OVERVIEW:
-Newspapers, Magazines, Radio, and Television come as close to being universal in scope coverage as humanly possible

*Newspapers
-1400 dailies- 46 million circulation
-8000 weeklies- 52 million circulation (published once a week usually in small towns)
-Average readership: 25-35 minutes a day (most people look at headlines, read a little, and then move on to sports or comics etc.)
-124 million readers every day!
-Newspapers report and shape the news (many had to do with formation of political parties)

*Magazines
-31,000 Periodicals
-358 billion circulation
-600 general interest (Used to dominate before TV came around in the late 50's, early 60's)
-moved from general to specialized magazines
-13,000+ trade, house organs, etc. (Stockholders, social organizations, if you're a member of something. i.e. Anchora)
-89% of all adults read a magazine on a regular basis

*Books
-2000 publishing firms
-50,000 new titles published each year
-1 in 5 adults read a book on a regular basis → as opposed to 89% who read magazines. BIG difference

*Radio

-13,977 stations

-4,776 AM

-6,302 FM

- Came along in late 40's; mostly background music at first until the 60's when music became specialized and FM kicked off

-71%-81% of people between the ages of 12 & 24 listen to FM

-2,892 educational stations (mostly FM)

-There are more FM than AM

-88% of all adults listen to radio daily

-100% of all homes have at least 1 (Average is 6.6 radios per family)

-Average Listening: 2 hours and 15 minutes a day

*Television- a HUGE priority

-1,747 stations

- 700 VHF, 1000 UHF, 364 Public

-7,832 Cable Systems

-65.2% have cable + 28 DBS million homes of 110 million – 85%

-99% Holmes; 98% color

-Average viewing- 7 hours and 2 minutes every day

-If you have children, add 10 hours per week

-More women than men watch TV

- More older women than younger watch

-Greatest viewings:

- Sunday

- February (Its cold so no one wants to leave the house)
- Super Bowl (120 million watched last year)

*Motion Pictures
-TV put a huge dent in movies
-All the "B" movies went to TV
-30% of all adults go to the theatre once a month
- 25% under 20
- 80% under 40

-Gone With The Wind started cursing in movies with "Frankly my dear, I don't give a damn"

*Impact of technology
-We are a visual society → People learn more visually
-Impact on newsgathering
-Videotape (60's)
-Satellites
- Without it, we wouldn't have TV
- This was ENOURMOUS
- i.e. Vietnam War was the 1st televised war- this changed how news was delivered!!

-Video Display Terminals (Reporters used for editing (PC); eliminated a step)
-Fax communications
-Email
-The Internet
- Links millions of academic, government, and commercial sites
- No one owns it → it is a loose collection of users
- Costs are shared by a variety of institutions
- Convergence: an experiment for journalism where a journalist should be able to write a story for a newspaper, transfer the same story into a broadcast format, and transfer it again in order to upload online