

# THE DECLINE OF THE TRADITIONAL MEDIA

## Introduction

### Focus

The traditional media—newspapers, radio, and television—are in deep trouble. A combination of decreasing advertising revenues heightened by the recession and the rise of the Internet are having a dramatic effect. Newspapers and radio and television stations are closing; the size of many publications is shrinking; programming is being cut. This *News in Review* segment looks at the problems of the traditional media and the promise of the new.

### Quote

“The traditional newspaper still offers some technological advantages over its online competitors. You can read it on the bus. Its pages can rank stories by importance more effectively than a Web page can. It’s easier to read. The old and new technologies will co-exist for a number of years yet. But not forever. And during the transition, some newspapers will report their own demise.” — John Ibbitson, *The Globe and Mail* (July 9, 2008)

These are both good and bad times to be working in the traditional media.

On the plus side: The Internet and other new media have opened up more audiences for journalism. Many newspapers now have online divisions with a readership 10 or more times what they have in print. Radio stations are streamed on the World Wide Web and distribute many of their programs by podcasting. Television networks provide entire programs for viewing online.

On the negative side: Newspapers across North America are dealing with a shrinking readership and declining advertising revenues. As a result, several major newspapers have gone out of business or are in bankruptcy protection. Radio stations have seen advertising revenues plummet and have been shedding employees in record numbers. Even the major television networks are in trouble and are closing or selling their smaller stations and cutting back their local programming. The CBC, for example, is facing massive cutbacks in both its radio and television divisions, in both official languages.

The fundamental problem for most of the traditional media is easy to describe. Even though newspapers, radio, and television have been diligent and effective in finding ways to use the new media, they haven’t done very well at finding a way to make them pay.

Internet users tend to believe that all information should be free, and this has meant that, no matter how successful the media Web site, it’s not making the

owners any money. Users are reluctant to fund the Web sites through subscription. And while advertising rates on the Internet have skyrocketed in recent years, dollar amounts don’t even come close to the revenues lost by traditional newspapers, radio, and television.

Can the traditional media be saved? Should we try to save them? These are difficult questions to answer. Most pundits seem to believe that the days of the print newspaper, in particular, are numbered. Radio seems well adapted to serve regional and fragmented audiences—but satellite radio as a subscription service has had limited success. Many television specialty channels are reaping record revenues, but network television desperately needs additional sources of funds to survive.

What almost everyone agrees on, however, is the need to ensure the survival of intelligent, responsible journalism. As Bill Phillips wrote in the *Prince George Free Press* (B.C.) (March 17, 2009): “Readers now have a million different ways to access the news and are more discerning about what they want to read. Whether delivered online through a Web site, social network, Twitter, or to a mobile phone, or via newsprint delivered to your door, the thirst for good quality news content remains the same. Yes, the business model of newspapers is changing, and those that survive will be the ones that keep the delivery of good, quality content at the forefront.”

## Before Viewing the Video

Quickly poll the class:

- How many students regularly read a newspaper (even in part)?
- How many students’ families have home delivery of a newspaper?
- How many watch a major news broadcast on a regular basis (local or national)?
- What major news stories can you and your classmates identify as taking place in Canada currently or in the recent past? Where did you get the information you have about these stories?

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## Video Review

### Update

As this issue of *News in Review* was being prepared, Shaw Communications announced that it had bought three small local television stations from CTVglobemedia for the princely sum of \$3. Why do you think that the price for the television stations was so low?

Note that Part I is for all viewers while Part II is intended for more senior viewers.

### Part I

Answer the questions in the spaces provided.

1. What are the two things Carla Robinson identifies as currently causing problems for the traditional media?

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2. How much advertising revenue has the CBC lost recently? \_\_\_\_\_

3. How many layoffs is the CBC planning in the coming year? \_\_\_\_\_

4. How do the major Canadian television networks want to boost their revenue?

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5. Who will ultimately pay for any fee-for-carriage measures approved by the CRTC?

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6. According to the Pew Research Centre, what happened for the first time in 2008?

7. How does Alfred Hermida describe the way people are now "coming across information"?

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8. Amy Webb says that people "might like the look and feel of a newspaper," but they're really only after one thing. What is it?

9. John Cruickshank (*Toronto Star*) says that what is great about newspapers is what they create. What does he say they create?

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10. According to Sven Birkerts, what group of readers is currently keeping newspapers afloat?

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## Part II – For Discussion

You may wish to view the video for a second time before discussing these questions.

1. During the video, Amy Webb is quoted as follows: “The media is changing every day and it’s changing because of social media, changing because of mobile phones and it will continue to change.” Can you give any examples of how you and your friends use social media (Facebook, Twitter etc.) to create and/or publish news?
2. Without fee-for-carriage assistance, at least one of the major Canadian networks may not survive its financial crisis. Do you think the CRTC should approve fee-for-carriage for the CBC, CTV, and Global?
3. John Cruickshank talks about the newspaper creating community when a million people sit and read the same article or the same editorial (he has referred to it as “having a common conversation”). Do you think that the new technologies of the Internet can promote this “common conversation” in the same way and on the same scale that a newspaper can? Why or why not?

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## *The Casualties*

### **Did you know . . .**

The closing and reduction in size of newspapers has had a major effect on paper manufacturers. Abitibi Bowater Inc., a Canadian corporation that is the world's largest manufacturer of newsprint, has been forced to seek bankruptcy protection because of a huge drop in sales.

A combination of factors leading to a huge decrease in advertising revenue is having a devastating effect on the traditional media in North America.

Newspapers, television, and radio are all losing money. The current recession is a major factor in these losses. Consumer reluctance to commit to major purchases means that companies are not generating the cash to invest in advertising.

Automobile advertising is one of the more extreme examples of this development. With major corporations like General Motors and Chrysler facing bankruptcy protection, automobile advertising declined by 50 per cent over the last year. Automobile advertising has long been a major source of income for both print and non-print media, and both are feeling the effects of this loss of revenue. The year 2008 is the first time in five decades that television advertising in the U.S. has actually declined. Much of that decline is due to the loss of automobile advertising.

Canadian media corporations have been only a little slower in feeling the effects of declining advertising revenues. The conventional television networks, especially CTV and Global, actually saw a small revenue increase in their 2007-2008 fiscal year. But by February 2009, both networks were already making plans to close some of their smaller stations.

### **Newspapers in Trouble**

Problems in the U.S. newspaper industry have been evident for some time.

Newspapers have been losing readers (especially younger readers) to other media sources (especially those on the Internet) for some time. As readership declined, so did advertising revenue. Even before the recession, companies

were reluctant to commit their advertising budgets to a medium that was no longer always reaching its target audience.

Another factor in declining advertising revenues is the rise of craigslist ([www.craigslist.org/about/cities](http://www.craigslist.org/about/cities)) as a leading source of classified ads for 50 million users per month. People who advertise on craigslist reach far more potential customers than they ever might from a single purchased newspaper ad.

It is also much cheaper to place a regular Internet ad with a major player like Google or Yahoo, potentially reaching millions of users, than it is to place a similar ad in any major North American paper. For corporations with limited advertising budgets, using the Internet seems a much more cost-effective solution.

The result has been the loss of thousands of jobs in the newspaper industry. Over the last year, every major Canadian newspaper organization has seen significant layoffs. Several major newspapers stopped publication completely (see sidebar on the next page). Other newspapers, like the *Christian Science Monitor*, one of the most important newspapers in the U.S., have transformed themselves into versions available only on the Internet.

### **Network Television in Crisis**

Television networks have also been affected by the loss of advertising revenue. But major networks also face another problem. Unlike the specialty channels that now make up the bulk of many people's television viewing, the networks receive no payment whatsoever from the cable and satellite services that deliver their programs into people's

homes. In Canada this includes the big three: CTV, Canwest Global, and the CBC.

CTV and Global have been making repeated attempts to change this situation. They have asked the Canadian Radio-television and Telecommunications Commission (CRTC – [www.crtc.gc.ca](http://www.crtc.gc.ca)) to require cable carriers to provide a basic amount (about 50 cents per subscriber) to the originating networks. To date, the CRTC has declined to do so, insisting that the broadcasters have yet to make a convincing case for doing so.

Both CTV and Global are also attempting to convince the CRTC to change its regulations requiring them to

provide many hours of local (and more expensive) content on their smaller stations.

It is the smaller centres that will suffer most, no matter what the CRTC decision. Both CTV and Global have already announced that they will be closing stations in some of their smaller cities. If their request is not met, they will be forced to close even more. In smaller markets, like Regina, Global is now required to broadcast nine hours of local programming per week; in larger markets, like Vancouver, the requirement is more than 42 hours per week. Global wants the requirement cut to 10 hours in markets of more than one million and five hours in smaller markets.

## For Discussion

The trend seems clear: more closings of local newspapers and a reduction in local news broadcasts are inevitable. If this trend continues, what methods will remain to ensure that people can get their local news—the news that often matters most to them? How important is accurate and timely local news to you and your family?

Here is a list of major North American newspapers that have ceased publication or sought bankruptcy protection over the last two years. The list is taken from an article by Eric Kohanik in the *Hamilton Spectator* on March 21, 2009.

### Ceased publication:

- *Seattle Post-Intelligencer* – March 17, 2009
- *Rocky Mountain News* (Denver, Colorado) – February 27, 2009
- *Albuquerque Tribune* – February 23, 2009
- *Baltimore Examiner* – February 15, 2009
- *The San Juan Star* (Puerto Rico) – August 29, 2008
- *South Idaho Press* (merged with *Twin Falls-Times-News*) – August 2008
- *Capital Times* (Madison, Wisconsin) – April 26, 2008
- *Halifax Daily News* – February 11, 2008
- *Cincinnati Post/Kentucky Post* – December 31, 2007
- *King County Journal* (Kent, Washington) – January 21, 2007

### Under bankruptcy protection:

- *The Star Tribune* (Minneapolis-St. Paul, Minnesota)
- Tribune Company (publisher of the *Chicago Tribune*, *Los Angeles Times* and 10 other daily newspapers)
- Philadelphia Newspapers (publishers of the *Philadelphia Inquirer* and *Philadelphia Daily News*)
- The Journal Register Company (publisher of the *New Haven Register* and 19 other dailies)

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## *The CBC*

### Quote

"In order to have serious public broadcasting in this country, we have to have serious public funding for it, and we've been skating around this issue for 25 years. . . . The most successful public broadcasters are nearly, if not entirely, funded with public funds. They don't have to rely on advertising, they don't have to go hat in hand to the government on an annual basis." — Marc Raboy, professor and Beaverbrook chair in Ethics, Media and Communications at McGill University and former journalist (*Toronto Star*, March 15, 2009)

### Did you know. . .

In prime time, the CBC's television programming is 100 per cent Canadian.

As a public broadcaster, the Canadian Broadcasting Corporation is a special case. It provides advertising-free radio broadcasts across the country in both English and French. It also provides television broadcasts in both official languages but sells television advertising to help support the service.

The CBC has an annual budget of about \$1.3-billion. According to a *Toronto Star* article (February 27, 2009), about \$930-million of that amount (\$28 for every Canadian) comes from taxpayers. The federal government plans to lower its contribution by \$62.8-million in the 2009-2010 fiscal year (about 5.6 per cent of its annual budget). The CBC expects to lose about \$65-million more in advertising revenue.

### Where to Cut?

Making the necessary cuts to survive the budget shortfall has been difficult. The CBC expects to have to take several different actions:

- About 800 jobs (10 per cent of the workforce) will be eliminated.
- CBC News alone will lose about 80 positions and have its budget reduced by \$7-million.
- Some of the most critically endorsed shows, like *Outfront* and *The Inside Track*, are being cancelled.
- Popular shows (*The Border*, *Little Mosque on the Prairie*) will have the number of episodes reduced.
- "There will be a substantial reduction in the production of news and current affairs, drama, children's programming, sports, and regional services across the entire television and radio spectrum in 2009-2010" (Greg Quill and Raju Mudhar, *Toronto Star*, March 27, 2009).

Despite its mandate to "reflect Canada and its regions to national and regional audiences, while serving the special needs of those regions" (see sidebar, next page), regional CBC operations will be especially hard hit. According to Ian Morrison, spokesperson for Friends of Canadian Broadcasting (*Toronto Star*, March 27, 2009): "It's the small and medium-sized communities that will take the brunt of these programming changes. They'll become a hinterland, receiving programming from a centralized operation, rather than places where their own stories can be told."

An example of a smaller regional centre that will be hit hard is Saint John, New Brunswick. Its CBC radio and television operations are expected to lose up to seven staff. New Brunswick's largest city will be left with eight radio and five television positions.

CBC radio will still produce a local morning information program (which serves most of southwestern New Brunswick) but with restricted coverage of local events. And, like every other community in the Maritimes, Saint John will see the loss of the current affairs portion of the program *Maritime Noon*. *Maritime Noon* (produced in Halifax) will be cut from two hours to one. It will lose five of its seven full-time employees and become a phone-in program.

### Saving Regional Programming

The CBC is not the only network planning cuts to regional programming. Both CTV and Canwest Global have asked the Canadian Radio-television and Telecommunications Commission (CRTC) to permit them to lower the amount of local content carried by their stations. They have also announced plans

**Did you know . . .**

In Britain, taxpayers pay \$124 per year for the BBC. In France, taxpayers pay \$77 per year for public television. In Canada Canadian taxpayers pay about \$28 for the service of the CBC.

to close some of their smaller stations.

The federal government has proposed a \$150-million fund to be invested in local news coverage by private broadcasters. The CBC has asked to be allowed to participate in this fund and has promised to invest any additional cash it receives in local programs.

Many critics of the federal Conservatives have accused them of trying to privatize or destroy the CBC

(the Prime Minister has more than once proposed increased commercialization of the CBC). Ian Morrison, of Friends of Canadian Broadcasting ([www.friends.ca](http://www.friends.ca)), sees this as a real test of the government. If the private broadcasters get cash and the CBC is denied, he says this will show that the Conservatives have a real “antipathy” to the CBC (*Toronto Star*, April 9, 2009).

**For Discussion**

In the *Toronto Star* (April 9, 2009), writer Wade Rowland argues that it would be best if the CBC dropped all advertising. He states: “Because program quality tends to be dragged down by the need to achieve the kind of ratings advertisers want, it’s reasonable to expect that the general quality of advertising-free CBC productions would rise, and along with that, overseas sales and revenue.”

Do you agree with Rowland that CBC Television should give up all advertising and operate only with its public funding? Why or why not?

**The CBC Mandate**

The CBC has a very specific mandate to be many things to many people. The CBC mandate appears on its Web site ([www.cbc.radio-canada.ca/about/mandate.shtml](http://www.cbc.radio-canada.ca/about/mandate.shtml)):

The 1991 Broadcasting Act states that . . .

“. . . the Canadian Broadcasting Corporation, as the national public broadcaster, should provide radio and television services incorporating a wide range of programming that informs, enlightens and entertains;

. . . the programming provided by the Corporation should:

- i. be predominantly and distinctively Canadian,
- ii. reflect Canada and its regions to national and regional audiences, while serving the special needs of those regions,
- iii. actively contribute to the flow and exchange of cultural expression,
- iv. be in English and in French, reflecting the different needs and circumstances of each official language community, including the particular needs and circumstances of English and French linguistic minorities,
- v. strive to be of equivalent quality in English and French,
- vi. contribute to shared national consciousness and identity,
- vii. be made available throughout Canada by the most appropriate and efficient means and as resources become available for the purpose, and
- viii. reflect the multicultural and multiracial nature of Canada.”

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## *Threat/Promise of the Internet*

### Quote

“For those who love newspapers, this is a tragedy. Online media can produce great journalism, but the medium dictates it will be delivered in short bites, with as much visual storytelling as verbal. For those who love the tangible quality of ink on paper, for those who like their journalism long, complex and nuanced, newspapers are not a luxury.” — Kelly Toughill (*Toronto Star*, March 15, 2008)

As more people go to the Internet to receive their news, its effect on the traditional media is certainly apparent. Increasingly, the traditional media—print and non-print—are building a presence there. Even those media consumers who, like this writer, live in parts of Canada where *The New York Times* print edition is unavailable can have it delivered every morning via e-mail. In fact, *The Times* even provides regular news alerts and updates throughout the day. For anyone who is a real news junkie, nothing could be sweeter.

But the ultimate effect of the Internet on traditional media remains to be seen. Print or non-print, the media depend on revenue for their survival. By converting to online editions, newspapers should be able to save considerably on their printing and delivery costs. But they remain heavily dependent on advertising to pay salaries and to meet all other expenses. Only a very few newspapers have been able to generate any real revenue from readers’ subscriptions. I may read *The New York Times* every day, but I don’t have to pay a cent to do so.

The *Toronto Star* (July 3, 2008) pointed out that online advertising revenue isn’t meeting the increase in online readership: “. . . advertisers aren’t migrating along with readers. They lack confidence that an online ad will generate sales. And because Internet audiences tend to flit from site to site, their value for any one Web site is less than that of a traditional newspaper reader. So even though both online readership and revenues are increasing by double-digit figures each year, online revenues still contribute only a small fraction to a newspaper’s bottom line, even as revenues from the print version plummet.”

Much the same is true of television networks on the Web. CBC.ca, for example, doesn’t charge its users a penny—and it’s hardly loaded with advertising. The same is true of CTV.ca and GlobalTV.com.

At the same time, however, Internet advertising in general has increased dramatically over the last few years, but not in ways that enrich the traditional media. Craigslist, for example, has become a giant, world-wide source of classified ads. Monster.com has become the leader in help-wanted advertising. Many of these are ads that would once have been placed in local newspapers.

The cost of online advertisements has recently decreased dramatically. In the last year, the price of a banner ad on an entertainment Web site decreased from 57 cents per thousand viewers at the start of the year to 33 cents per thousand by October.

The most successful Internet advertising tends to be niche advertising, or advertising aimed at a very specific audience. Kelly Toughill (*Toronto Star*, February 7, 2009) succinctly explains why niche advertising appeals to advertisers: “Very few general-use products are created these days. Even toothpaste and toilet paper are marketed to niche groups, as are everything from house paint to cereal and custom vacations. The problem for a newspaper is that all of its targeted sections (Life, Business, Sports) are delivered to everyone, which makes the paper very expensive to produce. When a targeted magazine or Internet site promises to reach the same niche audience for a fraction of the price, what advertiser is going to turn it down?”

Newspapers, radio, and television have all done their best to adapt to the

**Did you know . . .**

Niche advertising has also affected network television advertising. Advertisers need not pay the large amounts demanded by the networks. They can advertise on one of the specialty channels for considerably less and reach exactly the people who are most interested in their products.

changing circumstances brought by the growth of the Internet. As newspapers have lost their print audience, their online audience has grown by leaps and bounds. In October 2008, for example, the nytimes.com Web site had 20 million distinct readers. The daily print version is now down to one million. Television networks now offer full programs and supplementary information online. Some radio stations stream their programming for any interested listener to pick up anywhere in the world there is a computer hooked up to the Web.

But finding a way to make all of this pay is eluding them. Although the amount of advertising has increased

dramatically, it still hasn't come close to making up for the size of the losses to the traditional media.

Partly this is due to consumer expectations. Most Internet users are highly resistant to paying for content; they expect information to be free—as it pretty much has been since the beginning. In the words of Ivan Fecan, CEO of CTVglobemedia, “[The] digital industry probably made their biggest error, a fundamental error right in the beginning by not finding a way of charging even a fraction of a cent for an e-mail” ([cbc.ca/news/yourinterview/2008/09/the\\_global\\_economy\\_and\\_canada.html](http://cbc.ca/news/yourinterview/2008/09/the_global_economy_and_canada.html)).

**To Consider**

What will be the ultimate effect of the Internet on the traditional media? It's not an easy question to answer. It could either revitalize them, helping them find new ways to deliver their news and programming to wider audiences. Or it could fracture that audience, creating readers wanting only highly specific bits of information delivered to them. You're part of that audience; which way do you think it will develop? What other long-term effects do you think the Internet will have on traditional media?

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## *New(s) Technologies, New(s) Sources*

### Quote

“What we need to keep are some of the institutional values of accuracy, of evidence-based reporting, of trust and credibility, and inspire that to a new delivery mechanism, in this case the Internet.”  
— Alfred Hermida, assistant professor, UBC School of Journalism, from the video portion of this *News in Review* story

### Further Research

Anyone interested in brief introductions to a whole variety of new media technologies should visit [www.commoncraft.com](http://www.commoncraft.com). From podcasts to twittering, Common Craft provides brief, clear explanations of how all these services work.

It depends on your point of view.

For those readers who truly enjoy print, who like to relax with morning coffee and a newspaper, we are entering an age where the news is being “dumbed down” and reduced to headlines and sound bites. Others—mostly younger people—celebrate the new media and the speed with which breaking news is transmitted to readers and viewers around the world. They also appreciate the speed and ease with which news that is most important to them can be shared with friends and associates.

There are many new technologies and strategies that are being developed to get out the news. Here we look at a few of most interesting and promising.

### ProPublica

For traditional news junkies (especially in the U.S.), ProPublica ([www.propublica.org](http://www.propublica.org)) is the hottest ticket on the Internet. A non-profit, grant-funded organization, it employs 28 journalists who specialize in investigative stories to ensure that they reach the public’s attention. They publish them on their Web site, but also make them available free to the traditional media.

### Spot.U.s

Spot.U.s ([www.spot.us](http://www.spot.us)) is probably the most prominent example of what its founders call “community-funded reporting.” Spot.U.s is currently being tested in the San Francisco Bay area. Citizens propose investigative stories, local in nature, and reporters outline how the story might be approached and developed. The stories are then “pitched” to the public, with a request for funding to help fund their completion. Finished stories are published on the

Spot.U.s blog, and made available free to traditional media outlets.

### Blogs

Speaking of blogs, there are now thousands of news blogs on the Internet—some of them the opinionated rantings of one individual, others extremely sophisticated. We all follow blogs from time to time—but the most popular one at the moment for news stories is The Huffington Post ([www.huffingtonpost.com](http://www.huffingtonpost.com)). Most stories are from the U.S. They tend to be brief, but the variety of stories is extensive. Roughly 20 million users regularly visit The Huffington Post.

### Mobile Phones and Teleputers

In many parts of the world the mobile phone has become the most important provider of news and information. Mobile phones have had an even bigger impact in developing countries than in developed ones. Blackberries and other e-phones combine many of the capabilities of a mobile phone with those of computers; the trend is likely to continue.

### Podcasting

Podcasting is one of the most popular forms of information transfer via the Internet to a personal computer and then a mobile device. It was first developed for Apple’s iPod, although many different mobile devices—including cell phones—can now handle podcasts. Many broadcasters, including the CBC, provide a great deal of content as podcasts. The biggest selling point for podcasts is the flexibility; the program you want is available at any time you want it.

## **Twitter**

Twitter is all about micro-blogging: short messages of fewer than 140 characters that are displayed on a user's profile page and delivered to those who subscribe to them. The messages themselves are known as tweets. Tweets can be restricted by the user so that only his or her friends can receive them, or they can be sent to any interested party. Twittering has been mocked by some as providing far more information (and often banal information) about its users than is really necessary. However, many celebrities use Twitter to keep in touch with their fan base; and many ordinary individuals use it to keep in touch with busy friends.

## **Social Networking Sites**

In that one respect, Twitter serves the same purpose as general social networking sites like Facebook, which permit users to join networks organized in different ways in order to connect and interact with others. There are also many sites that cater to specific interests, from music to sports. A long, but far from exhaustive listing, is available on Wikipedia at [en.wikipedia.org/wiki/List\\_of\\_social\\_networking\\_Web\\_sites](http://en.wikipedia.org/wiki/List_of_social_networking_Web_sites).

## **Inquiry**

1. Which of the above sources of news and information do you personally use? Why?
2. In your opinion, which of the above sources of news and information are most/least reliable? Explain.

## **Printcasting.com**

If you are a blogger, and you would like to increase your local readership, Printcasting.com is the site for you. With Printcasting you can turn your blog into a print magazine, and use that as promotional material for the blog itself. Printcasting is useful not only to individuals but also to small organizations that wish to highlight their activities. It enables users to reach people who aren't computer users, but who share the blogger's interests. Printcasting is print in the service of the digital media—all of it aimed at getting the news out to those who need it.

People have a huge appetite for news, no matter how it's delivered. We now have any number of options we can turn to—and we can decide whether we like our news in depth or if we just want to skim the surface. The variety of sources makes getting news easy. But it also means that we have to be more careful to make sure that the information we receive is also accurate and complete.

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## **Activity: Personal Survey**

We all thrive on being in the know, and we all have different ways of getting the news. For most people, some of it comes from the three traditional media: newspapers, television, and radio. Some comes from Internet sources. And a good part of it comes from family and friends. How do you get most of your news and information? What news is most important to you? Complete the following survey and the activity that follows.

### **Personal Survey**

1. My main news and information sources are:

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2. If I need information, my first step is: \_\_\_\_\_

3. If I want to confirm the accuracy of some news or information, I:

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4. The news/information source I trust the most is:

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5. The type of news/information that is most important to me is:

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6. I (circle one) regularly/sometimes/never read a newspaper.
7. I (circle one) regularly/sometimes/never watch news on television.
8. I (circle one) regularly/sometimes/never listen to radio news programs.
9. I (circle one) regularly/sometimes/never follow a blog.
10. I (circle one) do/do not twitter.
11. I consider myself (circle one) very/moderately/somewhat well-informed about international news.
12. I consider myself (circle one) very/moderately/somewhat well-informed about Canadian news.
13. I consider myself (circle one) very/moderately/somewhat well-informed about local news.
14. Being up-to-date on issues in the news is (circle one) very/not very important to me.

### **Activity**

Compare your answers with those of your classmates. Compare the class answers with the news habits of your teacher. Based on all the replies, how would you describe the class in terms of media consumers: traditional, mixed, or primarily digital media users?