

The Future of the News Business



Karl Hakkarainen

What we'll cover today

- ▶ In the news
- ▶ Predictions from last year
- ▶ How we're getting our news and how that affects the business
- ▶ What's online?

In the news

CHAT ONLINE WITH BATTENFELD & CHABOT TODAY AT **HIGH NEON**

BOSTON Herald
www.bostonherald.com
THURSDAY, FEBRUARY 21, 2013 • \$1.00 (9.00 OUTSIDE OF METRO BOSTON)

The Boston Globe

Times moves to dump Globe; employees get word by press release

SILENT AUCTION

INSIDE: POTENTIAL BUYERS — AND THE CHALLENGES AHEAD • HOWIE'S TAKE

63RD ANNUAL NEW ENGLAND HOMESHOW
THE LARGEST AND LONGEST RUNNING SHOW, DON'T MISS IT!
FEB 21-24
SEAPORT WORLD TRADE CENTER
NEW ENGLAND HOMESHOWS.COM

NARI REVOLUSUN

Future is more than just a vision

Lúnasa sticks with tradition

Local Worcester

Thursday, February 21, 2013

NEW ENGLAND NEWSPAPER OF THE YEAR

TELEGRAM & GAZETTE

telegram.com

Worcester, MA 01601

Printed on Recycled Paper

Subscription: \$12.00 (6 issues) Worcester County

Cyberspies put on notice by US

Anti-theft trade strategy gets a push

By David P. Thibault

WASHINGTON — The House of Representatives today passed a bill that would require companies to report any data theft to the government within 72 hours. The bill also would require companies to report any data theft to the government within 72 hours. The bill also would require companies to report any data theft to the government within 72 hours.

Map of the United States showing the location of the New England market.

Gaming money pours in

Casino lobbying declined in 2012

By Steve Lefkowitz

SPRINGFIELD — The gaming industry spent more on lobbying in 2012 than it did in 2011, according to a report released today by the Center for Public Integrity. The report shows that the gaming industry spent more on lobbying in 2012 than it did in 2011, according to a report released today by the Center for Public Integrity.

A person sitting on a horse in a stable.

2+ years to clear drug test backlog

By John A. Chabot

SPRINGFIELD — The backlog of drug test results for the state's law enforcement agencies is growing, according to a report released today by the Center for Public Integrity. The report shows that the backlog of drug test results for the state's law enforcement agencies is growing, according to a report released today by the Center for Public Integrity.

A group of people sitting around a table, possibly in a meeting.

Times Co. plans T&G, Globe sale

By Bob Klevra and Priyanka Dayal McCluskey
TELEGRAM & GAZETTE STAFF

WORCESTER — The New York Times Co. Wednesday announced plans to sell the Telegram & Gazette and The Boston Globe, exiting the New England market to focus on its flagship publication.

The company said it had retained Evercore Partners to advise and manage the sale of the Telegram & Gazette, Telegram.com, The Boston Globe, Boston.com, BostonGlobe.com, and GlobeDirect, a direct mail marketing company.

Shares of the Times Co. closed down 0.4 percent to \$9.03. The announcement was made after the stock market closed.

The sale of its New England properties

Turn to Sale/Page A10

Fed Meeting Shows Growing Dissent on Measures to Lift Job Growth

BY MICHAEL S. AMERSON

WASHINGTON — There are some dissenters in the Federal Reserve's quest to lift the economy from its current state of stagnation, but the dissent is not yet strong enough to sway the majority. The dissenters are the ones who believe that the Fed should not raise interest rates, but the majority believes that it should.

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The Fed chairman, Ben Bernanke, has been accused of being too cautious in his efforts to lift the economy.

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BY MICHAEL S. AMERSON

Oscar Brawl Rivals Super Bowl As Showcase for Ads

BY MICHAEL S. AMERSON

LOS ANGELES — The Super Bowl is the most watched television event in the United States, but the Oscar Awards are not far behind. The two events are both showcases for advertising, with the Super Bowl being the more prominent one.

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Times Company to Sell New England Media Holdings

BY MICHAEL S. AMERSON

NEW YORK — The Times Company is planning to sell its New England media holdings, including the Boston Globe and the Boston Herald. The company is looking for a buyer who can continue to operate the media outlets.

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A young child looks at a Coca-Cola advertisement during the Super Bowl.

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BY MICHAEL S. AMERSON



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Friday February 22, 2013

Chron

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Police: Shot reported at Pa. campus was newspaper

February 19, 2013 | Updated: February 19, 2013 8:07am

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GETTYSBURG, Pa. (AP) — Police in Pennsylvania say a student's report of a gunshot being fired was instead the sound of a newspaper hitting the sidewalk.

Gettysburg police Chief **Joseph Dougherty** says a **Gettysburg College** student had reported that someone in a white sedan fired a shot early Saturday morning. But Dougherty says police investigated and determined the sound came from a newspaper delivery driver throwing a paper from her vehicle.

After the report, the college alerted students and employees via text messages, voicemails and emails. A college spokeswoman says an all-clear message was sent around 8:30 a.m.

College student unfamiliar with newspaper delivery

Friday, February 22, 2013

Public Hearings For Nurses Overtime Today

The Massachusetts Health Policy Commission will hold a public hearing as it prepares to draft guidelines for when hospital nurses are required to work overtime.

[READ](#)

MORE STORIES

Train Derails In Springfield

Police have closed a two-mile section of U.S. Route 5 in West Springfield after two train ...

Nathaniel Fujita's Uncle Takes...

The uncle of a young Wayland man on trial for the 2011 killing of his high school girlfrie...

Quarantine In Berkshire County...

The state has ordered a quarantine in Berkshire County in western Massachusetts to contain...

Westboro Selectman Withdraws

P...

A selectman in Westboro has withdrawn his proposal to ban assault weapons in the town.

Boston Firefighter Accused Of ...

A Boston firefighter is accused of making threats against the department.

Lowell Mayor Denies Smashing

D...

The mayor of Lowell is denying reports that he smashed the door at the City Hall Building.

THE LATEST NEWS

Friday, December 21, 2012

PAGE ONE (AP) - NRA blames media for allowing violent culture into children's homes; says another shooter is in the wings; calls for armed police officer in every school .. Bells toll for victims.

PAGE TWO (AP) - Obama: 'ready and willing' to get package done to avert fiscal cliff .. Announces Kerry for secretary of state, says his 'life has prepared him for this role' .. Sen. Inouye 'hinted to me what might be possible in my own life'..

BUSINESS (AP) - Planned News Corp spin-off lost \$25 in fiscal 2012.

INTERNATIONAL (AP) - UN helicopter shot down in South Sudan, 4 crew on board have died .. 4 peacekeepers killed in Darfur.

SPORTS (AP) - Douglas voted female athlete of the Year; Phelps AP male athlete .. NHL cancels all games through Jan. 14; players vote in step toward dissolving union.

MARKETS (AP) - Dow closed down 120 pts to 13,191. S&P fell 13 to 1,430. Nasdaq down 29 to 3,021.

Chance showers, H 47. Mostly cldy tonight, L 34. Windy thw, H 45.

DOMTAR

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Dec21'12 05:23PM

1 Yuengling Pils	6.40
2 Beverage	6.00
2 DOZEN	51.90
24 Oysters	0.00
2	0.00
1 Calamari	10.50
12 Jumbo Shrimp	36.00
1 Small Caesar Sal	4.00
1 Autumn Platter	16.50
1 5oz. Filet Mignon	19.95
1 Pumpkin Ravioli	16.95
1 5oz. Filet Mignon	25.95
1 Seafood Salad	16.95
1 Big Maryland Absolut Pepper	13.00

Subtotal	224.10
Tax	22.41
07:05PM Total	246.51

New Year's Eve 2012
Join us for annual
all-inclusive Casino Royale
event. Tickets are \$125 until
11/30, then \$140 until 12/31.
Tickets at: www.ebbitt.com

AJR Columns : **THE NEWSPAPER BUSINESS**

From AJR, **October 1994**

Why Are Newspaper Profits So High?

The nature of the business, not greed, is the reason.


By John Morton


John Morton (mortoninc@msn.com), a former newspaper reporter, is president of a consulting firm that analyzes newspapers and other media properties.

Newspapers are renowned, and sometimes villified, for their high profits. Even during recessions, when the profits of many other businesses fall sharply or disappear, newspapers usually still post more-than-respectable earnings.

There are exceptions to the rule, of course. The weaker dailies in those few cities with more than one newspaper never enjoy large profits, and often make nothing at all. And occasionally even a paper that dominates a market can slip into the red if there is a severe slump in the local economy.

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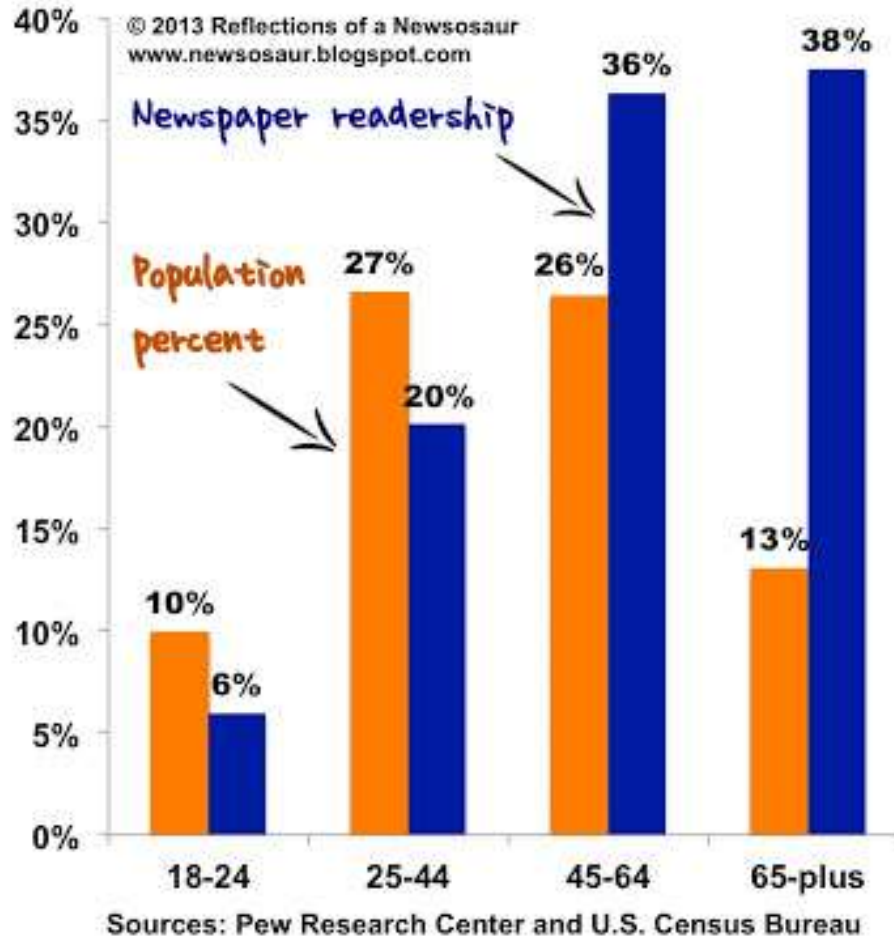


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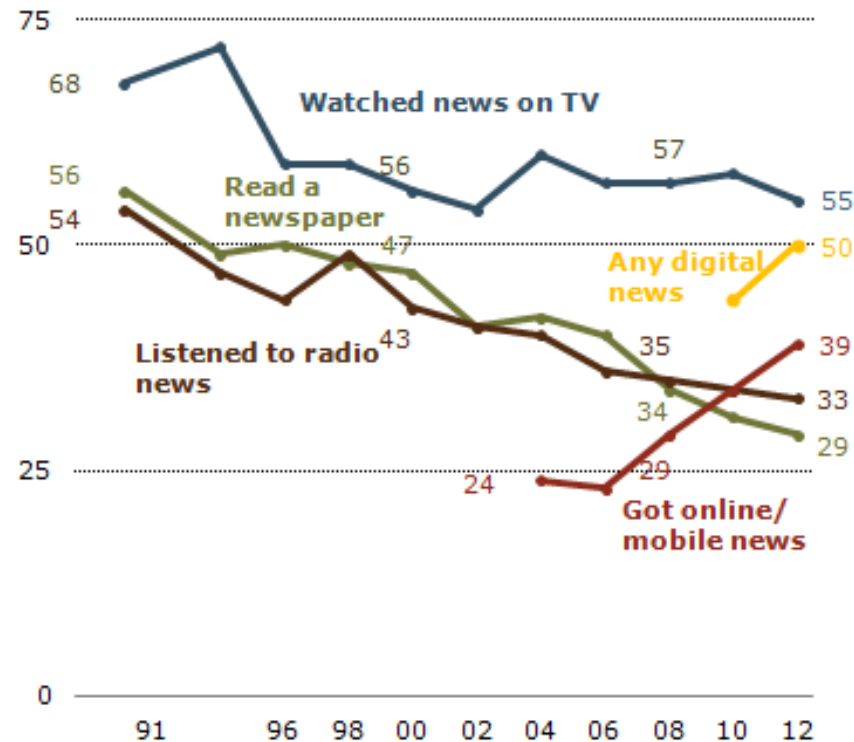
Readership vs. U.S. population



Most people over 65 didn't read a paper yesterday

Newspaper audience aged severely since 2010

Where People Got News Yesterday

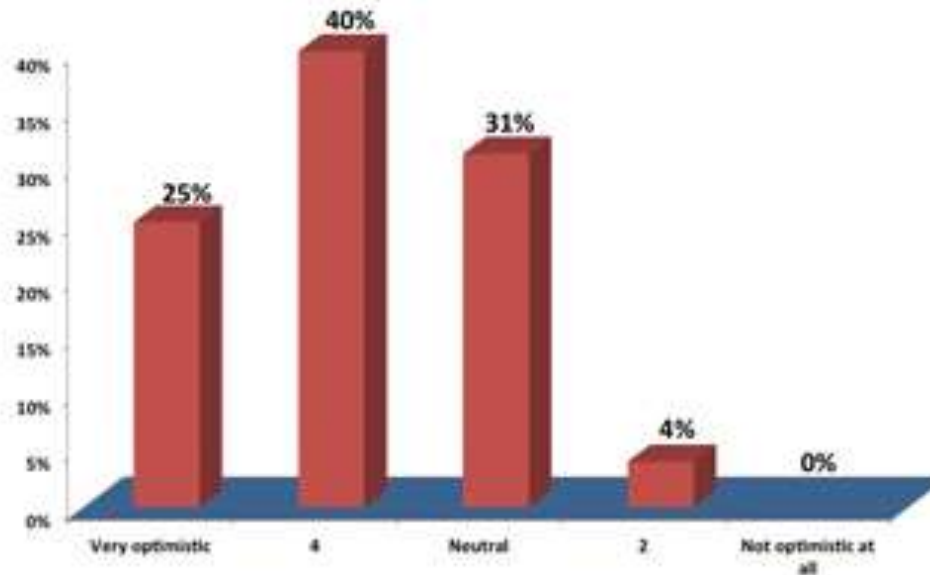


PEW RESEARCH CENTER 2012 News Consumption Survey.
Q9, Q11, Q13, Q17, Q20 Q21, Q70, Q75, Q82, Q87.

Digital news will soon overtake broadcast

Source: [Pew Research Center](#)

65% optimistic or “very optimistic”



Publisher's say, “Everything's not terrible.”

Sixty percent do not foresee a digital-only future

- * 45 percent of the editors surveyed say they do not interact with their audiences in the comments section of their websites.
- * Only about half of respondents (52 percent) thought **“collaboration with community” was either “very important” or “important.”**
- * 84 percent said yes to the question: Do you use social media such as Twitter or Facebook to interact with your audience?
- * Newspapers with a weekday circulation of less than 25,000 (79%) create user-generated content significantly more than those whose weekday circulation is 25,000 or more (67%).

Editors do and don't understand the changes

Ad revenue is vaporizing

Digital Gains Don't Make Up for Print Losses



PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM

Column1	P2+	P25-54	65+	P2-25	Pct 25	Pct Mid	Pct-65+
FNC	2175	367	769	1039	47.8%	16.9%	35.4%
CNN	561	152	274	135	24.1%	27.1%	48.8%
MSNBC	996	245	455	296	29.7%	24.6%	45.7%
CNBC	168	80	87	1	0.6%	47.6%	51.8%
FBN	81	34	46	1	1.2%	42.0%	56.8%
HLN	497	161	272	64	12.9%	32.4%	54.7%

Cable news primetime – Wednesday, 2/20/2013

Source: [TV by the Numbers](#)



What's online today?

5. Newspaper reporters

Reporters work long hours with high levels of stress to meet deadline. Their career prospects are shrinking as media companies consolidate. And for working longer hours than a business executive, you'll get paid \$35,275.



thivier/ Flickr

Next week

Journalism is #5 in the 10 worst professions

Have a good weekend

