

# The Almagest

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“DON'T WATCH THE CLOCK. DO WHAT IT DOES. KEEP GOING.” - Sam Levenson

## Print publications hold on despite cuts

**Malvya Chintakindi**  
STAFF WRITER

With 10,000 newspaper jobs lost since 2009, use of non-traditional methods to acquire news concerns print journalists and many who rely on newspapers for employment.

Gatehouse Media cut 10.5% of its workforce since Jan 2009 and cut pay 7%-15% for the rest of its employees while Gannett Co. Inc. forced most of its employees to take two weeks of unpaid leave since 2009.

The annual newsroom census from the American Society of News Editors indicates that photographers, along with other visual journalists, represent the category of newsroom staffers who were hit hardest by the numerous rounds of job cuts in 2013. They cite new technologies and economic realities as the main reason behind it.

Online and digital news consumption continues to increase with people getting news on cell phones, tablets or other mobile platforms. Change in the news environment has been evident since the rise of social networking sites. The percentage of Americans saying they saw news or news headlines on a social networking site has doubled from 9% to 19% since 2010.

At the same time, it is not assured if users of social networking sites use a particular source consistently for their information. According to PEW Research Center, See PRINT, pg. 2

## Is print journalism facing the end?

**Emily Wright**  
STAFF WRITER

The sun seems to be setting on print journalism, but that does not mean it will be a short sunset.

A journalism panel discussed the future of newspapers and print journalism Monday at 6 o'clock on the third floor of Bronson Hall on the LSU Shreveport campus. The event was co-sponsored by the Public Relations Student Organization (PRSO) and Lambda Pi Eta, the communication honor society. Students and faculty were enlightened by information from local journalists concerning their thoughts about the rise in the digital platform over the decline in print newspapers.

Devin White, editor of Shreveport Bossier (SB) Magazine and a former executive editor of the LSUS Almagest, stated that the future of newspaper print is the online platform. The Shreveport Bossier (SB) Magazine, she said, is a monthly publication that is geared toward women, but the task of shifting content to an online format is slowly, but surely, happening.

“We do want to have an online presence where we do have fresh content every day,” White said. “So that’s what we’re focusing on for 2015, because while we’re doing well as a print publication, there’s opportunities that can be missed online.”

Large print publications may be losing its limelight to digital technology, but there are still needs for local communities to have specialized information about the area in which they live.

“I believe that the future of print journalism is going to be with small community papers,” White said.

White mentioned that if a person wants national news, there are many places to find that information, but if a person wants local news, journalists in that community deliver that particular news.



Photo by Chris Rebouche

From left to right: Adam Duvernay, Scott Anderson, Devin White, Mike Whitehead, and Casey Ardoin

“There’s still a foundational need for good reporting. Good reporting makes good stories,” said Mike Whitehead, publisher of Shreveport Bossier (SB) Magazine and former executive editor at The Shreveport Times.

An article on the Forbes website, “Print is Dead? Not so Fast,” explains that even though print journalism is on decline, there are still many advantages to traditional, hold-in-your-hands, newspapers.

The article states that the increasing usage and dependence on technology has surpassed print due to the convenience of unlimited space and financial ease, but that print should not be overlooked.

John P. David posted an article on The Huffington Post website entitled, “Is Print Really Dead,” where he explores various newspaper outlets and their publishing of newspapers and magazines.

David states that after Newsweek stopped publication of its weekly magazine for more than a year, new owners of the magazine company decided to bring back the traditional magazine. David states that because the weekly magazine will be financed by subscription costs, there is reason to believe that the Newsweek publishers and subscribers still enjoy the physicality of the print magazine.

He goes on to say that Erik Jensen, the editor of a recent Australian publication, The Saturday Paper, believes in print journalism

in that the process of obtaining the physical newspaper and turning its pages. Jensen says the entire concept of holding the paper and viewing the material is what makes newspapers the great place to read journalism. He also believes that physical newspapers are more enjoyable for readers to gather news, rather than online news stories.

Additionally, Paul Gillin, writer for the Newspaper Death Watch, states that in 2013 there was a two-percentage point increase in newspaper revenue across the world. Gillin states that growing economies in Asia and Latin America have contributed to the rise in newspaper readers.

He also says that in Asia, revenue from advertising in newspapers have risen slightly, as well as the dissemination of the print newspapers increasing at approximately six percent over the last five years. Gillin says that Latin America is seeing great prosperity in advertising revenues at 50 percent from print newspapers and an increase of approximately six percent in print circulation in the last five years.

However, Gillin explains that European countries experienced a decrease in newspaper dissemination of approximately five percent in the last year and 10 percent in the last five years. Revenues from advertising have dropped significantly as well. The advancement of technology served as the culprit in the decline of print newspapers and its finances.



Photo by Emily Wright

Is the print journalism industry dying?

## Local journalism targets online

**Malvya Chintakindi**  
STAFF WRITER

The future of journalism was discussed by a five local journalist panel in the presence of MCOM students on 29th September at 6:00 pm in Bronson Hall 336 at LSUS.

Many newspapers have been looking at making new applications or websites in order to cater to the information needs of the public. There is a gradual shift of resources and reporting style.

“Print publications really have to focus on getting readers the information on their mobile devices, people expect that. The shift here is that we are taking resources that would have previously gone to print and shifting them into the digital age where reporters take their own photos or video or use I-phones for reporting,” said Casey Ardoin, engagement editor at The Shreveport Times.

Online presence of print publications seemed to be the new dimension where journalism’s future is headed. With the advent of different ways to acquire information, local newspapers in Shreveport also seem to be welcoming that concept.

“You will be hard pressed to find a publication in this country that isn’t looking to expand its exposure online. You have it in New Orleans Times who are willing drop more than half of their weekly printing of the newspaper to focus more on the digital aspect of it. We are also shifting our resources that we are putting into print for new online packages and the whole Shreveport Times website got a new revamp,” said Adam Duvernay, business editor at The Shreveport Times.

Even for a financially healthy SB Magazine, their 2015

goal is to blow up their website and start over for more exposure. They believe that the future of print journalism is in the hand of small community papers.

“Being a monthly, we are not a place where people go for hard news, we focus on features and our target audience is women. We do want to have online presence where we do have fresh content every day. While we are doing well in print publication, there are opportunities we can hit online. So we want to focus on that,” said Devin White, executive editor of SB Magazine.

But, there are plenty options for branding individual journalists in the new age through working independently through blogging or writing different articles. Social media is the powerful tool at hand.

“Social media is important and if you aren’t tapping into it, you should,” said Ardoin.

When the MCOM students asked about the change of structure in news and regarding long or short forms, they all emphasized that though their platforms are changing, the structure is not and that Inverted Pyramid style of writing is the best way to approach a hard news story.

“There’s always a need for good foundation for reporting. Good reporting makes good stories,” said Mike Whitehead, publisher of SB Magazine.

They encouraged students to develop their skill set in various areas rather than sticking to just one aspect of journalism. Talking about the pay in the field, work satisfaction is everything.

“You got to be willing to be poor to do good work sometimes,” said Duvernay.

Refreshments were served after the event followed by a brief one-on-one talk with the students.





### Editorial Policy

The information presented in this publication by no means reflects the opinions of the administration or staff of LSUS. *The Almagest* seeks to provide information for the LSUS campus and community; to involve students, faculty and staff; and to provide a public forum for ideas as guaranteed in the First Amendment of the Constitution. Comments and complaints are welcome and should be addressed to the editor. They must be accompanied by your full name and e-mail address.

### Letters Policy

Letters to the editor are encouraged. However, the staff reserves the right to edit letters for clarity, length, and content. Any letter submitted by a club or organization must be signed by all members of the group or by the group's president. Letters should be e-mailed or submitted to the *Almagest* office, BH 344, by 5 p.m. on the Friday preceding the Thursday publication date. Please type the letter and include your classification and major. *The Almagest* reserves the right not to publish submitted materials. Obscene, libelous and anonymous letters will not be printed.

### Retractions

According to the Merriam-Webster Dictionary, a retraction is a public statement, either in print, or by verbal statement that is made to correct a previously made statement that was incorrect, invalid, or in error. The intent of a public retraction is to correct any incorrect information. *The Almagest* holds all rights if deemed necessary to retract such statements made, and shall, at will. Retraction notices should be made by e-mail or phone.



# The "Success" of Newspaper Next

## An Almagest at LSUS Editorial

**Corey Drummond**  
PRINT EDITOR

Newspaper Next (N2) was a report published in 2006 by the American Press Institute as a call to action for print publications to change their ways. It is still debated whether it had any kind of impact on the journalism industry.

It details ways to prevent the collapse of print journalism and claims publications must change to stave off extinction.

The design was meant to be drastic in changing the way news was presented for print publications, but practical about how it could be done and cheap enough to be viable. The official budget reported by N2 needed to accomplish the necessary change was \$2 million.

Editors, journalists, and publications began attempting to experiment with new ways of providing news following an aggressive campaign by the API to get the word out about N2. It did not have any notable effect on the industry for a few reasons.

Possible reasoning for N2's assumed failure in properly instructing publishers how to adapt to the changing environment was its exclusion of major future game changers.

According to Justin Ellis of the Nieman Lab, the day before N2 published, Facebook became available to the public, instead of a handful of schools. Earlier in the year, Steve Jobs unveiled the iPhone and Twitter was established. In the 98-page report, the word "mobile" is mentioned five times, social networking is mentioned four times, and Facebook is only mentioned once.

N2 can't really be faulted for recognizing these as potential disruptors of the status quo. A little more time could have allowed N2 to be more

relevant.

Two years after the report's publication came the massive print journalism crash of 2008. The industry faced the largest revenue deficiency in its existence. Ellis reports the statistics of the crash.

Ad revenue fell by 16.6 percent in 2008 to \$37.8 billion; revenue off classifieds dropped by almost 30 percent to \$9.9 billion. Circulation numbers were also plummeting. The end of 2008 through the beginning of 2009, daily circulation dropped 7.1 percent from the previous year. Rounding out the worst of the statistics: an estimated 16,000 journalists lost their jobs through layoffs or buyouts.

In the middle of this chaos, Ellis continues, the API published Newspaper Next 2.0 as a continuation of its plan to save print journalism. However, publications were in a state of lockdown with the falling revenue. Instead of attempting to change and adapt, their focus became survival.

Newspaper Next 2.0 was quickly forgotten.

Some journalists believe that N2 is responsible for the resurgence of adapting and changing following the crash of 2008. The recent focus in online publishing and exploring the usefulness of mobile phones and social networking are attributed in N2's awareness campaign of the death of print.

Devin White, editor of SB Magazine and former editor of the *Almagest*, noted how SB developed its platform with print being the priority.

"SB Magazine is very healthy financially as a magazine. Now that the print piece is healthy, we can revamp the online publication," White said.

Adam Duvernay, writer for the Shreveport Times, said that most publications have or wanted to shift to stay relevant. The Times publication did a complete revamp. However, he doesn't feel like print is in any danger. According to Duvernay, print journalism will dilute down until it exists in a new form, in a new space.



Photo by Emily Wright

PRINT cont.

83% of Twitter users ever see news on Twitter and 26% saw news on a daily basis, both percentages up considerably from two years ago.

As new devices and apps for reading news freely come up in the market, not many readers prefer the physical hard copy of a printed newspaper. Currently, 55% of regular New York Times readers say they read the paper mostly on a computer or mobile device, as do 48% of regular USA Today and 44% of Wall Street Journal readers.

By contrast, most readers of such magazines as *Harpers*, the *Atlantic* and the *New Yorker* still read them in print. But even for these magazines, nearly a quarter of regular readers say they read them mostly on a computer or digital device.

It appears that readership of newspapers changes demographically depending on tastes and preferences of people. American media companies have launched a number of ventures aimed at the growing Hispanic demographic. PEW Research center's report released in 2014 cited this as a reason for optimism with regard to a future in journalism and that print journalism will remain effective due to economic reasons.

But, print publishers are also optimistic about their growth despite the many challenges they have to face.

According to Journalism expert, Tony Rogers, even in the age of digital media, most newspapers still get the lion's share of their revenue as much as 90 percent in some cases from printed display ads. Digital revenue hasn't come close to replacing print, primarily because most people ignore online ads. Even though publishers are making efforts to develop new digital products, many are still counting on print to continue to play a significant role in future success.

## Around the Campus

### Student Events

The Pioneer Heritage Center on the campus of LSUS will hold the 18th annual Pioneer Day on Saturday, October 11, from 10:00 am – 4:00 pm.

Started in 1996 as an independent study project, Pioneer Day was established as a way to create an awareness of the LSUS Pioneer Heritage Center, which offers tours to the public.

From that small first event it has grown by leaps and bounds, now offering a showcase for local folklife groups, individuals and living historians.

During your visit, you can visit seven different historic buildings and see folklife demonstrations like: blacksmithing, quilting, and chair caning.

Visitors will learn about Louisiana native plants and animals and Caddo Indian tools, see living historians and much more.

For more information, please contact Marty Young at [Marty.Young@lsus.edu](mailto:Marty.Young@lsus.edu), or 318-797-5339. All proceeds go toward future restoration projects at the Pioneer Heritage Center.

On Monday, October 6 will be the CoffeeHouse Artist hosted by the Student Activities Board in the UC Port at 11 a.m.

Also hosted by the SAB is the Evening with Students event the following day. On Tuesday, October 7, join the SAB in the UC Port at 7 p.m. for a night of entertainment and free food.

### Campus News

The Bossier Arts Council (BAC) is currently accepting applications from individuals wishing to gain hands on experience through both paid and unpaid internships. These internships will focus in a variety of disciplines/duties including but not limited to the following:

- ? Graphic Design
- ? Non-profit Administration
- ? Education
- ? Technical Theatre
- ? Gallery Management
- ? Accounting
- ? Promotions/Marketing
- ? Technical Writing/Grant Writing

Those interested in applying should drop off a resume, cover letter, and fill out an application at Bossier Arts Council located at 630 Barksdale Blvd., Bossier City, Louisiana.

The Bossier Arts Council is a 501 c-3 non profit whose mission is to promote, support, and provide cultural events and programming in order to enhance the quality of life and to develop a cultural identity for Bossier Parish. To learn more about BAC and their programs visit their website at [www.bossierarts.org](http://www.bossierarts.org), their blog at [www.bossierarts.blogspot.com](http://www.bossierarts.blogspot.com), or call 318-741-8310.



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