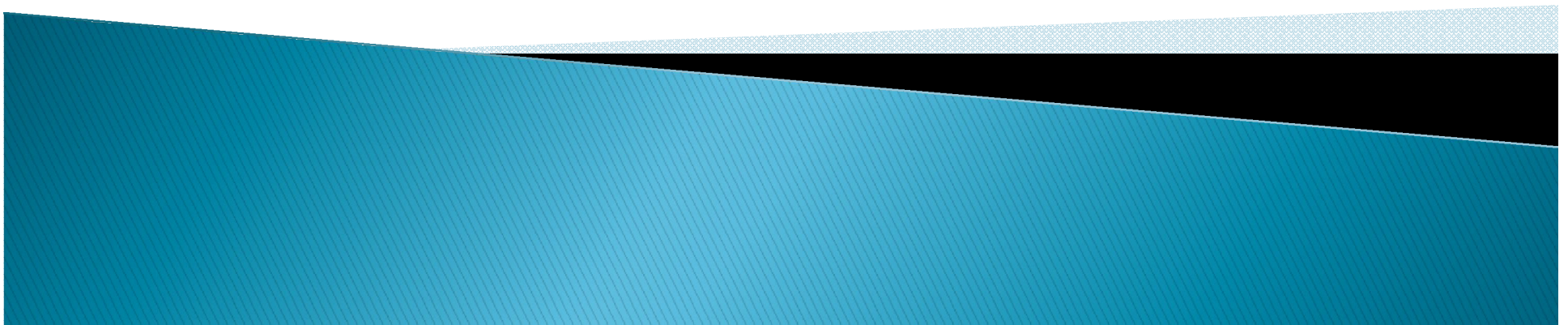


The Future Of Print Journalism: Internet Technology And The 21st Century Newspaper In Kenya

Authors

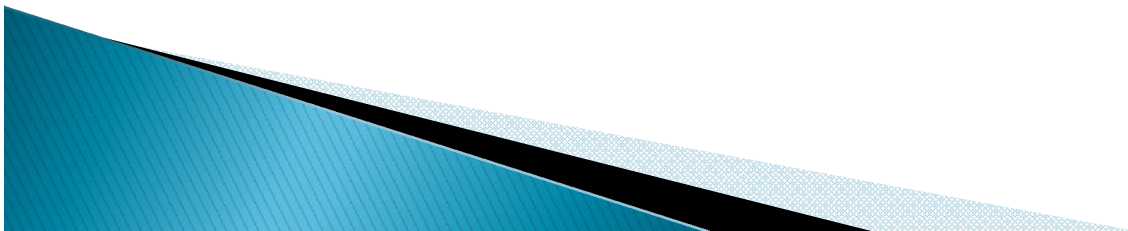
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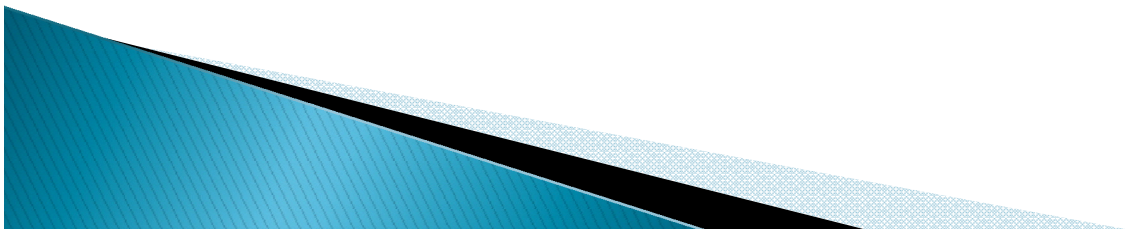
Introduction

- ▶ Print journalism: broadcasting of information and facts collected by journalists via newspapers and magazines and produced in a press
- ▶ Print journalism is loosing its footing and most organisations that depend on print journalism are diversifying to other platforms of journalism



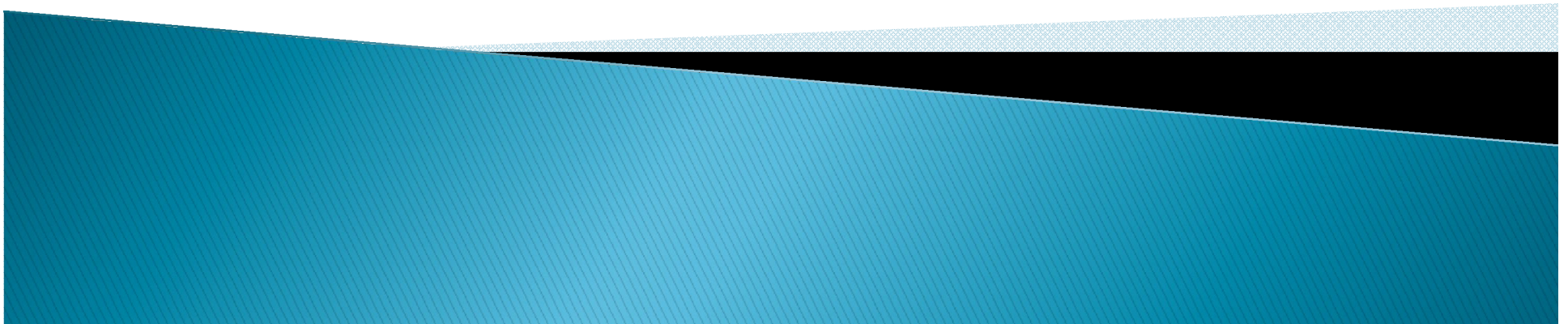
Understanding newspaper

- ▶ Weber (2006), newspaper is a scheduled publication and contains news of current events, informative articles, editorials, advertisements and current diverse features.
- ▶ Newspapers generally publish stories on local and national political events, personalities, crime, entertainment, business, sports and society.



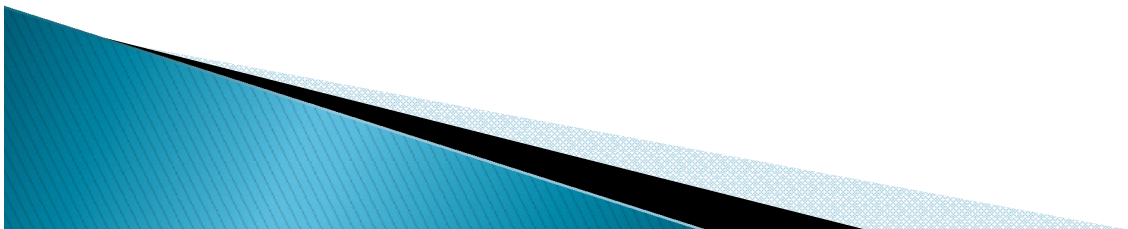
Categories of Newspapers

- ▶ Daily newspaper
- ▶ Weekly
- ▶ National
- ▶ International
- ▶ Online
- ▶ Digital
- ▶ Customized



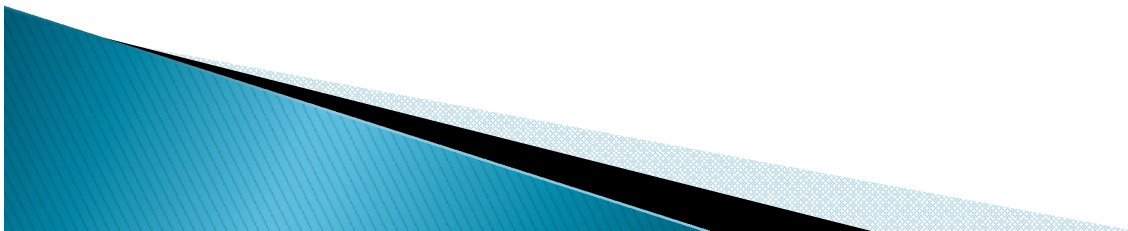
History of print newspaper in Britain

- ▶ The prospects of the dying of the print prompted big companies to feel insecure and sell out their companies in Britain.
- ▶ From 2001 to 2007, a lot of buying, acquisition and mergers of press happened marking the peak of commercialization of press and economic success.
- ▶ In April 2011, due to a sustained campaign by the industry, a revised Local Authority Publicity Code came into effect to crack down on council newspapers.




History of print newspaper in America

- ▶ Publishers arrested and charged with seditious libel
- ▶ The stamp tax, which had the effect of raising the price of newspapers to the point where the poorer classes could not afford to buy them (Blanchard, 1998).

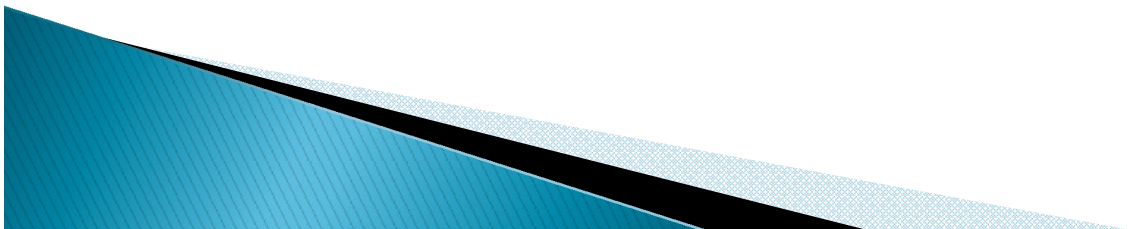


History of print newspaper in Kenya

- ▶ Suffered state control under Moi and his one-party state, which was written into the constitution in 1982.
 - ▶ Clampdown on journalists that led to arrests and imprisonment
 - ▶ In May 2002, there was a new unpopular media bill that required publishers to purchase a bond for one million shillings (*Kenya Union of Journalists, 2012*).
 - ▶ In February 2006, the *Standard Newspaper* was attacked by the state
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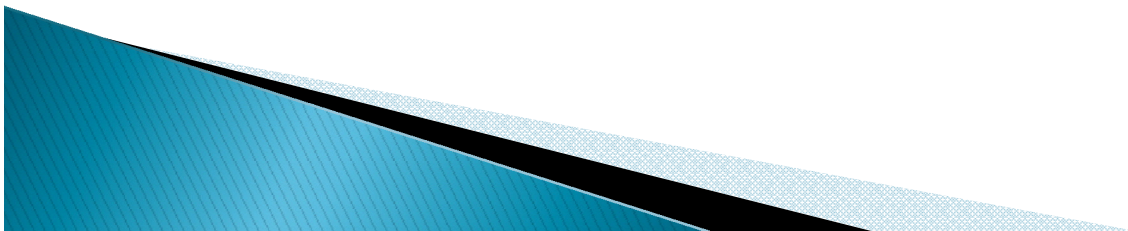
Print journalism resilience

- ▶ The above brief history of the print newspaper in three different countries gives us a different view of the media.
- ▶ It is clear that although some challenges came, they left them surviving and sometimes, the attempt to suppress the press made them stronger than before leading to unprecedented success.
- ▶ Was this the case with the technological change that saw the forceful emergence of the new media?



The recent collapses and bankruptcies of print and online forms

- ▶ In the US, between 1940 and 2011 there is a decline of daily newspapers from 1878 to 1382 (Bruder, 2012).
- ▶ The recent collapse of a Kenyan promising online newspaper raises more concern of the ability of an online newspaper to survive. Hivisasa.com was an online county based newspaper headquartered in Nairobi and was providing breaking news for some counties in Kenya.

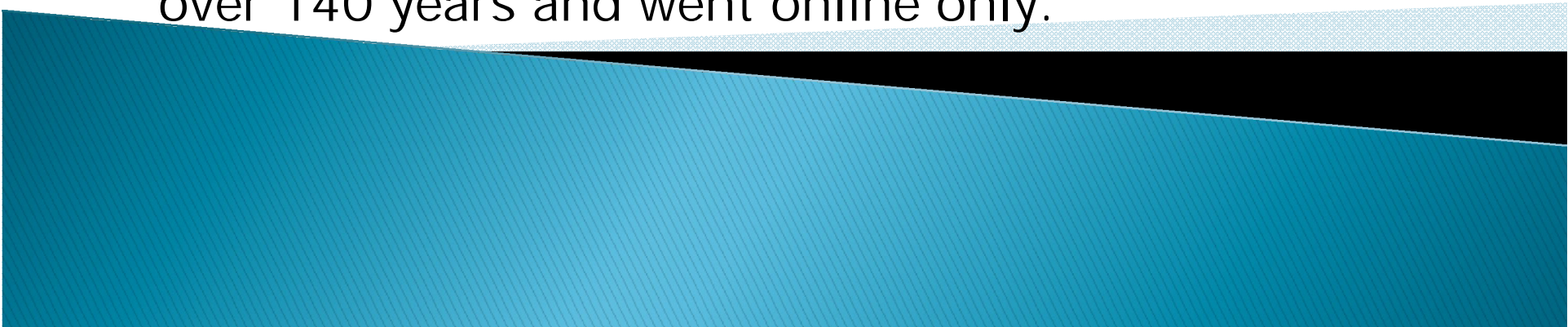


The recent collapses and bankruptcies of print and online forms

- ▶ Wall Street March 9th, 2009, list of ten major daily newspapers closing or shifting their publishing from print to online only in the US
- ▶ The Philadelphia Daily News
- ▶ The Minneapolis Star Tribune
- ▶ The Miami Herald
- ▶ The Detroit News
- ▶ The Boston Globe
- ▶ The San Francisco Chronicle
- ▶ The Chicago Sun-Times
- ▶ The New York Daily News
- ▶ The Fort worth Star-Telegram

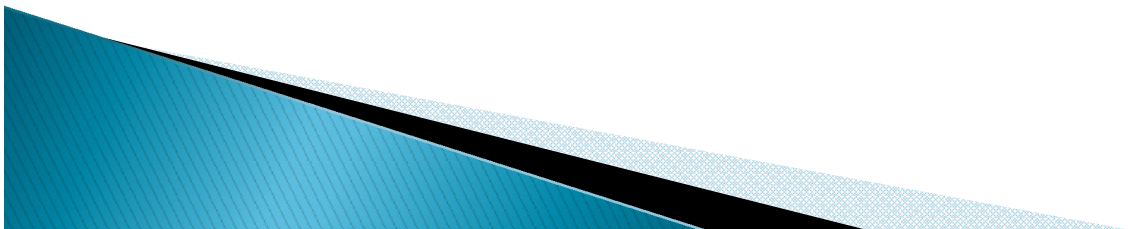


Online and digital newspapers


- ▶ All printed newspapers have online and or digital editions depending on the country.
 - ▶ Some may be regulated by journalism organizations such as the Press Complaints Commission in the United Kingdom (Weber, 2006).
 - ▶ According to *Willings Press Guide* (2010), some publishers have completely abandoned print publication such as the *Seattle Post-Intelligencer* and *Southport Reporter* in the UK.
 - ▶ These two stopped publishing in March 2009 after over 140 years and went online only.
- 

The challenges new media poses to print newspaper

- ▶ In the late 1990s news became available in 24 hour television channels and the wake of internet
- ▶ Since then, the subscribed circulation has plummeted and the advertising revenue, shifting from print to the new media (Clifford, 2008)
- ▶ Between 1990 and 2010, most newspaper publication sales in Kenya, Britain and the United States have decreased due to internet

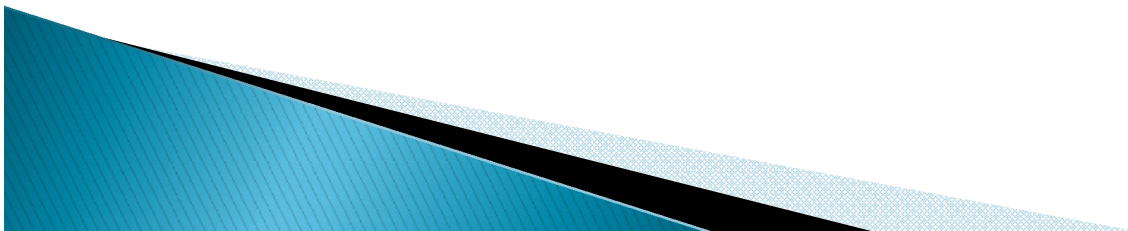


Newspapers continue to thrive?

- ▶ There was a debate between 1990 and 2010 as to the future of the newspaper.
 - ▶ Most scholars argued that the newspaper and print journalism in general was collapsing
 - ▶ However, newspapers are thriving in Kenya and in fact, more are being established
 - ▶ Cheaper printing, distribution, increased literacy, and growing middle class have contributed immensely to the adoption of electronic media and thus newspapers continue to grow.
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The future of print journalism

- ▶ The industry has faced decline in the sales of the newsprint, advertisement sales, loss of much of classified advertising and precipitous drops in circulation.
- ▶ Recently, there has been a rise in the number of newspapers faced with closure, bankruptcy and severe cutback
- ▶ In the United States, the industry has laid off a fifth of its journalists since 2001 (Bellis, 2012).



The future of print journalism


The future of print journalism is problematic to predict

As the revenue of most newspapers decrease, stiff competition from internet media has challenged and limited the space for older print publishers (Plambeck, 2010)

Print journalism will have to be creative to survive



Conclusion and Recommendation

- ▶ Ensure content fills the gaps left by the new media and the broadcast media
 - ▶ Create a competitive brand
 - ▶ Encourage and instill the reading culture
 - ▶ Find alternative ways of generating income
 - ▶ Converge with other media
 - ▶ More human interest content and deliver credible content to target groups in the society
 - ▶ Adopt other services for generating revenue
 - ▶ Operating both online, digital and print
- 

END

“ If you cant beat them join them”

THANK YOU

