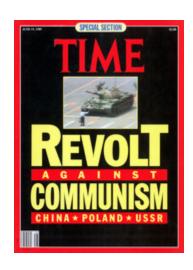
Working in the New Global Media Environment

Michael Parks
Annenberg School for
Communication and Journalism
University of Southern California

Tiananmen, June 1989



Iconic photo goes on front pages and magazine covers



Tehran, June 2009



News from the street goes viral on the Internet and becomes political poster



"Kony 2012" Most viral Internet video ever



"I Paid a Bribe" -Citizen Journalism Crowd-Sourcing







Quick Comments

- Material was illustrative only of media changes
- Major source for this presentation is that last year of Prof. Nick Cull
- Other sources: Bits and pieces from the Internet

Overview: What we'll talk about

- Digital transformation of media
- How the landscape has changed
- The old players
- The new players
- What it means in practice

- Global Networks –
 Mass
 - □ BBC
 - CNN
 - Sky News





- Global Networks –
 Mass
- Global Challengers –
 Mass





- Global Networks –
 Mass
- Global Challengers –
 Mass
- Regional Giants –
 Mass





Radio Broadcasters*

- BBC World Service
- Voice of America
- France24
- China Radio
 International
- Deutsche Welle
- Radio Canada International
- Voice of Russia

- Africa Channel
- Kol Israel
- Australia Network
- Voice of Indonesia

*Radio Broadcasters

- Are they still part of Global Media?
- How have their missions changed?
- Do they have audiences, globally or regionally?
- What impact do they have?

- Global Networks –
 Mass
- Global Challengers -Mass
- Regional Giants –
 Mass
- Global Print Elite



- Global Networks –
 Mass
- Global Challengers –
 Mass
- Regional Giants –
 Mass
- Global Print Elite
- Global News Agencies
 - Information Sources



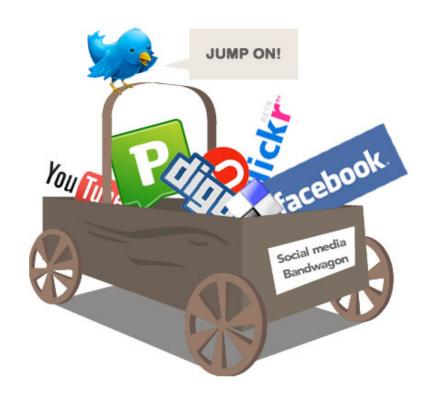




- Global Networks Mass
- Global Challengers –
 Mass
- Regional Giants Mass
- Global Print Elite
- Global Agency –
 Information Sources
- Specialist Websites –
 Niche News, Comment



- Global Networks Mass
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 Information Sources
- Specialist Websites –
 Niche News, Comment
- General Social Media –
 Sharing News, Comment



- Global Networks Mass
- Global Challengers Mass
- Regional Giants Mass
- Global Print Elite
- Global Agency Sources
- Specialist Websites Niche News, Comment
- General Social Media Sharing News, Comment
- News Aggregation Software
 - "My News as I Like It"





























And Last but Hardly Least

- Smart phones
- Mobile messaging
- Twitter
- Videos, photos



Quick Points in Summary

- Media age
- No monopolies by traditional media
- No dominance by any media
- Challenges from new providers
- Growing role of citizen journalists
- News moves fast across platforms

What Matters - Some Rules for Practice

- Stories matter they compete for attention
- Information matters full, factual, accurate
- Time matters both speed and timing
- Affinity matters communities of interest
- Relevance matters importance to me

And Remember -

- Occupy the information space –
 Habermas' public sphere or others will!
- You may tell your story, but you can't control it!
- The lessons of WikiLeaks the truth will out!

Questions? Challenges? Discussion?

Exercise

Consider a recent or up-coming World Bank initiative. Design a strategy to get coverage in one of these media:

- BBC World Service
- Reuters
- New China News Agency
- Al Jazeera (Arabic Service)
- The New York Times
- Global Dashboard
- YouTube