

[EconSouth January–April 2014](#)

“Changing Channels: The Evolving Face of Media in the Southeast,” by Ed English, a staff writer for *EconSouth*

Discussion questions

1. Of the media channels the article discusses, which one is declining the most? Has online viewership of this channel increased?
2. How many hours a day does the average consumer spend watching TV? Listening to the radio?
3. How have newspapers reacted to falling readership? Has the same trend affected newsmagazines? If yes, in what way?
4. How has *Newsweek*'s experience highlighted the trend in print publications?
5. Which media channel accounts for the most advertising dollars? Which segment is growing fastest? What development in advertising has hit newspapers the hardest in terms of advertising revenues?
6. The decline in the newspaper business has had a negative impact on employment in the industry, but it has also opened up new opportunities. How can you explain the increase in the number of workers in the communications industry despite the severe cutbacks in newspaper staffs?

Additional resources

[“The Growth in Digital Reporting,”](#) Mark Jurkowitz, Pew Research Center, March 26, 2014
Highlights the growth in digital news and its effects on the journalism business.

[“Hal Varian: the economics of the newspaper business,” speech, September 25, 2013](#)

Google’s chief economist lays out the most important factors of the economics of the newspaper business as it is going through a period of transition.

[“More Hours Are Spent Listening to the Radio Than Browsing the Internet, Says New Study,”](#) Brian Steinberg, *Variety*, December 3, 2013

Surprising results of a Nielsen study reveal the popularity of radio.

[News Media Trends,](#) Pew Research Center

Articles survey the media and journalism.

[Newsweek Plans Return to Print,](#) Christine Haughney, the *New York Times*, December 3, 2013

A chronicle of the saga of *Newsweek*'s decision to end print copies, only to return to print two years later.

[Radio Facts and Figures,](#) newsgeneration.com

Provides statistics on the radio industry and the listening habits of various demographic groups.

[“TV Is Americans' Main Source of News,”](#) Lydia Saad, Gallup, July 8, 2013

Gallup poll results show where Americans get their news.

[“A young economist wins a prize for his work on the economics of news and opinion,”](#) the *Economist*,
April 26, 2014

Describes the work of John Bates Clark medal winner Matthew Gentzkow, a University of Chicago economist who was honored for his work on the economics of the news business.