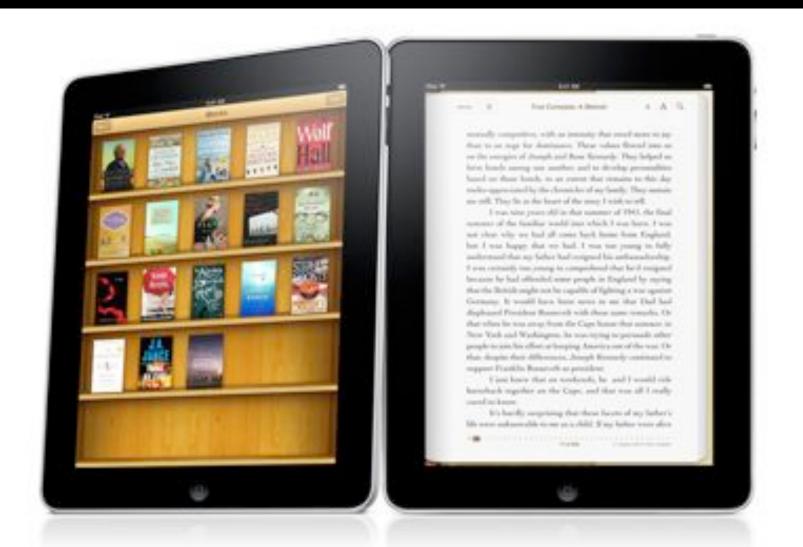




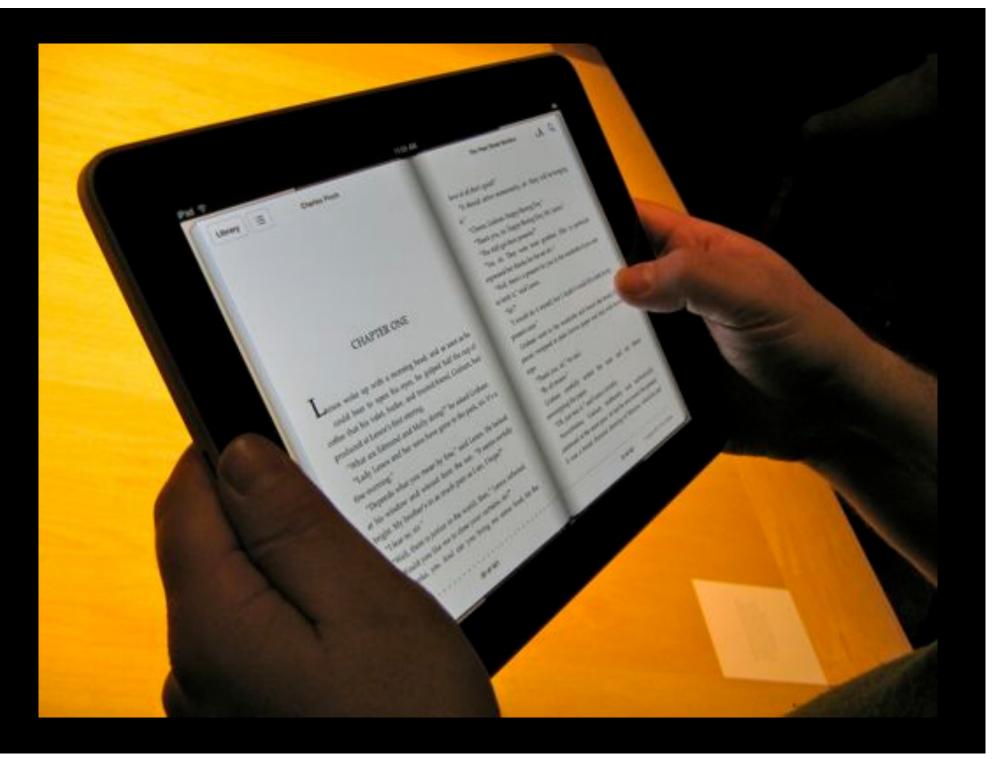












25 of 30

3 pages left in this chapter

A. A. Milne

Winnie-the-Pooh





One day when he was out walking, he came to an open place in the middle of the forest, and in the middle of this place was a large oak-tree, and, from the top of the tree, there came a loud buzzing-noise. Winnie-the-Pooh sat down at the foot of the tree, put his head between his paws and began to think.



First of all he said to himself: "That buzzing-noise means something. You don't get a buzzing-noise like that, just buzzing and buzzing, without its meaning something. If there's a buzzing-noise, somebody's making a buzzing-noise, and the only reason for making a buzzing-noise that I know of is because you're a bee."

27 of 308

28 of 308

26 pages left in this chapter

Library



Winnie-the-Pooh





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Then he thought another long time, and said: "And the only reason for being a bee that I know of is making honey."

And then he got up, and said: "And the only reason for making honey is so as I can eat it." So he began to climb the tree.

14 of 136

12 pages left in this chapter

Most quickly adopted non-phone electronic product DVD player

350,000 sold in 1st year

## 3,000,000 iPads sold in its $1^{st}$ 80 days



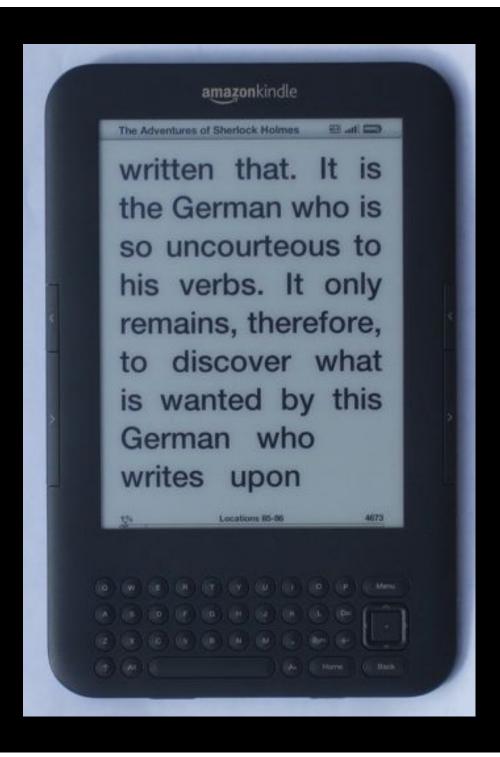












\$140 for Wi-Fi version More than 650,000 books

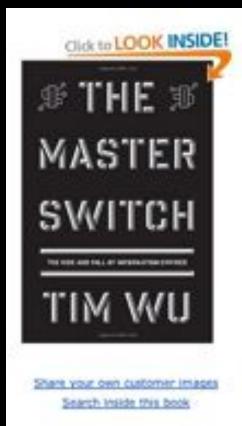
Books range...

- ✓ from \$0 to \$6431.20
- ✓ from Public Domain to *New York Times* bestsellers

Also magazines, newspapers, & blogs

#### Kindle software available for

Windows Mac OS X iPad iPhone iPod Touch Android BlackBerry Windows Phone 7 (soon)



The Master Switch: The Rise and Fall of Information Empires (Borzoi Books) [Deckle Edge] [Hardcover]



#### Hardcover \$16.44 Kindle \$14.80

## Growth

## Ebooks outsold paper books on Amazon December 25, 2009

# \$966 million in e-books sold 2015 \$3 billion projected

#### 2011

New York Times will publish e-book bestseller list

## Piracy





Compute in the Cloud to Streamline Your Desktop





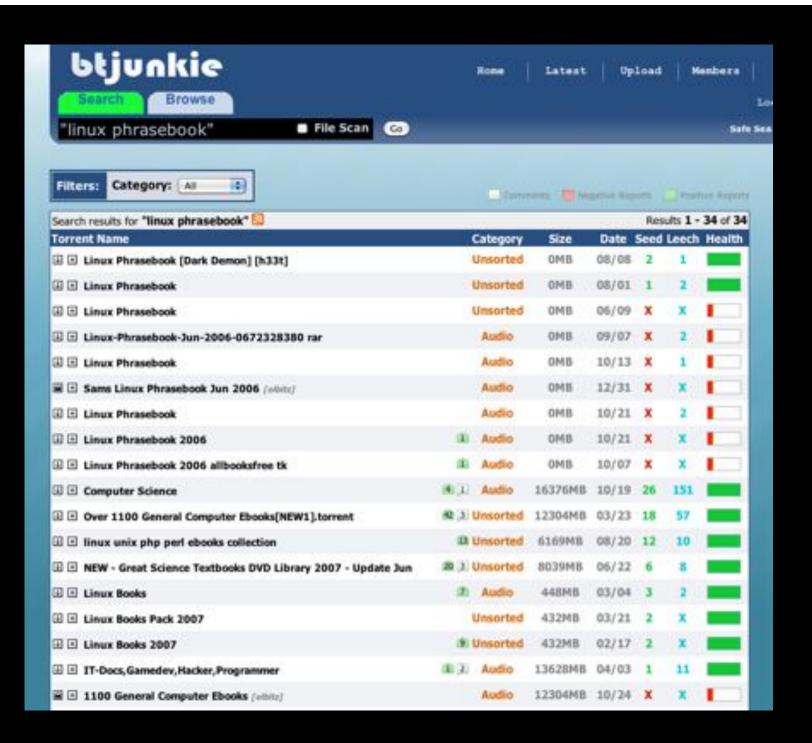
PRACTICE SOFTWARE FREEDOM

Scott Granneman

ESSENTIAL CODE AND COMMANDS

## Linux







Mac and iPhone book for users and developers



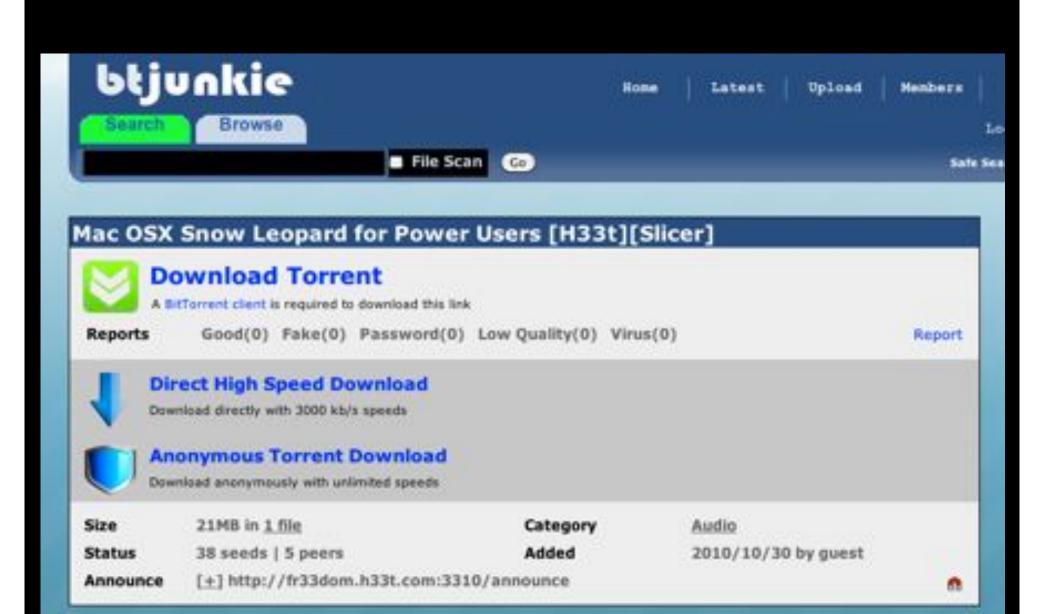
#### Mac OS X Snow Leopard for Power Users

Advanced Capabilities and Techniques

**Scott Granneman** 

apress\*





## Quality often dismal That will change

2 most common ways people acquire books
From a friend
Library

Every pirated book



a lost sale



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## Journalism & Media: What happened to buggy whips?

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