



# Content is King: News Media Management in the Digital Age

*By Gary Graham, Anita Greenhill, Donald Shaw, Chris J. Vargo*

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**Content is King: News Media Management in the Digital Age** By Gary Graham, Anita Greenhill, Donald Shaw, Chris J. Vargo

From the viewpoint of newspaper organizations the main competitive media has shrunk to only one, the internet. But the effect of this innovation has been devastating in capturing the vast majority of the advertising revenues on which newspapers have depended. The larger the internet-based media became the more newspapers and other media shrank. Pairing an academic and former industry news manager, this textbook assesses the situation in which the regional news media industry finds itself, and explores methods, processes and techniques, which might usefully be introduced to help the news media firm secure a viable future.

In focusing on newspapers, magazines, Tv and radio, the work is filled with real-life examples and interviews with news media managers, illustrating how management is being conducted in this age of turbulence. The goal is to give students practice in solving complex strategic problems and to provide them with a series of intellectual and professional exercises. Their method of using case studies will enable students to explore in detail key theoretical issues before applying them to real life management settings.

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## **Editorial Review**

### **Review**

“This is an unusual and insightful book that should be of value to both scholars and practitioners of journalism. It comes at a time when news media economics have changed dramatically, and it provides helpful suggestions and examples for news media managers who are grappling with these changes.” ?*David H. Weaver, Distinguished Professor Emeritus of Journalism, Indiana University, USA*

“The quest for innovative revenue models to support local news organizations in the new communication and social environment must address a broad array of core questions about this environment. *Content Is King* addresses a host of these questions in depth – the information needs of contemporary communities defined in diverse ways, use of social media to interact with these communities, the process of value creation in professional journalism, maintaining the civic role of local news media, and numerous others. The current turbulence of local journalism can spawn opportunity through thoughtful consideration of these questions.” ?*Maxwell McCombs, J.H. Jones Chair in Communication Emeritus, University of Texas at Austin, USA*

“This positive and practical volume brings expertise and experiences from Europe and the United States to bear on the knotty problem of news strategy in the digital era. *Content is King* will convince both students and managers of the ongoing importance of a community- and consumer-focus, the need to engage with technology and innovation, and the value of synergies between old and new media. The authors also present inventive ideas on how media policy and news content can increase political engagement, and why this matters.” ?*Neil Thurman, Professor of Communication, Ludwig Maximilian University of Munich, Germany*

### **About the Author**

**Gary Graham** is a Lecturer in Service Operations at the University of Leeds, UK. He is the author of 30 internationally refereed research papers, a co-investigator on 6 EPSRC/ESRC grants and is regularly invited to leading management conferences to present his research.

**Anita Greenhill** is Senior Lecturer and Programme Director for the Masters in Management degree at Manchester Business School, UK. She is the author of more than 60 internationally refereed research papers, and regularly comments on the policy and social implications of digital change in the North of England.

**Donald Shaw** is an American journalism historian, theorist, author, retired U.S. Army Reserve officer, and writer who taught 46 years at the School of Journalism and Mass Communication. He also has been visiting professor at six other universities and has lectured at more than 20 universities in the United States and abroad.

**Chris J. Vargo** is an Assistant Professor of Public Relations at The University of Alabama, USA. He specializes in the use of computer science methods to investigate social media using theories from the communication and journalism disciplines.

## **Users Review**

### **From reader reviews:**

**Bernard McLaren:**

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