



ANALOG-DIGITAL WARS

Traditional Media *Fight* to Remain Relevant

Sponsored by PRSA Technology Section

Presented by:



FEINTUCH
COMMUNICATIONS

November 2009

Carbon-based Presenters

Henry P. Feintuch, *president,
Feintuch Communications*



Susan Dingethal, *new media
consultant and former director
of new media, Sandusky Radio*

But Even Back in the 20th Century, There were Skirmishes Developing



The death of live TV: Sony's first Betamax VCR (SL-6200) in 1975

Portable music for the new mobile lifestyle: A JVC boombox with cassette deck!



And the Pace of Change is Accelerating



iPhone: Newspaper to go

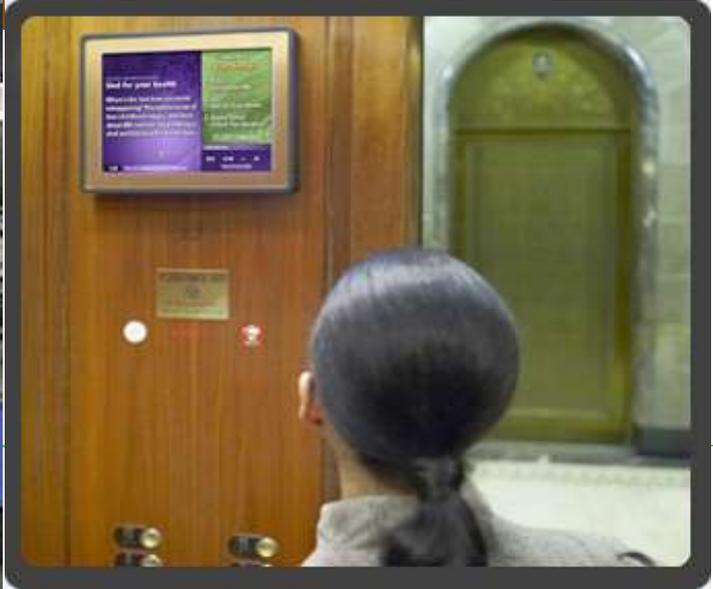


Satellite radio receiver



Digital billboard

Today's Areas of Focus



Newspapers



- The seeds for upheaval planted long time ago
 - Newspapers are dominant news source for two centuries
 - Radio offers competition in news and entertainment in 1920s
 - AP tries to deny radio stations use of info
 - Radio shines during World War II with reports on Pearl Harbor and Battle of Britain
 - TV's ascent in second half of 1900s competes for consumer's attention

Newspapers

- 9/15/82: USA Today launches
 - Short, breezy stories
 - Extensive use of color/graphics
 - Printed in plants around U.S.
 - By 1993, circ 2 mil+ (hangs on to top slot until 2009: WSJ #1)
- Influences competition
- 1980s/90s ad slump starts consolidation
 - Mergers, pooling resources, joint-operating agreements and closures



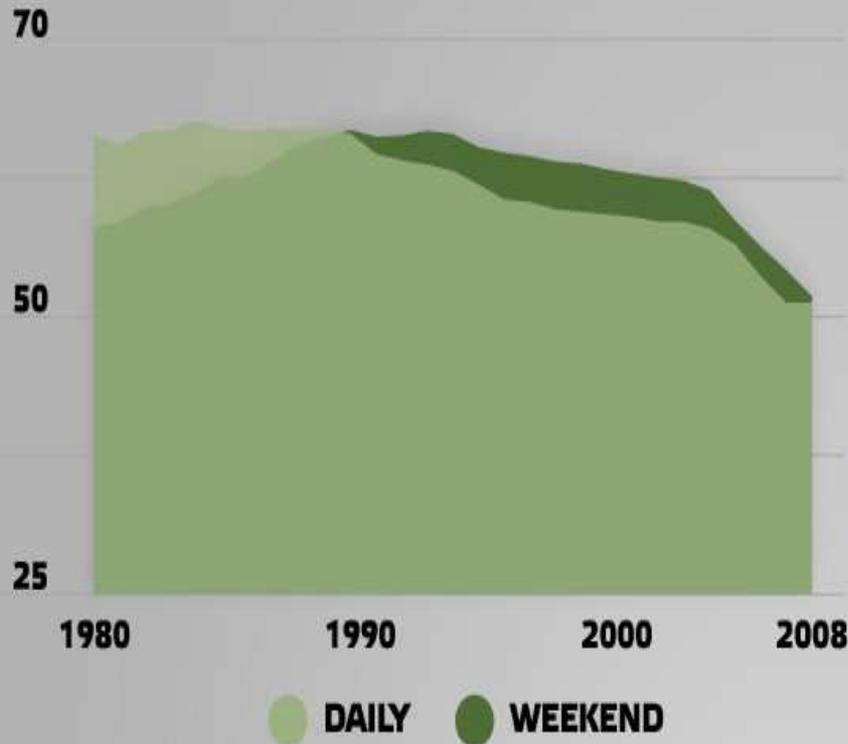
Newspapers

- By 1990, U.S. has 267 fewer newspapers than 1940
- By 1992, only 37 cities had separately owned, competing daily newspapers
- The Internet comes on strong and siphons even more readers away
- Oct. 26, 2009 stats/Audit Bureau of Control:
 - Total circ. lower than 41.1m papers sold in 1940
 - % of population reading daily = <13% (1940: 31%)

Newspapers

TOTAL PAID CIRCULATION:

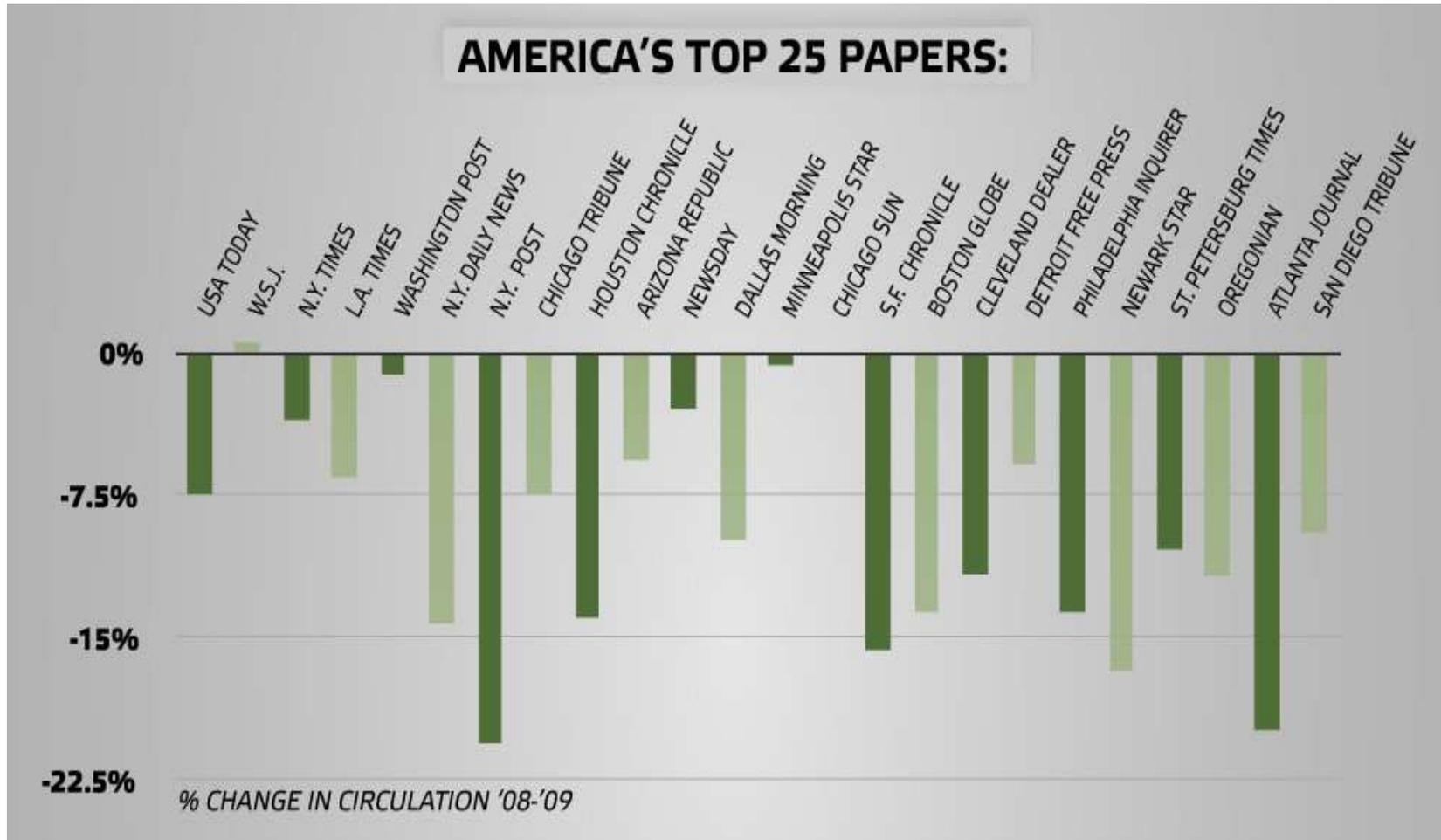
NUMBER OF NEWSPAPERS CIRCULATED IN MILLIONS



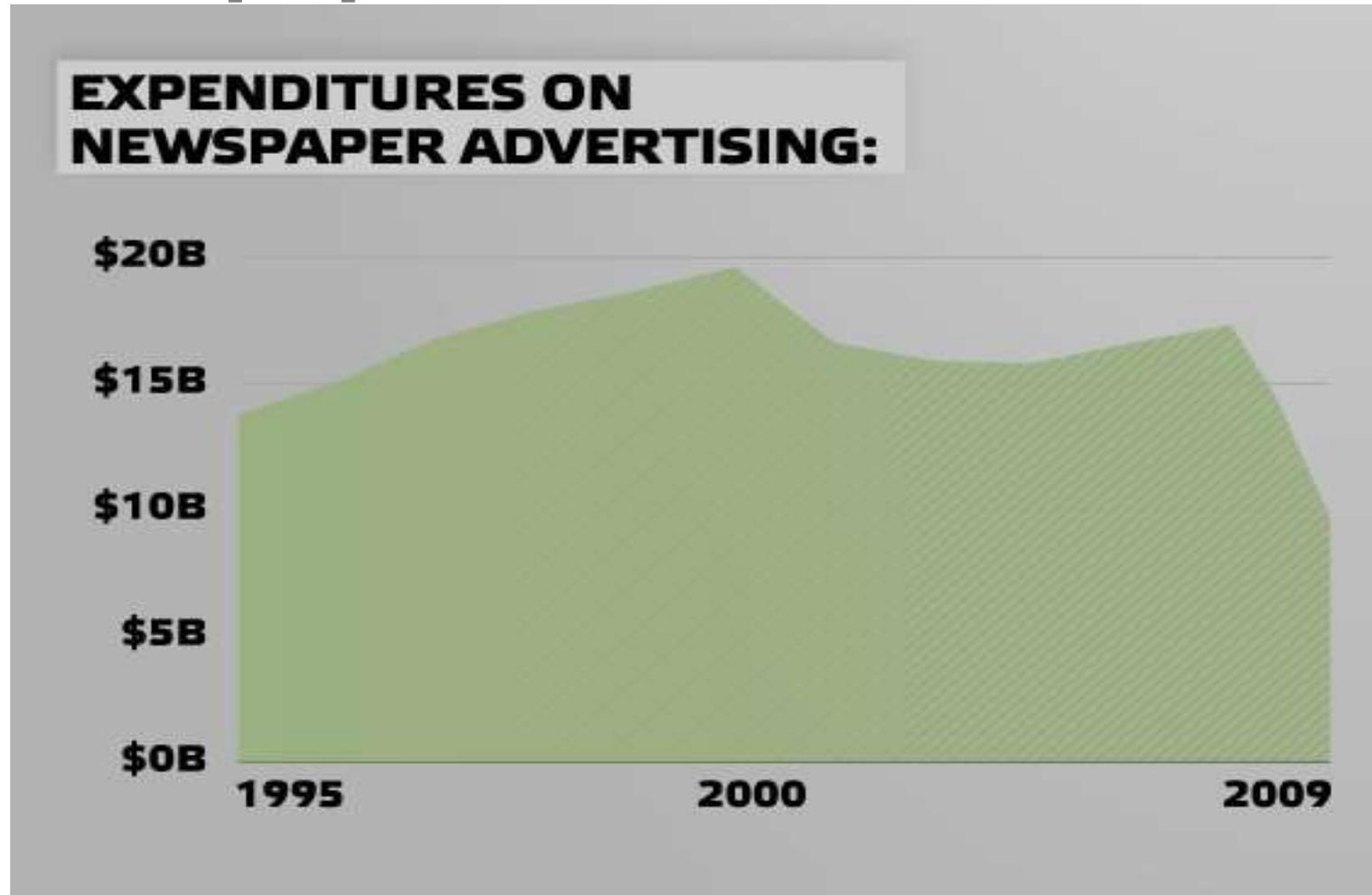
THE FACTS:

- 1 On February 27, 2009, The Rocky Mountain News printed its last edition, just two months shy of its 150th anniversary.
- 2 Barclays Capital projects US newspaper advertising revenue will decline 22% in 2009 and another 10% in 2010.
- 3 Year to date there have been 13,636 newspaper employee layoffs and buyouts while 2007 saw an estimated 16,000.
- 4 In the worst quarter in modern history for American newspapers, advertising sales fell by an unprecedented 28.3% in the first three months of 2009, plunging sales by more than \$2.6 billion from the prior year.

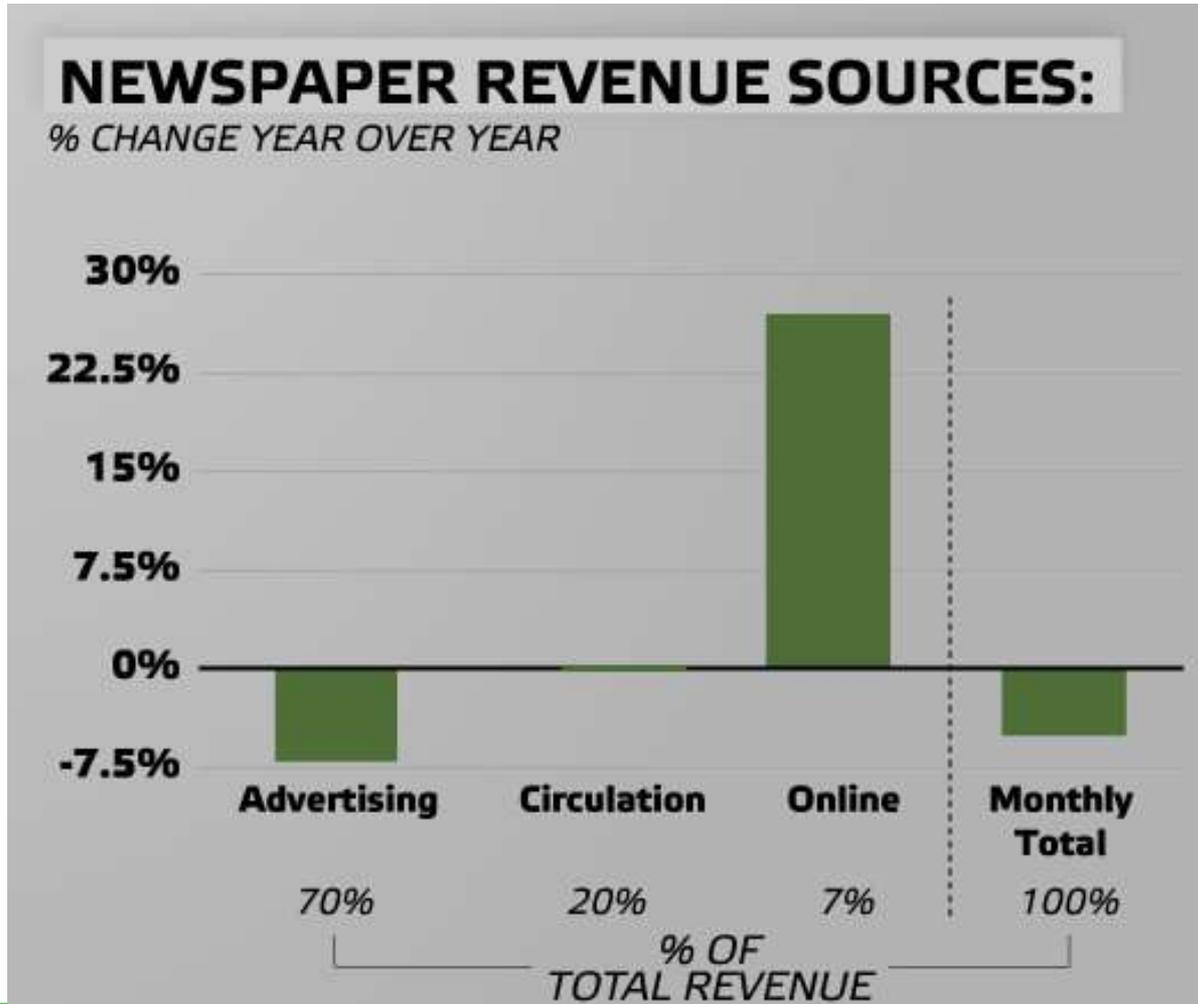
Newspapers



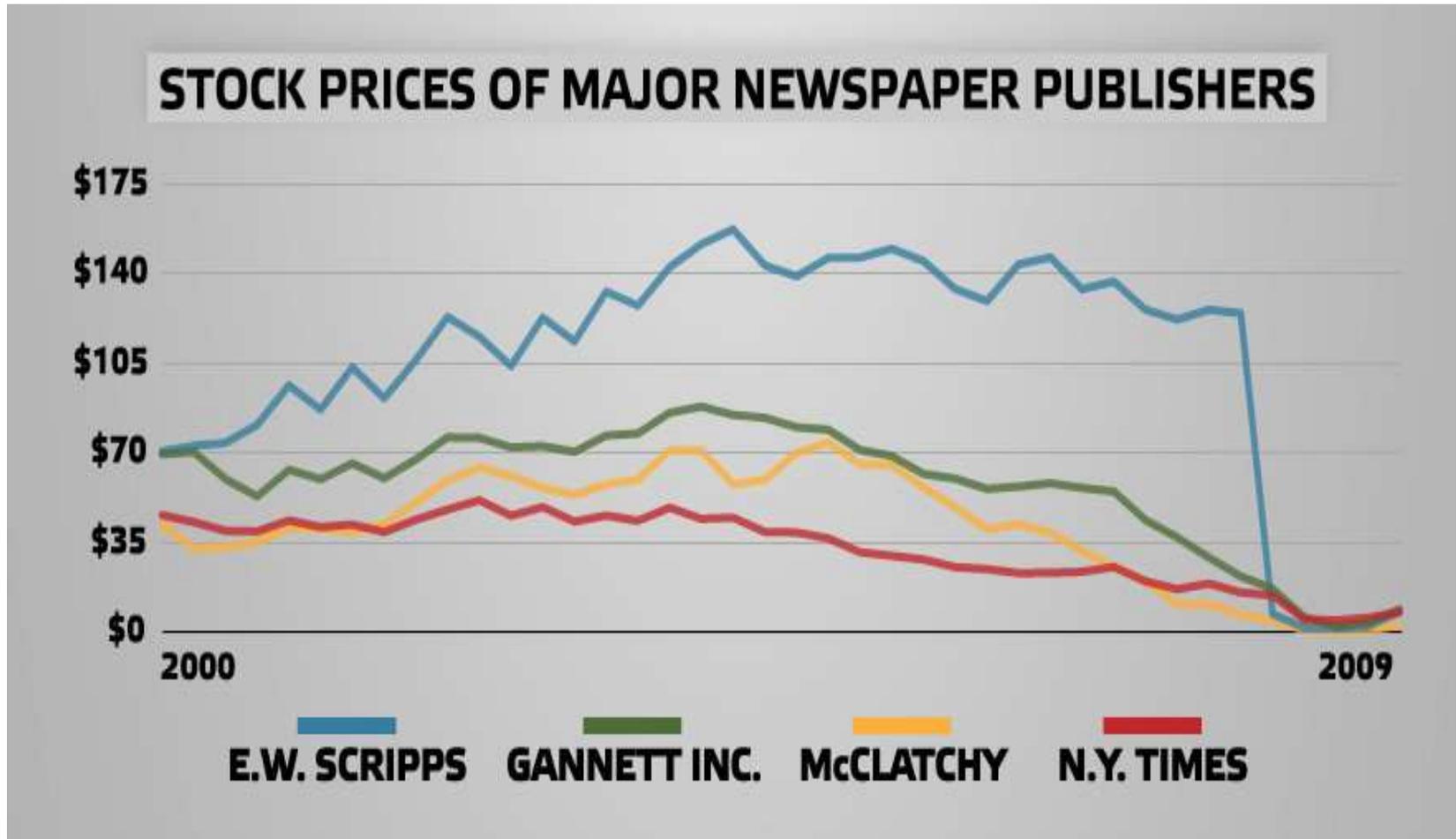
Newspapers



Newspapers



Newspapers



Newspaper Death Watch

Chronicing the Decline of Newspapers and the Rebirth of Journalism

R.I.P.

[About this column](#)

US metropolitan dailies that have closed since this site was created in March, 2007

[Tucson Citizen](#)

[Rocky Mountain News](#)

[Baltimore Examiner](#)

[Kentucky Post](#)

[Cincinnati Post](#)

[King County Journal](#)

[Union City Register-Tribune](#)

[Halifax Daily News](#)

[Albuquerque Tribune](#)

[South Idaho Press](#)

[San Juan Star](#)

W.I.P.

Works In Progress: Former print dailies that have adopted hybrid online/print or online-only models.

[Seattle Post-Intelligencer](#)

[Capital Times](#)

[Detroit News/Detroit](#)

East Valley Tribune to Shut Down

By paulgillin | November 5, 2009 - 2:36 pm - Posted in [Newspapers](#)

Nearly a year to the day after announcing a radical strategy to cut back from daily to four-times-per-week frequency, the East Valley Tribune of suburban Phoenix is finally pulling the plug. Unless a buyer emerges with a reasonable bid, the paper will shut down at the end of the year, publishing its last print edition on December 30. About 140 employees will lose their jobs.

We've covered the *Tribune's* twists and turns in previous entries, and there's nothing particularly new to say about the situation. The *Tribune* has been operating under a cloud since it cut 40% of its staff and moved to free distribution a year ago. It has not been profitable in two years. The paper can still be saved if a buyer emerges within the next seven weeks, but owner Freedom Communications said no inquiries have been received that "we would remotely consider." The *Tribune* traces its heritage back to 1891, when it was founded as the *Evening Weekly Free Press*. [Its website](#) has extensive reaction, a timeline and comments from the community.



MESA VOTERS PASS OVERRIDE FOR SCHOOLS, A3
Mesa
WHERE LOCAL NEWS IS FIRST
Tribune
Winner of the Pulitzer Prize for Local Reporting
Wednesday, November 4, 2009
EastValleyTribune.com >> Online every day. In print Wednesday, Friday and Sunday for FREE!

Cardon Children's hospital tower opens in Mesa - A4
New Chicago Cubs owners arrive in Mesa - A10

END OF AN ERA

Citing the economic recession and changes in the newspaper industry, Freedom Communications, parent company of the *Tribune*, says the newspaper will cease operations on Dec. 31 • PAGES A1-8



Pages

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Poll Question

Will Readers Pay for News?

- Yes
 No
 Only If It's Cheap
 Other:

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[PollDaddy.com](#)

[Poll Archive](#)
[Suggest a Poll](#)

My Books

Newspapers

- Newspaper ad revenue down 16.6% last year and about 28% so far this year (NAA)
- Top 25 papers in the U.S. all posted circ. Declines except for WSJ (which now counts online subscriptions)
- NYT, now at \$2 per daily copy, saw weekday circ. drop 7.3% to 928,000 (1st under 1m since 80s)

Newspapers: Fighting Back Online...



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NEWS ALERTS	✓		✓
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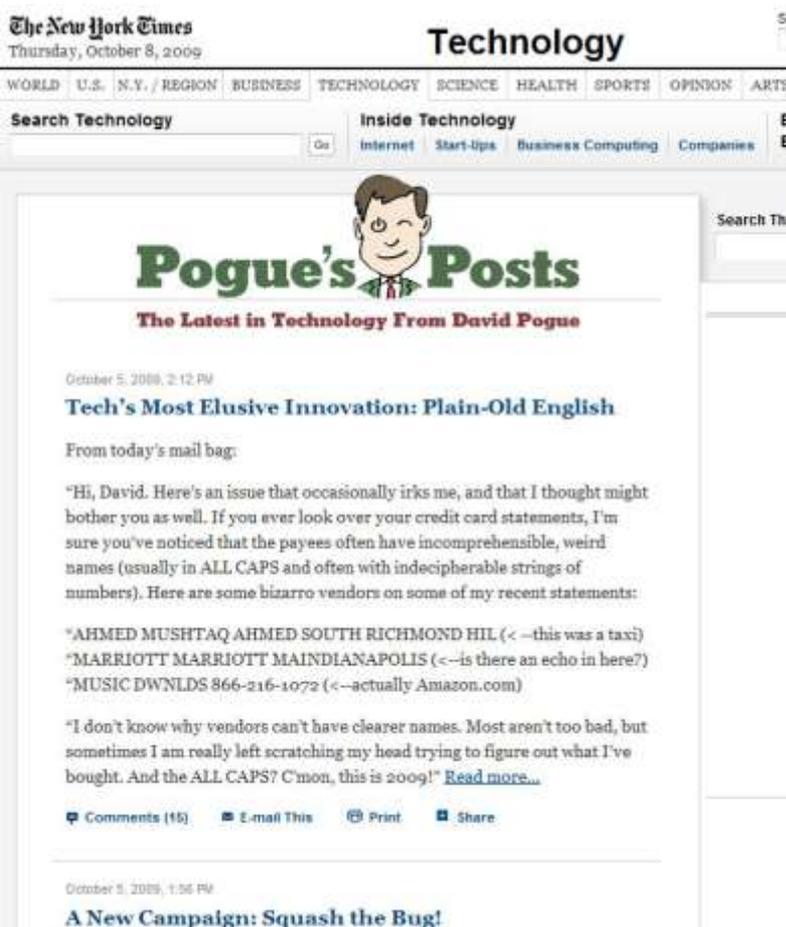
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Newspapers: Fighting Back Online

- Newspaper blogs, Vlogs, etc.



The New York Times
Thursday, October 8, 2009

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION ARTS

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Inside Technology

Internet Start-ups Business Computing Companies

Pogue's Posts

The Latest in Technology From David Pogue

October 5, 2009, 2:12 PM

Tech's Most Elusive Innovation: Plain-Old English

From today's mail bag:

"Hi, David. Here's an issue that occasionally irks me, and that I thought might bother you as well. If you ever look over your credit card statements, I'm sure you've noticed that the payees often have incomprehensible, weird names (usually in ALL CAPS and often with indecipherable strings of numbers). Here are some bizarro vendors on some of my recent statements:

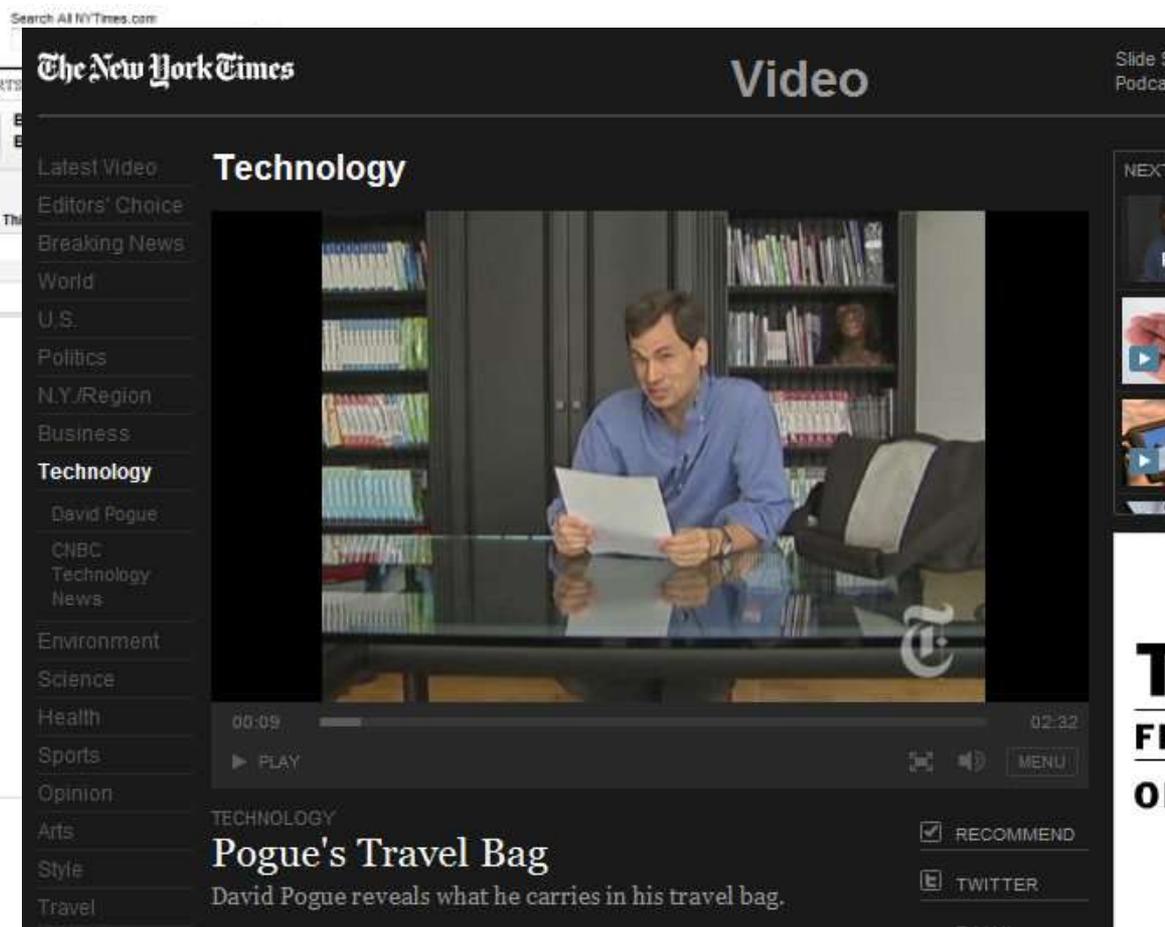
"AHMED MUSHTAQ AHMED SOUTH RICHMOND HIL (<--this was a taxi)
"MARRIOTT MARRIOTT MAINDIANAPOLIS (<--is there an echo in here?)
"MUSIC DWNLDS 866-216-1072 (<--actually Amazon.com)

"I don't know why vendors can't have clearer names. Most aren't too bad, but sometimes I am really left scratching my head trying to figure out what I've bought. And the ALL CAPS? C'mon, this is 2009!" [Read more...](#)

Comments (15) E-mail This Print Share

October 5, 2009, 1:56 PM

A New Campaign: Squash the Bug!



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00:09 02:32

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Pogue's Travel Bag

David Pogue reveals what he carries in his travel bag.

Newspapers Fighting Back: Digital Editions

The New York Times

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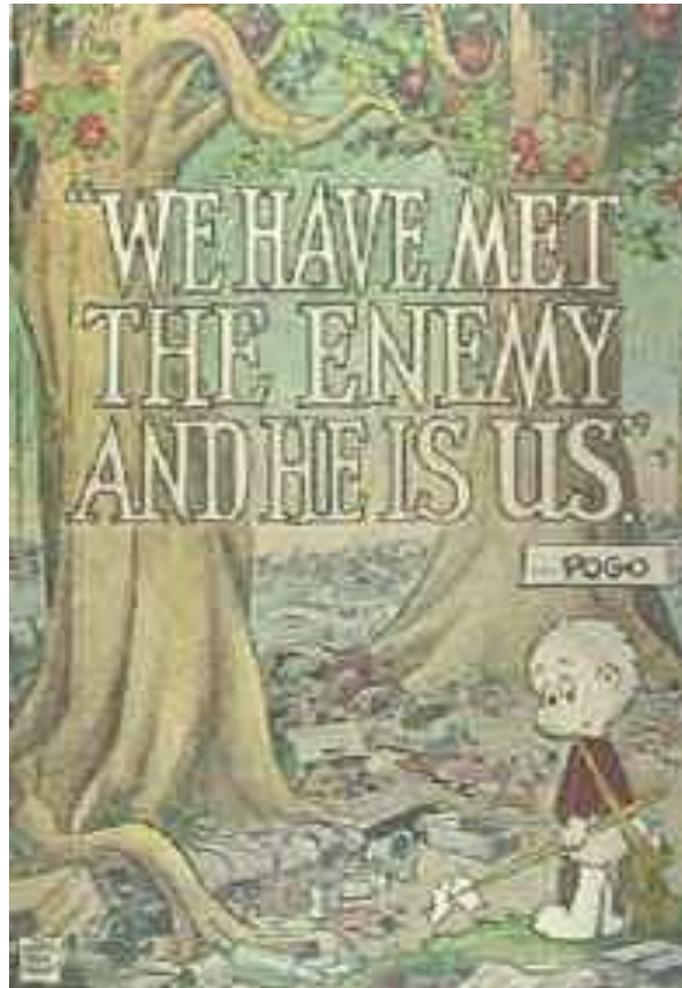
Newspapers Fighting Back: Mobile



Newspapers: What it All Means

- Implications to PR Practitioners
 - Fewer papers & shrinking news hole
 - Harder to get print placements
- Fewer reporters doing more work and feeding more brand extensions/media
- Deadlines change (24/7 now; no longer tied to printing deadline)
- Journalist blogs present new opportunities to interact
- Citizen journalism allows consumer access

Radio



Radio

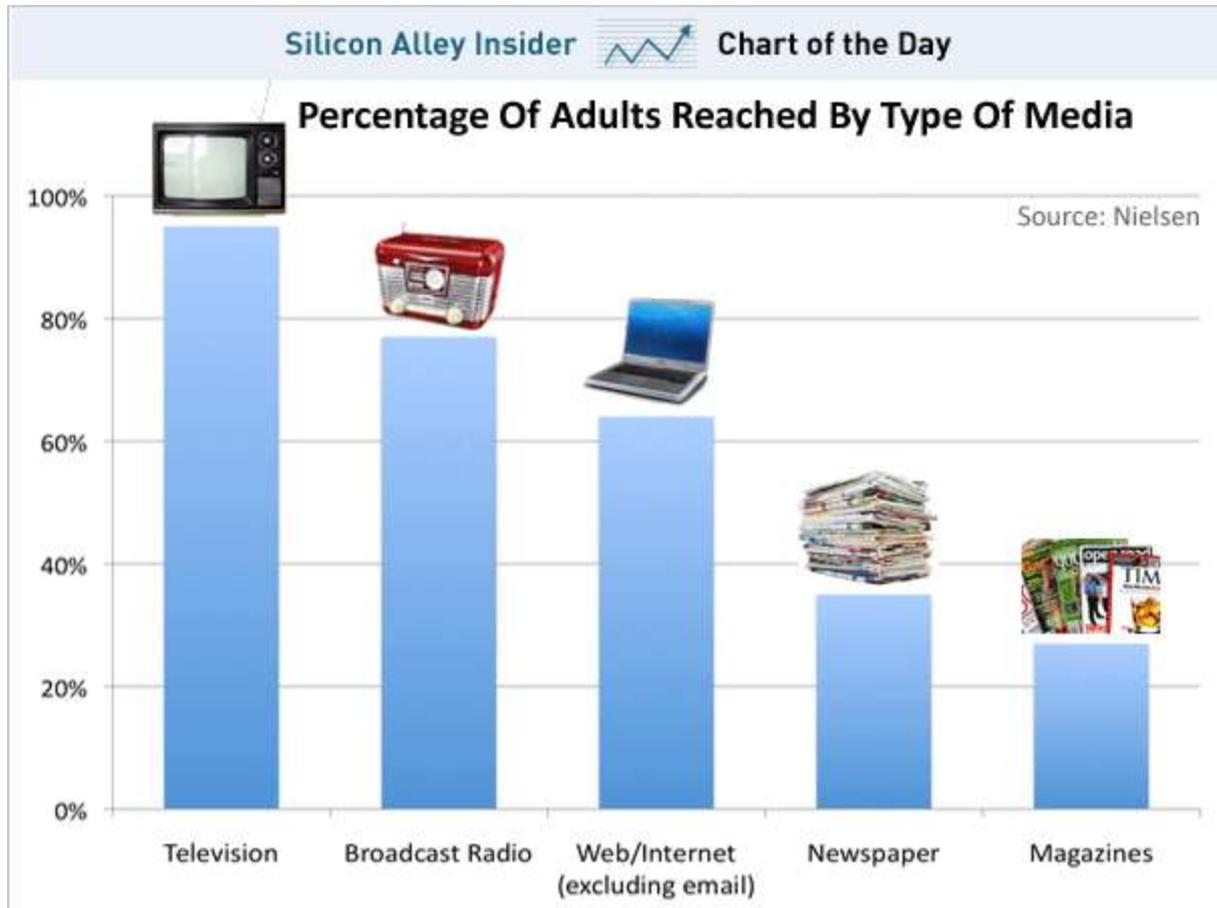
“In order for radio to remain relevant, there can not be Analog-Digital wars. The successful media companies will embrace and create new digital assets. Radio users will be presented with compelling content in both spectrums.

The new radio company will be multiplatform and use their terrestrial assets to drive users to their digital space.”

-- Jim Meltzer, Meltzer Media Mgm't.



Radio's Reach: More People than the Web!



Challenges Facing Radio

- Personal casting
- Increased competition from new media
- Market compression due to latest ratings technology
- An identity problem: what business is radio in?

SIRIUS
SATELLITE RADIO



Emerging Technologies: HD Radio

- HD Radio technology allows multicasting on several HD Radio channels
- HD side channels can carry complimentary or dissimilar programming

“Multicasting is radio’s first killer application in 40 years.”

-- Rick Greenhut, Director, U.S. Sales
iBiquity Digital Corporation



Emerging Technologies: HD Radio

<i>Analog Radio</i> 1 Frequency = 1 Program		
 Radio [®]		1 Frequency = Multi-Program
	Target Demo: Adults 18 +	HD1 Channel
	Target Demo: Adults 25-54	HD2 Channel
	Target Demo: Adults 18-34	HD3 Channel

- Multicasting is radio's first "killer application" in 40 years
- Provides additional content that may increase listenership and / or time spent listening
- Helps stations bracket target demographic to become more attractive to advertisers
- On-air platform to try new formats and programming
- A way to extend a station's brand and increase reach and market presence

Emerging Technologies: Accountability

- It's not only about technology: it's also about accountability!



Emerging Technologies: User-generated Content

“Content has always been king for terrestrial radio, it becomes even more important in the digital world. Website content has to be compelling, relevant current and visual. Radio is learning how to do that in a big way with applications like Morris Digital Spotted®, the viral marketing tool powered by an addictive user-contributed format.”

-- Norman Feuer, General Manager, Morris Desert Media

The screenshot shows a Windows Internet Explorer browser window displaying the Spotted 93.7 KCLB website. The browser's address bar shows the URL <http://spotted.937kclb.com/you/>. The website header features the Spotted 93.7 KCLB logo, navigation links for 'Home', 'We Spotted', and 'You Spotted', and a search bar. The main content area is divided into sections: 'Featured Photos' with a photo of people at a party, 'Newest Galleries' with several gallery thumbnails and titles like 'My Gallery' and 'CRUEFEST 2 PARTY BUS', and a 'JOIN OUR TEAM!' advertisement for jiffylube. The website also includes a 'Sign In or Sign Up' button and a 'Find It Now' search function.

Emerging Technologies: Interactive Radio

- Quu creates interactivity with mobile listeners
- It provides stations with trackable results
- Quu makes radio content more relevant for today's consumers
- It offers listener sampling incentives via Quu-pons



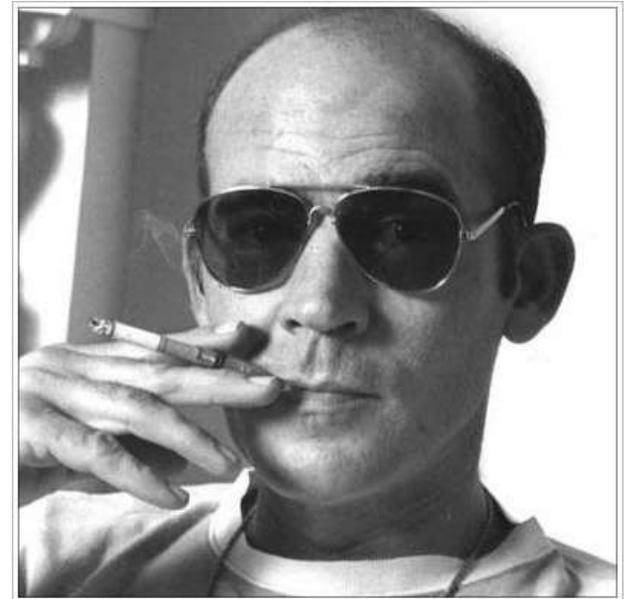
Radio: What Does it All Mean?

- Implications to PR practitioners
 - Though ubiquitous, radio is a terribly underused medium
 - Highly personal: trusted on-air personalities loan credibility and strong endorsement to your message
 - New technologies are creating more stations/outlets = more PR opportunities
 - Multi-platform medium offering additional placement opportunities to clever publicists
 - Immediate medium and highly accountable

Radio

“The radio business is a cruel and shallow money trench, a long plastic hallway where thieves and pimps run free, and good men die like dogs. There’s also a negative side to it.”

-- Hunter S. Thompson,
Journalist and Author
“Fear and Loathing in Las Vegas”



TV News

- Previously a very simple model
 - Early evening and late evening local newscast
 - 30- and 60-minutes
 - Network newscast
 - 30 minutes and bulletins
- TV was one way: the anchor read the news
- In 1980s, film gives way to ENG (electronic news gathering)
 - Live cutaways to breaking news
 - Less talking heads

TV News

- Satellite technology allows for interviews; live broadcasting of news from around the world
- June 1, 1980: CNN becomes first network to broadcast news 24/7
- Competitive pressure begins between traditional networks and cable
- Local news relatively inexpensive to produce
 - Expanding program holes (early morning, local noon, 4-6:30PM, 7PM, 10 or 11PM)

TV News

- 2000's: digital breakthroughs mean more channels, programming: fragmentation of audience
 - Local cable launches 24-hour news channels

The screenshot shows the News 12 website interface. At the top left is the News 12 logo with the text "Only On Cable. Not On Phone Company tv... Or Anywhere Else." To the right is a green banner with the text "Now what?" and a "GET ANSWERS" button. Further right is the logo for the Visiting Nurse Service of New York. Below these are navigation links for "Long Island", "New Jersey", "Connecticut", "Westchester", "The Bronx", "Hudson Valley", and "Brooklyn". A "Choose Your Region:" section features a map of the New York City area with labels for "Hudson Valley", "Connecticut", "Westchester", "Bronx", "Long Island", "New Jersey", and "Brooklyn". To the right of the map is a "Need Help?" section with the text "News12.com is available to all Cablevision subscribers. Here's how to [get started.](#)" Below this is a "Long Island News" section with a play button icon and a video thumbnail showing a car driving into a home, with the caption "Car drives into East Northport home".

TV News



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All TV is not created equal

- No cable company comes close to matching our DVR functionality!
- Now with access to 110 HD channels and growing!

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Watch live TV wherever you are - in line, on a break, while traveling, or even when your home TV is being used. Also includes Discovery Channel, NBC Sports, the Weather Channel, CNBC, the Disney Channel, Toonworld TV Classics and many more!

Real Live TV, with the channels you know from home. (Only \$9.99/month).



TV News



Take Note

iReport.com is a user-generated site. That means the stories submitted by users are not edited, fact-checked or screened before they post. Only stories marked "On CNN" have been vetted for use in CNN news coverage. [Learn more »](#)

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Two strong quakes strike South Pacific

close ✕

Two major earthquakes struck 15 minutes apart Thursday morning near the Solomon Islands in the Pacific Ocean, the U.S. Geological Survey said. Are you there? [Share your stories, photos and videos »](#)

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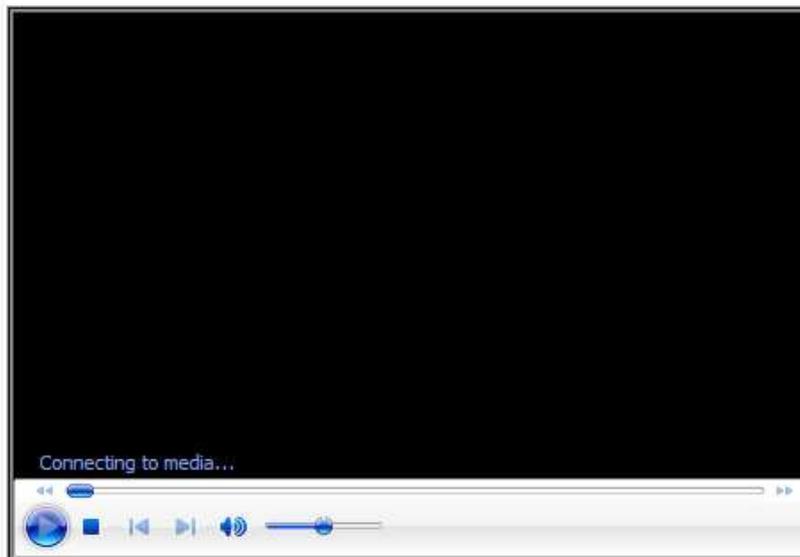


63°

OVERCAST

WEATHER HOME

ACCUTRACK RADAR



About Digital TV and HDTV

You can watch our digital signal and our HD programming either over the air, via digital cable or via satellite. If you want to receive WABC-DT over-the-air, here is our free, digital channel lineup:

- 7-0: WABC-TV
- 7-1: WABC-HD (High Definition)
- 7-2: WABC Plus
- 7-3: WABC Eyewitness News Now

** Click for Info on Tuning In on Cable



You're watching "Eyewitness News Now"

This is the place for 24/7 weather reports, news headlines, and LIVE streaming video of breaking news events. We are streaming our digital Eyewitness News and Accu-Weather channel, "Eyewitness News Now," here all day, every day.

When there is breaking news, you can come here for live coverage from our news team.

If you are not seeing our Accu-Weather forecast, then we are currently streaming a breaking news event.

TV News

- Want to get into the news game even more directly?
 - CNN's Rick Sanchez tweets
 - Anderson Cooper blogs live during commercial breaks on his two-hour nightly newscast



Live Blog from the Anchor Desk 11/06/09

Posted: 09:45 PM ET

[Share](#) | [Permalink](#) | [395 Comments](#) | [Add a comment](#)

Tonight we have the latest developments on the attack at Fort Hood, Texas. Plus, Anderson's one-on-one interview with Oprah Winfrey on her [book club selection](#) and more.

Want to know what else we're covering?
Read EVENING BUZZ

Scroll down to join the live chat during the program. It's your chance to share your thoughts on tonight's headlines. Keep in mind, you have a



ANALOG-DIGITAL WARS

TV News: What it All Means?

- Implications to PR practitioners
 - As TV ad revenue drops, newsrooms do more with less
 - More programming but less time/budget to produce original packages
 - Reporters and anchors pull more air-time, cable, mobile, digital, blog, tweet
 - Prepping easy to cover stories with guests packaged more likely to get covered than investigative, long-form news
 - Diversity in media outlets and forms means more chances to impact local news (though smaller audiences)

TV News: What it All Means?

- Implications to PR practitioners
 - In many cases, easier for clients and brands to join the conversation directly with anchor/news team (bypassing assignment editor/producer)
 - Digital video can go viral: picked up directly off YouTube and web onto news casts and vice-versa
 - Consumers/PR people can upload/email video footage to newsrooms

Out-of-home Media

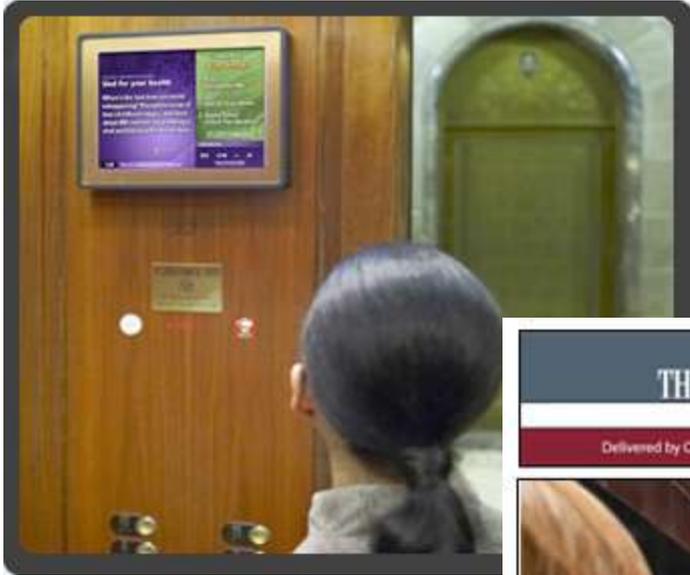


Out-of-home Media

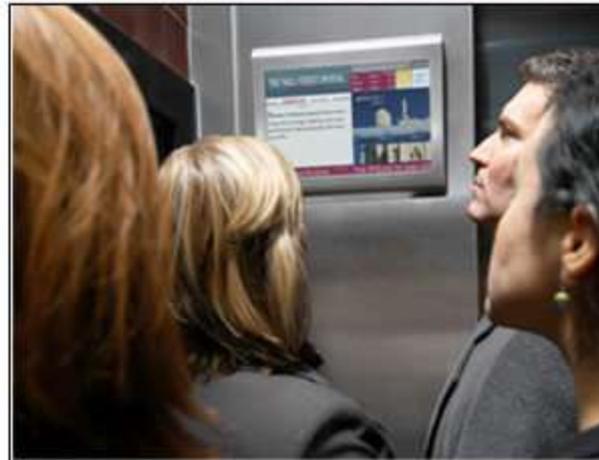


Building displays;
billboards with refreshable
content

Out-of-home Media



Elevator and office building networks



Out-of-home Media



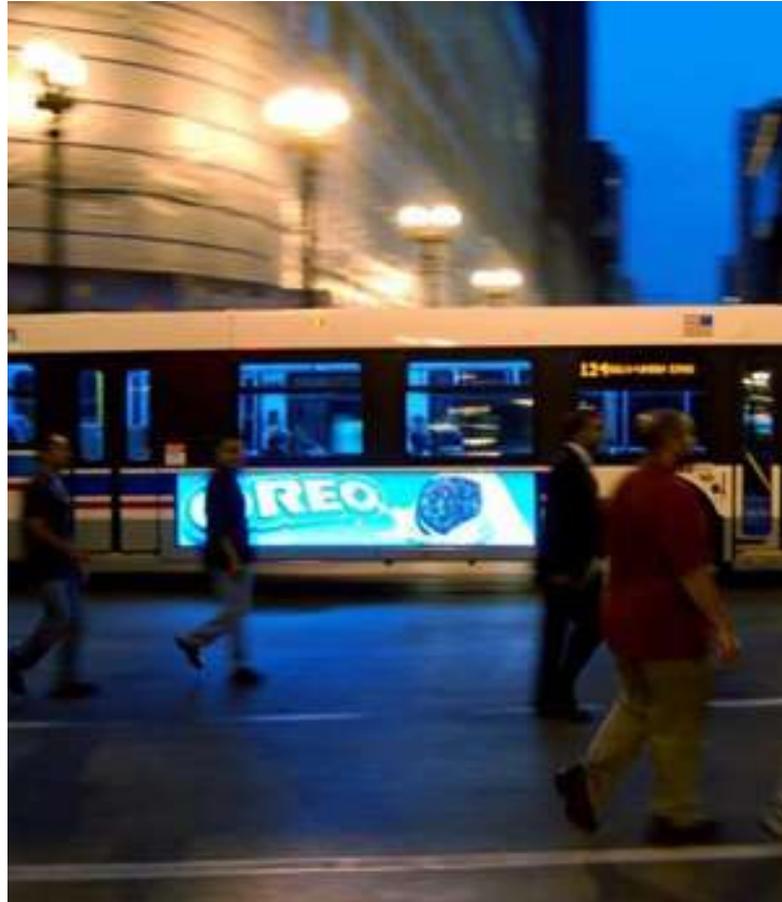
Digital juke boxes

Shopping
malls
networks



Out-of-home Media

Digital
billboards
on buses
and trains



Out-of-home: What Does it All Mean?

- Implications to PR practitioners
 - Pitch the new and emerging digital networks for community news/news-you-can use for your company/client's messages; calendar listings
 - Try pitching the new networks on PSA or discounted rates for non-profits
 - Paid placement can supplement a PR campaign given the speed of ad deployment and precise targeting options
 - Look for new forms and deployments; be creative in approaching network owners who are looking to differentiate themselves

What Does It All Mean to the PR Industry?

- What has the analog-digital war meant to your company or agency?
- Have you embraced the new technologies and media realities to your company/client's advantage?
- What's coming next and is the PR industry in a position to leverage it?

- Questions? Comments?

Analog-Digital Wars

For more information, contact:

Henry Feintuch

henry@feintuchpr.com

212-808-4901

Susan Dingethal

dingethal@aol.com

206-619-0593

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room*