

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

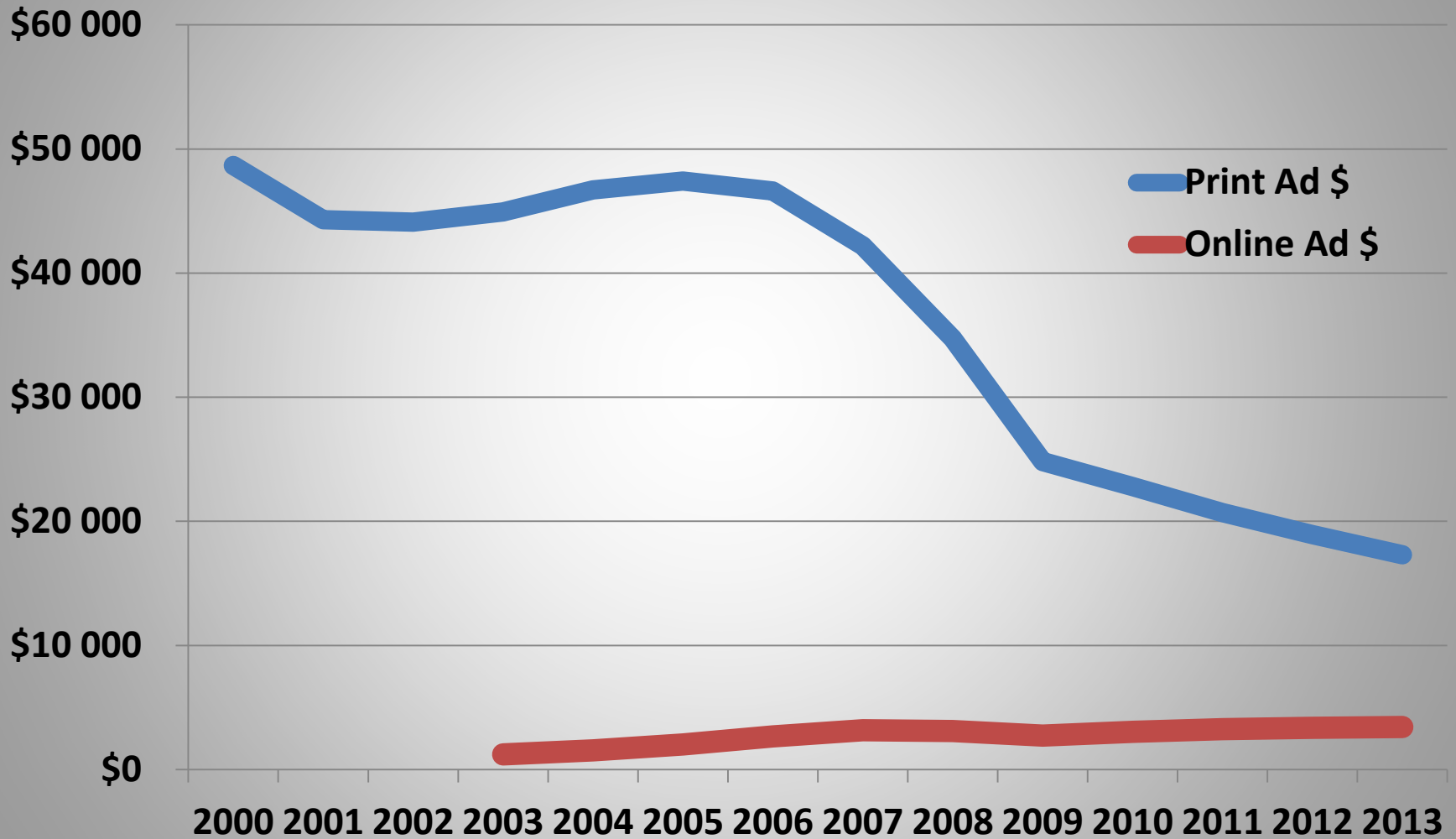
- But, the Internet is different



Newspaper Market



Newspaper Advertising Revenues: 2000-2013 (\$MM)



Newspaper Assoc. of America,
2014

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

THE SATURDAY EVENING POST



From Doorstep to Pocket



Online Competitors

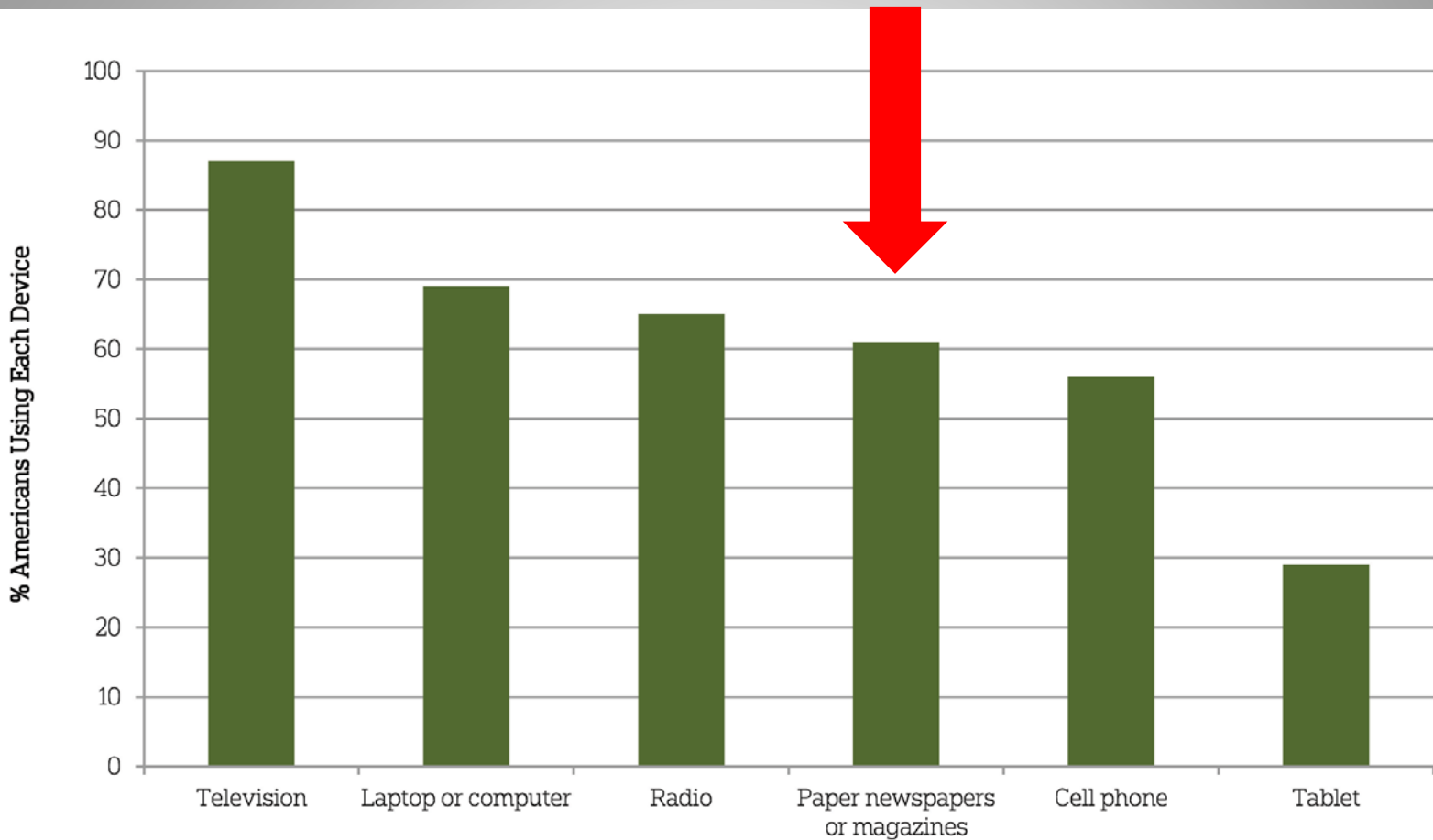
- **Bloomberg, Politico (now in Europe), Huffington Post**
- **News Aggregators – Google, Yahoo, Flipboard, Mashable, News 360**
- **Cable, TV News online**
- **Facebook, Twitter**
- **Born digital news: GlobalPost; MinnPost; Texas Tribune**
- **Anyone with a keyboard and internet access**

Top 10 News Sites



Unique Monthly Visitors, eBizMBA Ranking, April, 2015

How Americans Consume News



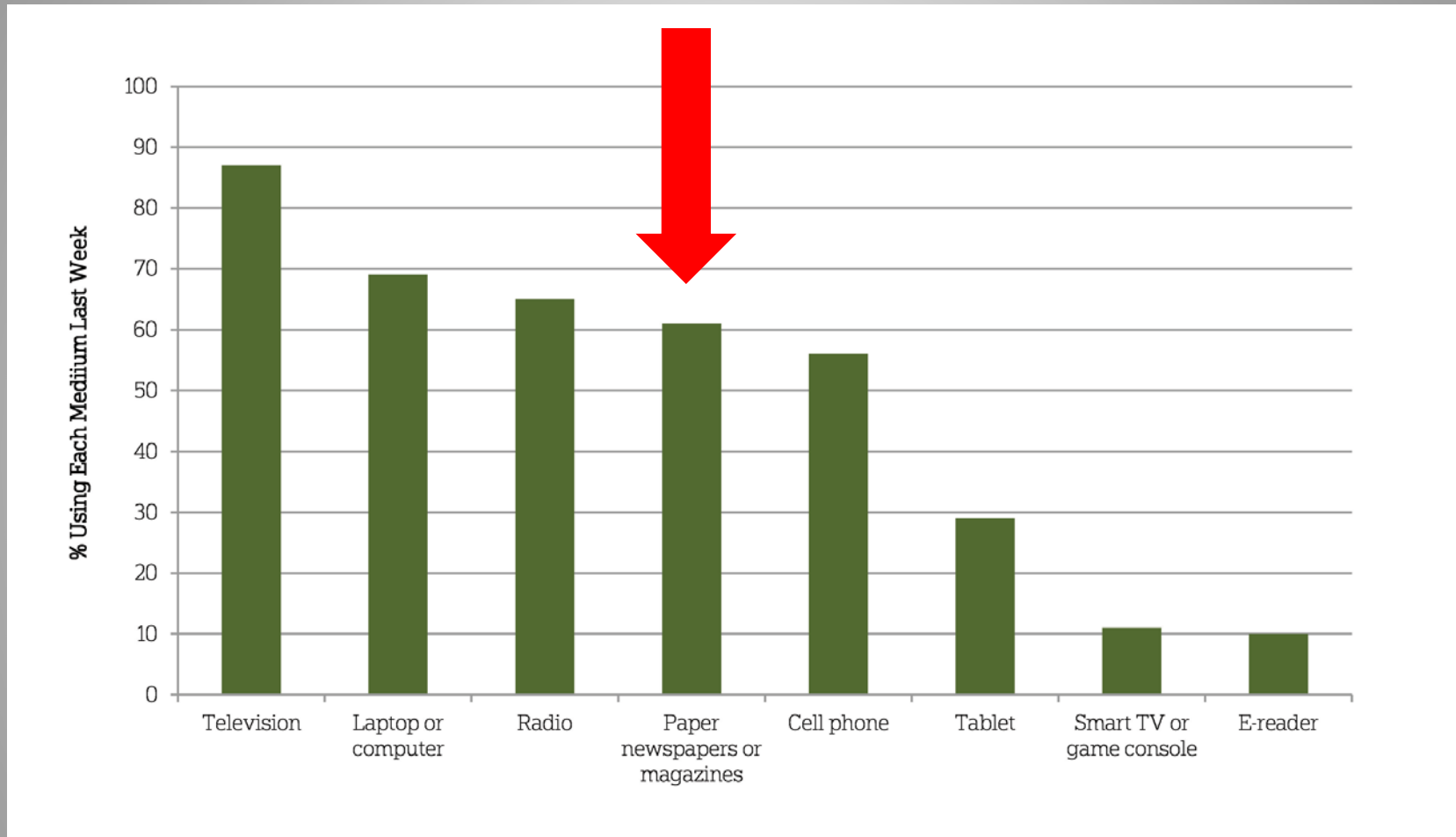
Question: "Please tell me if you used each device or technology to get news in the last week, or if you did not."

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.

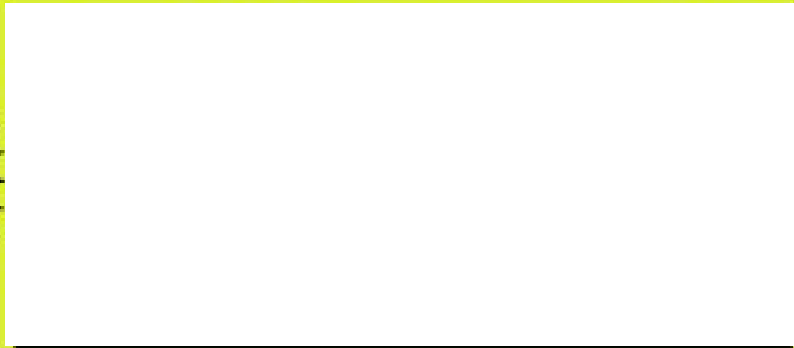
The Personal News Cycle, Media Insight Project, 2014

What's a Newspaper Publisher To Do?



BANKRUPTCY LIQUIDATION

**SAT
SUN
MON**



**Insert
Publisher
Name
here**

YOUR ADDRESS 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

The screenshot shows a web browser window displaying the FT Magazine website. The address bar shows the URL: www.ft.com/cms/s/2/937b06c2-3ebd-11e4-ade4-00144feabd0.html#axzz3E46KDrHz. The page title is "FT Magazine" and the article title is "The invasion of corporate news" by Andrew Edgecliffe-Johnson, dated September 19, 2014, 1:05 pm. The article text begins: "The lines between journalism and PR are rapidly becoming blurred as business interests bypass traditional media to get their message across". Below the text is an illustration of a newsroom with people at desks and yellow arrows indicating a network. The sidebar on the right features an "EDITOR'S CHOICE" section with two items: "WELCOME TO THE LONDONSHERE" by Simon Kuper and "A BUMPY RIDE FOR NEW YORK'S DRIVERS" by Gillian Tett. Below that is a promotional banner for a conversation with Richard Thaler, moderated by Tim Harford, on June 10, 2015, in London. A "VIDEO" section is also visible at the bottom of the sidebar. The browser's taskbar at the bottom shows various application icons and the system clock indicating 12:26 PM on September 19, 2014.

Corporate Funded Journalism

The screenshot shows a web browser displaying the Richmond Standard website. The main article is titled "Deadly crash following police pursuit in Richmond" and is dated April 12, 2015. A red circle highlights a disclosure box that reads: "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." Below the main article, there are sections for "Recent News" and "Most Popular". The "Recent News" section includes articles about a medical marijuana dispensary, a school moving, and a youth poetry contest. The "Most Popular" section features an article about Assemblymember Tony Thurmond. The browser's address bar shows the URL richmondstandard.com, and the taskbar at the bottom displays various application icons and the system clock showing 12:41 PM on Desktop.

THE RICHMOND STANDARD

NEWS - JOBS ENTERTAINMENT & FOOD SPORTS CHEVRON SPEAKS MORE + Q

50°F

Crime | Apr 12, 2015

Deadly crash following police pursuit in Richmond

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.

Recent News

Hilltop medical marijuana dispensary receives community support despite school moving to area

Education

Richmond Arts and Culture Commission announces winners of youth poetry contest

Health

Assemblymember Tony Thurmond among lawmakers pushing for major tobacco reform

Subscribe to our newsletter

Most Recent

Crime | Apr 12, 2015

Deadly crash following police pursuit in Richmond

Recent News | Apr 10, 2015

Most Talked About

Most Popular

Desktop 12:41 PM

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

The screenshot shows a web browser displaying the Masters 2015 microsite. The page features a large background image of a golf course with tall pine trees. The main content area includes a search bar, a 'Masters 2015' title, and a navigation menu with options like 'home', 'news', 'leaderboard', 'course', 'photos', 'players', 'history', 'augusta', and 'shop'. A 'leaderboard' section is visible on the right, listing the top five players: Jordan Spieth (-18), Phil Mickelson (-14), Justin Rose (-14), Rory McIlroy (-12), and Hideki Matsuyama (-11). Below the leaderboard is a 'Get the App!' section for the Augusta Chronicle app. The main content area also features a 'history lesson' section about Bobby Jones and a 'frame comparison: 1934 & 2015' section showing a side-by-side comparison of the golf course in 1934 and 2015. A 'tiger woods' section is also visible, mentioning Tiger Woods' 1997 performance.

quicksand and perso x masters golf history x The Masters History x

www.augusta.com/masters/history

My Bookmarks Wikipedia, the f... Juno NewsBank Outl... Evernote PNC Bank - Per... LinkedIn Send a Link Collier County... MyUofMHealth... NB CRM Gmail christop... NewsBank Info... Other bookmarks

Google™ Custom Search

Masters®

2015 COVERAGE BY THE AUGUSTA CHRONICLE

April 6-12 2015

home news **leaderboard** course photos players history augusta shop

Pos	Name	Tot	Thru	R4
1	Jordan Spieth	-18	F	270
T2	Phil Mickelson	-14	F	274
T2	Justin Rose	-14	F	274
4	Rory McIlroy	-12	F	276
5	Hideki Matsuyama	-11	F	277

FULL LEADERBOARD >

UPDATED PLAYERS AND REPORTS AUGUSTA.COM

Get the App!
FREE, for iPad, iPhone and Android
Download Now >

history lesson

Bobby Jones is best known for winning golf's Grand Slam, founding Augusta National Golf Club and the Masters Tournament, and for being a consummate sportsman.

The Augusta Chronicle golfhistory.augusta.com NewsBank

frame comparison: 1934 & 2015

1934 2015

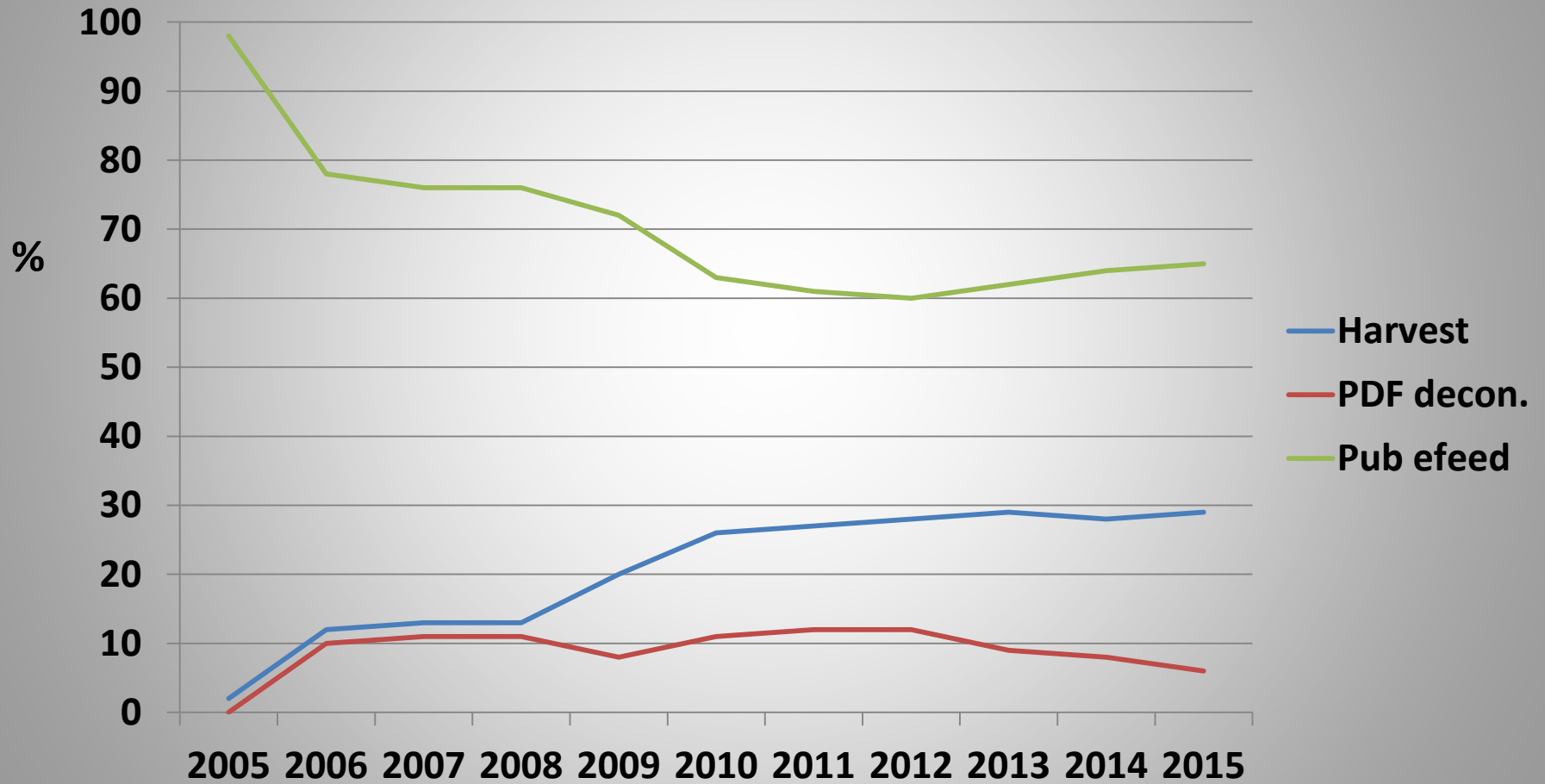
tiger woods

1997: Tiger tracks into history

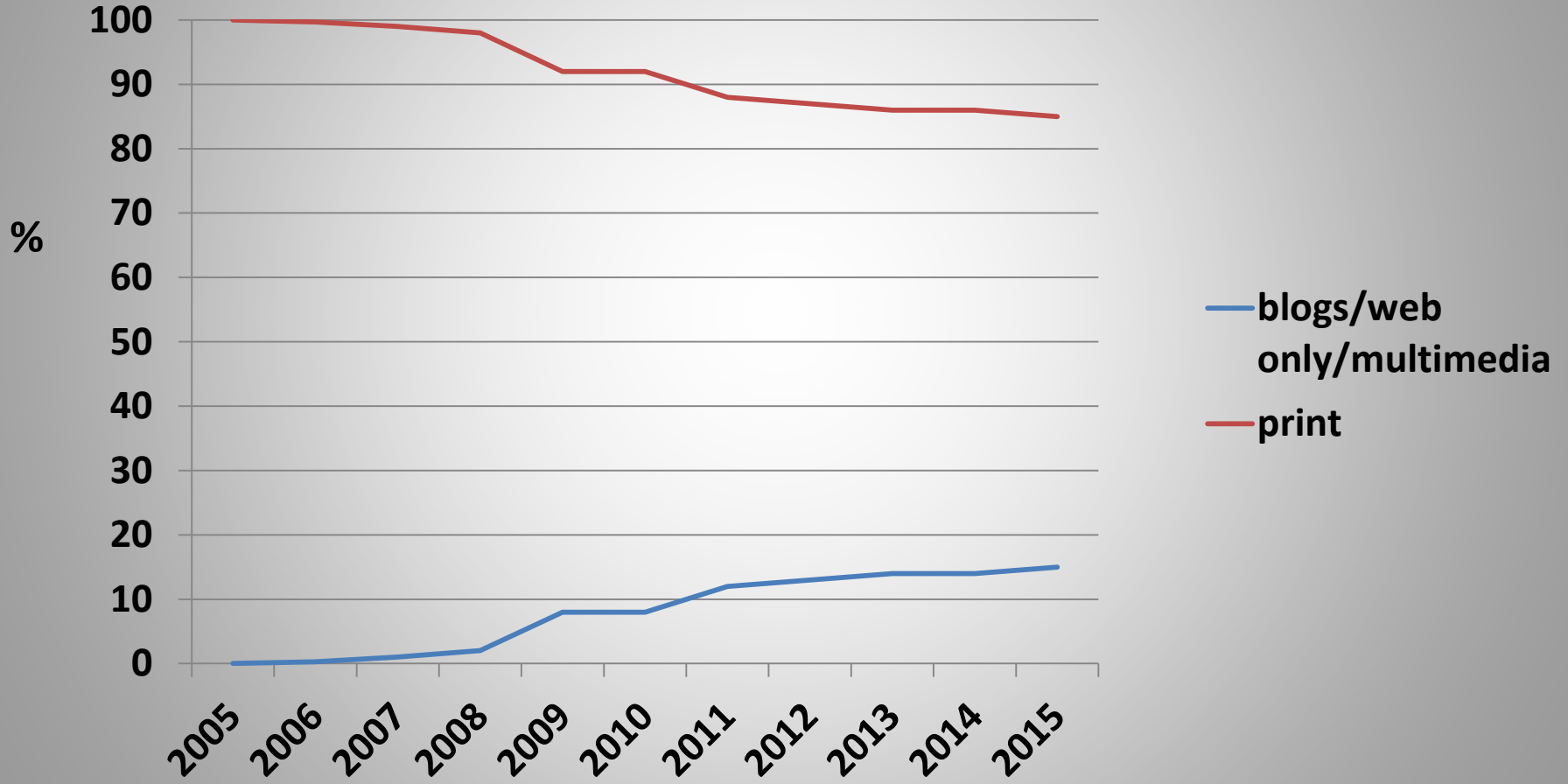
With a record-

Desktop 11:02 AM

Gathering of News



Types of News Gathered



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



Predict Future Will See Vest Pocket Newspapers

Hartford Courant, Nov. 10, 1930

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.

Washington Post, Nov. 6, 1896

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."

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, settling 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.

Chicago Tribune, July 24, 1900

Atlanta Constitution, July 6, 1890

Guardian, Nov. 12, 1959

FUTURE OF NEWSPAPERS

Los Angeles Times, Nov. 16, 1966

Publisher Predicts Electronic Innovations

PUBLISHERS OPPOSE THE 44-HOUR WEEK

American Newspaper Association Asks Mechanical Trades to Abandon Their Demand.

WOULD REDUCE PRODUCTION

Economic Limit, in Present Conditions, Is the 48-Hour Week, Says Appeal.

New York Times, April 24, 1920

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.

MAYBE TOO Proprietary

Web Harvesting

The screenshot displays a web harvesting tool interface. At the top, a workflow diagram shows a sequence of steps: [Anomalies] -> Load Page -> [Article/Body] -> BodyURL -> Make BodyKey -> [Article Error] -> %Record% -> DAT -> ?14 days? -> HED -> [HED] -> ?Empty HED? -> [AUT?] -> AUT. A feedback loop exists from [Article Error] back to %Record%. Below the workflow, a browser window shows a news article titled "Report finds U.S. attorney staffers had suspicions about online commenting by prosecutors, but no facts". The article text includes: "Jim Letten announces retirement", "U. S. Attorney Jim Letten, center, surrounded by his staff, announces that he was 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", "on March 31, 2015 at 9:36 PM, updated April 01, 2015 at 4:55 PM", "In the end, it might have been an odd passive culture inside his office that undid former U.S. Attorney Jim Letten.", and "A scathing, 157-page report -- completed in 2013 but released this week by the Justice". At the bottom, an HTML DOM tree shows the structure of the article content. On the right, a configuration panel for "Tag Finder 1: '* div' (anywhere)" is visible, with settings for "Find Where: Anywhere in Page", "Tag Path: *div", "Attribute Name: id", "Attribute Value: Equals Text", "Text: content", "Tag Pattern: [empty]", "Match Against: Text Only", "Tag Depth: Any Depth", and "Tag Number: 0 From First". Below the configuration panel, a "Variables" section lists variables like Article_v2, Image_v2, Body_v2, ScratchPad, gCAP, gLN, gMachine, gMNT, gDomain, and gCNT. A note states: "Note: In Design Mode, the values of the global variables depend on which specific steps you have executed before reaching the current step." Below the note are input fields for DAT, SEC, HED, and SHL.