



...but it is  
struggling to  
stay alive

Joyce Babe P. Pañares  
UPMG Print Media Congress  
Manila Hotel \* 9 October 2019

The average attention span for the notoriously ill-focused goldfish is nine seconds, but according to a study from Microsoft Corp., people now generally lose concentration after eight seconds, highlighting the **affects of an increasingly digitalized lifestyle** on the brain.



THE AVERAGE ATTENTION SPAN OF A HUMAN IN 2000



THE AVERAGE ATTENTION SPAN OF A HUMAN NOW

AND...



THE AVERAGE ATTENTION SPAN OF A GOLDFISH

### Judge Bork: Restraint vs. Activism

**By STEPHEN TAYLOR II**

WASHINGTON, Sept. 12 — The fierce political battle over Judge Robert H. Bork, now facing confirmation hearings, has been rekindled by a sharply contrasting analysis of what the study should be of what he is likely to do if confirmed by the Senate.

In the response of publicly aired "judicial restraint" that he is likely to do if confirmed by the Senate, the study is a sign of a sharp swing toward the right, according to several observers and critics. The study is a sign of a sharp swing toward the right, according to several observers and critics.

Many passages in the study also say that if the study is confirmed, it would lead to a reversal of some of the Supreme Court's most important precedents. The study also says that if confirmed, it would lead to a reversal of some of the Supreme Court's most important precedents.

*Continued on Page 10, Column 1*



**JOHN PAUL ASSAILS ECONOMIC PLIGHT OF BLACKS IN U.S.**  
**LAUDS RIGHTS MOVEMENT**  
 Bishop Tells Pope That 'Chain of Racism' is Obstacle for Renewal of the Church

Page John Paul speaking Bishop Joseph L. Hennes of Biloxi, Miss., at a meeting in New Orleans with 1,000 American black Catholics.

### Pollution of Summer '87 Seen as Oceanic Warning

**By JOHN WILCOX**

Along the East Coast, where there has been a record of high temperatures and humidity, the summer of 1987 is being seen as a warning of what is to come in the future.

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*Continued on Page 10, Column 1*

### Contras Are Reported to Establish A Foothold in Central Nicaragua

**By JOHN WILCOX**

NEW YORK, Sept. 12 — A report that the Contras have established a foothold in central Nicaragua, a move that would be a major step toward the overthrow of the government, has been reported by a U.S. intelligence source.

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*Continued on Page 10, Column 1*



### Dole Considering Resignation To Join Husband's Campaign

**By JOHN WILCOX**

WASHINGTON, Sept. 12 — Sen. Bob Dole is considering resigning to join his wife's campaign for the White House, according to a source familiar with the situation.

The source, who is familiar with the situation, says that Sen. Bob Dole is considering resigning to join his wife's campaign for the White House.

*Continued on Page 10, Column 1*

### Sanctions Must be Made

The State Dept. is expected to announce sanctions against the Soviet Union for its actions in the Middle East.

### The Anti-Abortion Vote

The Senate is expected to vote on a bill that would restrict abortion rights.

### INSIDE

**S.N. Cited in Telenovela** — The novel 'The Day After Tomorrow' is being adapted for a television series.

**Don Rather Walks Off Set** — Don Rather, the actor, has been reported to have walked off the set of a television production.

**Roberts on White House Staff** — A report that a high-ranking official has been named to the White House staff.

**News Summary page 2**

### Special Topics

**The Great Voyage** — A report on a historical expedition.

**Man's Fashion** — A report on the latest trends in men's clothing.

**Regional Weather** — A report on the weather forecast for various regions.

**Special Topics** — A collection of short articles on various subjects.

# The heaviest newspaper ever

## NYT 13 September 1987

5.4 kilograms in weight

1,612 pages in total

420 news articles

783 display ads

194 pages of classified ads



**Print media are being disrupted by digital platforms.**

## **How are newspapers reacting?**



- Shift to multimedia journalism – more photos and videos.
- Create content that has potential to become viral.
- Focus on context – making sense of a story and not just breaking news.
- Democratized the gatekeeper role of media.



ICFJ SURVEY

# The State of Technology in Global Newsrooms

POST



## Newsrooms rely on a limited set of digital skills

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72% post stories and comments on **social media**

61% take and post **digital photos**

58% **engage audiences** on social media

56% produce and distribute stories across **multiple platforms**

NEWS



ICFJ SURVEY

# The State of Technology in Global Newsrooms

Less than one-third of newsrooms  
use advanced digital skills



32%

produce  
data journalism



32%

livestream



26%

build or adapt  
digital tools/apps



12%

use virtual  
reality/360°  
video



**In a 2017 survey by the  
World Association  
of Newspapers:**

**82%**

**Use digital display advertising  
as main model**

**69%**

**Use Facebook as main  
distribution channel for content**

# The NYT Experience

**\$340m**

digital-only subscriptions

**\$108m**

content syndication, events

**\$198m**

digital advertising, including brand  
name

**\$39m**

digital branded content



**Print is not dead.  
But the only way to  
survive these  
disruptions is to  
innovate and adapt  
more quickly.**