

Vocus Webinar Highlights: State of the Media

4 major types of media:

- 1) Magazines
- 2) Newspapers
- 3) Television
- 4) Radio

Magazines

- 1126 Magazines closed in 2009
- Many of these aforementioned magazines had 1Million plus circulation
- 600 + editorial staffs out of work
- There was a growth and future for growth in sales and marketing positions
- Growth is projected in niche publications with regard to online trade and association publications
- On-line magazines will continue to launch into 2010 but may have trouble sustaining the 3-5 launch period that print magazines have to sustain to be successful
- Drastic rise in on-line content, especially “on-demand” content such as iPhone Apps
- Users, not editors will be driving content rather than editors, editors should look to see what users are searching most for, know what information they want immediately, regardless of timelines (i.e. printing summer wear if that’s what’s being searched for most in the winter in a winter publication)
- Editors have to focus more on what the users are looking for rather than the agenda the editor wants to push

Newspapers

- 293 newspapers folded in 2009
- 45 new newspapers launched in 2009, but about 1/5th of those were web-first print second
- 230 weekly publications closed
- Newspapers that are slow to adapt to new media will not succeed
 - Online media became a new way that newspapers were “breaking” stories, first online then in print
- See more and more content sharing between Newspaper organizations in an effort to cut costs, but competition will still be prevalent in online media markets (i.e. blogs, etc.)
- Major analysis to take away from magazines and newspapers is that there will be more opportunities in niche markets, especially online

Television

- 100 plus stations affected by bankruptcies
- Role of the reporter is expanding to not include traditional reporting but creating web content, filming own stories, etc.
- TV stations are pooling their resources and working together to share content and news footage

- Seeing fewer and fewer “newscasts” and more “talk-show” type interview programming that people are using to spread their message
- Stations are covering more “hard” news because it is cheaper, getting “soft news” costs the stations money and more resources, so it will be harder in 2010 to get stations to report on “your stories”
- Pitch non-typical formats for spreading your message
- If video is edited to TV professional quality it is more likely to get used b/c it saves the station time, resources, money, etc.
- Getting to know the people at the “assignment” desk will be an important way to make sure “your” message “wins” out and gets posted, broadcast, etc.

Radio

- Revenue is down 10-20% for radio stations
- 10,000 plus jobs lost since 2008
- Local stations are running more nationally syndicated programming to save money
- Streaming media, iPods, MP3 players becoming more prevalent
- 77% of Americans are still listening to traditional broadcast radio (AM/FM)
- Streaming live shows through your website and links to previous radio material on your website will be popular in 2010
- 2010 may see more joint ventures between print and radio