



Last Words?

How Can Journalism Survive the Decline of Print?

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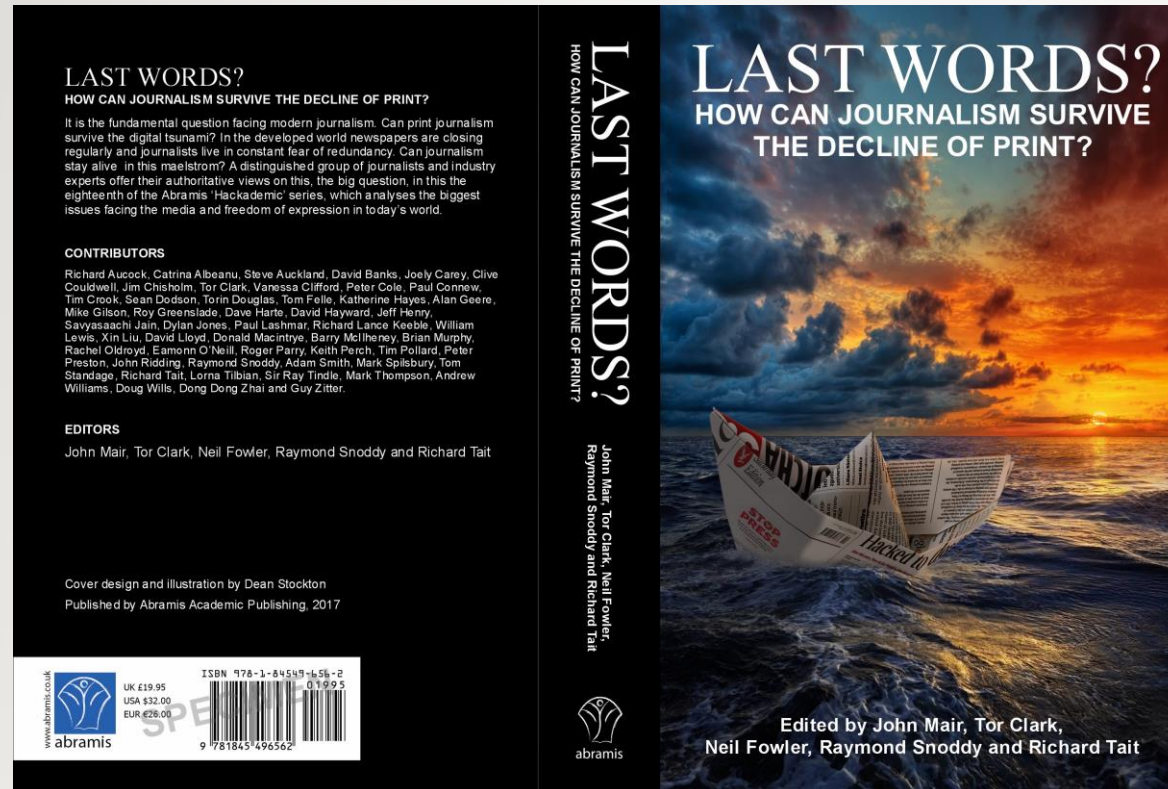
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Background

- After 300 years as the dominant medium, newspaper circulations shrinking in western economies
- Free online access to news soaring
- Advertising deserting print-based products
- Digital natives
- Dangers of collapse of print

Acknowledgement



Edited by
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Contributors

- What follows is drawn from key chapters in our book *Last Words? How Can Journalism Survive the Decline of Print?* (Abramis, 2016) drawn from 50 authors, mostly journalists, academics and experts, all of whom offered original and authoritative verdicts on this key issue as expert analysts.
- Among the contributors were Roy Greenslade, Raymond Snoddy, Peter Preston, Mark Thompson, Richard Tait, John Ridding, Vanessa Clifford, Torin Douglas, Will Lewis, Lorna Tilbian, Dylan Jones and Sir Ray Tindle.
- Their contributions, and those of my fellow editors, are gratefully acknowledged

Declaration of interest

- Background in newspapers
- From trainee reporter in UK regional daily press in 1980s to editor of UK's oldest newspaper, Rutland & Stamford Mercury
- Specialism as political journalist
- Journalism academic since 2004 – main interests political journalism and regional media
- Still involved in political journalism, mostly with BBC Leicester on all matters media and politics related.

Interesting times recently...

Latest book, edited by the same team, looks at global political earthquakes since 2016. Also published by Abrams (2017).

(Even more stellar list of contributors!)





The issues

- Is print journalism destined to die?
- If so, when?
- Can it be saved?
- Can it be financed?
- How is democracy/society affected by a world without print journalism
- Case study: The Guardian



The Australian context?

- The Australian announces profitability – 14.08.17
- Regional city dailies?
- Local papers?
- Where does Australia fit in international terms?



Key sectors

- UK national press
- UK local press
- Consumer magazines
- Niche magazines
- Global variations



What do young people think? (Brace yourselves...)

- Local newspapers
- National newspapers
- Magazines



Why do young people think that?

- Price
- Ease of access
- Perception of lack of bias
- Positives to take from seemingly negative findings?



Success stories

- Niche magazines – The Economist, Private Eye
- Niche newspapers – the FT story
- Niche newspapers – The New European
- Free newspapers – The Metro and the London Evening Standard



Possible solutions

- Subscription modules
- Advertising models, old and new
- Monetising digital content
- Compelling journalism
- Public service journalism
- Journalism as a service or charity, rather than as a business?



Where next? Reasons to be cheerful?

- The death and rise of The Independent
- Can the FT model work locally?
- More news than ever

Summary

- Print is declining dramatically in western economies
- Print still seems popular in developing areas
- Still some success stories based around subscription models and niche content.
- What does this mean for journalism overall? Can the news ecology survive without its foundations in print?



Thank you
Questions?
Comments?

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