THE FUTURE OF PRINT JOURNALISM: INTERNET TECHNOLOGY AND THE 21ST CENTURY NEWSPAPER IN KENYA

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ABSTRACT

The future of print journalism has been debated by media scholars especially during the surge of technology. Media houses have increasingly been adopting online and digital forms of newspapers. This article is a study of the history of the online and digital newspapers to establish whether they have succeeded in breaking the market in spite of digital and online forms being largely free on the internet. The aim is to trace the success and failures of the online journalism and then from a futuristic perspective give prospects for print journalism. The study relies on newspaper companies purposively selected for comparison and common trends in market growth. The value of internet technology in the development of print newspaper is assessed.

[Key terms: Print Journalism, Internet, New Media, Press, Newspapers]

1. INTRODUCTION

Journalism is understood as the product of the activities that people engage in in the preparation of written, visual or audio material intended for dissemination through public media referring to factual, ongoing events of public concern. The activity, which is carried out by journalists, is intended to give society information regarding itself and make events that would have remained private public (Harcup, 2009). Print journalism refers to the broadcasting of information and facts collected by journalists via newspapers and magazines and produced in a press.

With the advent of the internet, print journalism is losing its footing and most organisations that depend on print journalism are diversifying to other platforms of journalism. Print journalism is a form of mass communication; a dynamic phenomenon constituted of media, and whose definition is elusive. The new media is understood as the digital media that are interactive and can incorporate two-way communication, and involve real-time generation of new unregulated content. The new media is anchored on the existence of the Internet; the World Wide Web incorporating an interconnection of computers for transmission of information content anywhere in the world.

This study looked at the trends in newspaper uses and sales with a view to analysing the future of print journalism.

1.1 Understanding the newspaper

According to Weber (2006), the newspaper is a scheduled publication and contains news of current events, informative articles, editorials, advertisements and current diverse features. Newspapers generally publish stories on local and national political events, personalities, crime, entertainment, business, sports and society. The traditional newspapers feature editorial pages that contain opinion and columns of the editor and other writers. Newspapers are funded by advertising, paid subscriptions and sales. There are other materials that are published in newspapers such as criticisms, persuasions and op-ed, obituaries, entertainment features, Crosswords and Sudoku as well as horoscopes (Williams, 2009). There are also weather news and forecasts, advice, food, column reviews, movies, plays and restaurants as well as classified advertisements, displays, editorial cartoons and comic strips.

Newspapers have continued to be a major medium of mass communication in the world regardless of the challenges emanating from globalization and technological changes. Plambeck (2010) explains that by 2007, there were over 6500 daily newspapers in the world, which circulated over 390 copies in a day.
Following a worldwide recession of 2008 and the upsurge of internet use, there was a decline in advertising and the circulation of most daily newspapers closed or companies declined their operations (Plambeck, 2010). Newspapers are usually printed on relatively cheap, low grade paper like newsprint.

### 1.2 Categories of Newspapers

Most newspapers are aimed at a broad spectrum of readers; usually geographically defined, and some focus on groups of readers defined more by their interests than their location (Williams, 2009). For example, there are daily and weekly business newspapers as well as sports newspapers. There are also more specialised newspapers like weekly newspapers, which are usually free and distributed within limited areas. These may serve specific communities like certain immigrant populations, or the local gay community. There are various categories of newspapers as in the following list which may not be exhaustive:

1. Daily newspaper
2. Weekly
3. National
4. International
5. Online
6. Customized

Daily newspapers are issued every day, and depending on the company, they are sometimes not published on Sundays and occasionally on Saturdays (Williams, 2009). Some companies do not even publish daily newspapers during national holidays. When they exist, Saturday and Sunday editions are larger, costly and include more specialized sections and advertisement inserts. A good example is Kenyan newspapers on Sundays and Saturdays, which at one time cost $0.25 (ksh.20) more than other week days’ editions. In the United Kingdom, most daily newspapers do not publish on Sundays. In many cases, the same publisher produces a Sunday newspaper that is distinct in many ways from the dailies, but with related names such as The Times and The Sunday Times. In this case, these are treated as distinct newspapers and an article published in The Sunday Times cannot be accredited to The Daily Times (Willings Press Guide, 2010).

This trend is the same in the Kenyan dailies where there is for instance, Daily Nation or Daily Standard with their respective weekend editions; Saturday and Sunday Nation or Saturday and Sunday Standard. In these newspaper editions, majority of staff work from Monday to Friday and, therefore, the Sunday and Monday editions largely depend on the content done in advance or content that is syndicated. Daily newspapers are mostly published in the morning. According to Plambeck (2010), this is so because newspapers which are published in the afternoon or evening are meant for commuters and office workers.

Weekly newspapers are published once a week and they are smaller than daily newspapers. There are also newspapers that are published twice or three times a week. In the United States, such newspapers are referred to as weeklies (Conley & Lamble, 2009). There are also national newspapers, which are published and circulated throughout the country. A national newspaper is contrasted with a local newspaper, which is meant for a city or a region. International newspapers such as International Herald Tribune carry editions with a focus on national and metropolitan newspapers (Mackay & O'Sullivan, 1999). They carry stories and articles that are of interest to a wider world interest.

### 2.0 METHODS

This study was mainly a literature review and was, therefore, carried out by document analysis to see emerging trends of use in the media in various countries. For triangulation purposes, however, interviews were also carried out to gauge opinions of users of media and to assess the position of the various media in these changing times.

### 3.0 RESULTS AND DISCUSSION

We present here the findings of the study from the various documents analyzed. We have combined here with discussion since they are closely related and a lot of the information collected called for explanation as we go along. We start off by presenting the history of print newspapers in Britain, America and Kenya. This is because in order to understand where the print newspaper comes from, it is important to shed some light by going back to the history of the print newspaper in Britain, the United States and Kenya. This enables us to see some of the challenges that the press has been able to survive; some left it weak but most left it stronger than before.

#### 3.1 Britain

In the early modern Europe, there was increased cross-border interaction that created a need
for information, and this need was met by concise handwritten newsheets known as avvisi (Infelise, 2002). For instance, in 1556, the government of Venice published its first monthly Notizie Scritte that cost a small coin. The handwritten avvisi newsletters carried messages on political, military, and economic news quickly and efficiently to Italian cities (1500–1700). According to Infelise (2002), the avvisi shared some characteristics of newspapers although they are not usually considered to have been true newspapers. Britain traces its press history to more than 300 years and specifically to the time of William Caxton who introduced the first English printing press in Westminster. There was also Berrow’s Worcester journal that started in 1690 as Worcester Postman and was published regularly from 1709 (The Newspaper Society: 2012).

This newspaper is believed to be the oldest surviving English newspaper. William Caxton had already introduced the first English printing press in 1476 and by the early 16th century the first newspapers were circulating in Britain. With the high illiteracy level, the evolution of these newspapers was slow and people relied on town criers for news. According to the History of British Newspapers (2012), between 1640 and the restoration over 30 thousand newsletters and newspapers were printed and most of these are available in today’s British museum. It was during the reign of Queen Anne in 1702 that the first regular English daily newspaper called daily courant was launched.

The newspaper grew fast forward to 1748 when Scotland’s oldest newspaper Aberdeen journal started and today it is known as Press & Journal. In 1836, the newspaper society was founded and in 1855 stamp duty, which was a barrier to press growth, was abolished and the Daily Telegraph started as first penny national. Between 1868 and 1889 the press association was set up as a national news agency and the first official secret act was enacted (Weber, 2006). In 1906, the newspaper proprietors’ association was founded for national dailies and a year later, National Union of Journalists was founded as a wage-earners’ union. It was until 1936 that the first British colour advertisement appeared in Glasgow’s Daily Record. Ten years later, Guild of British Newspaper Editors was formed (now the Society of Editors).

3.1.1 Britain newspaper challenges from 1900 to date

Until 1900, the press industry was a lucrative venture but the advent of the new media placed a great challenge and prospects for the newspaper. The prospects of the dying of the print prompted big companies to feel insecure and sell out their companies. For example, in 1998, the fourth largest regional press publisher, United Provincial Newspapers (UPN) was sold in two deals. The UPN Yorkshire and Lancashire newspapers were sold to Regional Independent Media and the United Southern Publications was sold to South news (Conley & Lamble, 2006).

From 2001 to 2007, a lot of buying, acquisition and mergers of press happened marking the peak of commercialization of press and economic success. However, in 2008, the global economic downturn hit advertising revenues and shares of media companies and their profits fell sharply during the year. These failures were also attributed to the fact that most organisations and corporate bodies were shifting their advertising to the internet and new media.

Most newspaper companies started to think of creative ways of cutting cost and maximizing profit. In April 2011, due to a sustained campaign by the industry, a revised Local Authority Publicity Code came into effect to crack down on council newspapers. In July, The News of the World was closed after 168 years of publication.

The government announced an inquiry led by Lord Justice Leveson into the role of the press and police in the phone-hacking scandal (History of British Newspapers, 2012). By 2011, five regional daily titles switched to weekly during the year. The local cross media ownership rules were abolished. Kent Messenger Group’s proposed acquisition of seven Northcliffe Weekly titles was referred to the Competition Commission by the OFT (Office of Fair Trading) forcing the deal to be abandoned. Northcliffe Media announced the subsequent closure of Medway News and the East Kent Gazette.

The year 1900 to date marked a paradigm shift given that globalisation was founding its roots everywhere. With the advent of the new media and speeding technological advancement, there was no illusion that the new media was calling for attention the traditional media, especially the print media started looking for ways of accommodating instead of competing with the inevitable. The form was not
compatible with the internet versions and most newspapers went online and digital.

3.2 United States of America

The first newspaper to be published in America was the Publick Occurrences Both Foreign and Domestick by Benjamin Harris (Blanchard, 1998). The paper published one issue and was banned by the colonial government due to censorship. However, in 1704, the governor gave permission for publication of the Boston News-Letter by John Campbell, and it became the first newspaper to publish continuously in the colonies. It was not long before weekly newspapers began publishing in New York and Philadelphia.

The Maryland Gazette appeared in Annapolis in 1727, the Virginia Gazette in Williamsburg in 1736. By 1765, according to the American journalism historian Frank Luther Mott, all but two of the colonies, Delaware and New Jersey, had weekly newspapers (Ramey, 2007). Boston had four; New York three; and Philadelphia had two newspapers printed in English, one printed in German. There were two newspapers in Connecticut, Rhode Island and each of the Carolinas.

These early newspapers were usually no more than four pages long because they were formatted like the British ones with four pages long (Ramey, 2007). The newspapers carried news from Britain while the content depended on the editor’s interests. They were filled primarily with short news items, documents and essays mostly taken from other newspapers, particularly British and European papers.

3.2.1 US newspaper and the government contest

New York City's first newspaper was the New York Gazette, founded by William Bradford in 1725, but it was the city's second newspaper, John Peter Zenger's New York Weekly Journal, which began printing in 1733, that was to have a major effect on the history of journalism. The New York Gazette was a typical colonial newspaper and it stayed out of trouble by supporting the policies of the colony's governor (Stephens, 2008).

According to Ramey (2007), the New York's governor at the time, William Cosby, was a particularly controversial figure, who had alienated many of the most respected individuals in the colony. They wanted a newspaper that would express their point of view, and Zenger, a young German-born printer, agreed to start one. Zenger's Weekly Journal immediately began taking on the colony's administration.

Governor Cosby had Zenger arrested on November 17, 1734, charged with seditious libel. While he was in jail, the paper was printed by Zenger's wife, Anna (Liebling, 1950). There was no doubt that Zenger had printed articles critical of the governor, and at the printer's trial in August 1775, the judge instructed the jury that, under the common law definition of seditious libel, criticism of the government was no less libellous if true.

However, Zenger's lawyer, Andrew Hamilton, made an impassioned call to defend the “cause of liberty...the liberty both of exposing and opposing arbitrary power...by speaking and writing truth,” and the jury ignored the judge's instructions and found Zenger innocent (Gabrielson, 2009, p. 434). This case represented a major step in the struggle for the freedom to print honest criticism of government, and it would have the practical effect of discouraging British authorities from prosecuting American journalists, even when their criticisms of the government grew intense in the years leading up to the American Revolution. After the Zenger trial, the British were afraid they would not be able to get an American jury to convict an American journalist.

3.2.2 Newspapers and the American Revolution

The major limitation on press freedom in England in the eighteenth and the first half of the nineteenth century was the stamp tax, which had the effect of raising the price of newspapers to the point where the poorer classes could not afford to buy them (Blanchard, 1998).

According to Blanchard (1998), the Stamp Act passed by the British Parliament passed in 1765 would have placed a similar tax on American newspapers. Americans were not represented in this Parliament, and American newspapers rebelled against the new tax. Gabrielson (2009:434) notes that American press printed letters and essays protesting the Act; the “fatal Black-Act” as one editor called it, and they printed reports on the meetings and mobs that protested the tax. New York's lieutenant governor, Cadwallader Colden, complained that these newspapers employed “every falsehood that malice could invent to serve their purpose of exciting the
People to disobedience of the Laws & to Sedition” (Gabrielson, 2009:435).

The Stamp Act was to take effect on November 1, 1765. As that dreaded day approached, newspapers like the Pennsylvania Journal dressed themselves as tombstones and announced that they were “EXPIRING: In Hopes of a Resurrection to Life again” (Stephens, 2008:7). Then cautiously, as the date passed without a British crackdown, the newspapers began appearing again, without the stamp: the Maryland Gazette. The Stamp Act could not be enforced and was soon repealed. By 2007, there were 1,456 daily newspapers in the U.S., selling 55 million copies a day.

3.3 Newspapers in Kenya

In Kenya the first ever newspaper was the African Standard, which was introduced in 1903 as a weekly newspaper. But in 1905, Alibhai Mulla Jeevanjee, the founder of the African Standard sold the paper to two British businessmen who later changed the name to the East African Standard (Kenyan Ministry of Information and Communication, 2011). The East Africa Standard would become a daily paper and move its headquarters from Mombasa to Nairobi in 1910. At the time, the newspaper declared strongly colonialist viewpoints (Kenya Union of Journalists, 2012). The British-based Lonrho group bought the newspaper in 1963, only a few months before Kenya's independence. The paper changed its name to the Standard in 1977, but the name East African Standard was revived later. It was sold to Kenyan investors in 1995.

In 2004 the name was changed back to The Standard. It is the main rival to Kenya's largest newspaper, the Daily Nation. In 1989, at a time when Kenya was going into the multi-party era, the Standard Group acquired the KTN Television Channel. Newspaper publication in Kenya has grown by strides considering the growing population, the various languages, diverse religion, and high literacy level given that by 2009, over 90 percent of the Kenyan population was literate (KNBS, 2010).

3.3.1 Challenges faced in Kenya

When Kenya gained independence, the political transition from British colony to independent country was characterized by changes in the mass media in Kenya (Kenya Union of Journalists, 2012). In 1963 the vast majority of broadcasts on government-owned radio and television stations were imported British and American programmes, but this was set to change. Kenyan newspapers covered more African traditions and culture.

However, the press later suffered under Kenyatta’s successor Daniel Arap Moi and his one-party state, which was written into the constitution in 1982. According to the US Department of State's report on Human Rights Practices for Kenya for 2003, a clampdown on journalists led to arrests and imprisonment as state officials were worried about the media challenging the government and newspapers carried stories and content that was not critical to the government.

With the birth of the multiparty system in 1992, which was a response to pressure from Kenyan activists and the international community, there was a remarkable expansion of press. The daily newspapers increased to four when The People daily was set up and the alternative press, also called the gutter press was formed. The newly created press was characterized by harsh criticism that went hand-in-hand with the emergence of opposition politics and this environment was a far cry from the conformist media of the earlier era.

In May 2002, there was a new unpopular media bill that required publishers to purchase a bond for one million shillings (Kenya Union of Journalists, 2012). This newly passed media bill scared off many small time publishers especially in the magazine sector because they could not afford the cost of the bond.

In February 2006, the Standard Newspaper published a story claiming that president Mwai Kibaki and senior opposition figure Kalonzo Musyoka had been holding secret meetings. On March 2, masked gunmen carrying AK-47 rifles raided the editorial office of The Standard, ransacked the whole press burning all the 2nd edition newspapers and damaged the presses.

3.3.2 What resilience?

The above brief history of the print newspaper in three different countries gives us a different view of the media. It is clear that although some challenges came, they left them surviving and sometimes, the attempt to suppress the press made them stronger than before leading to unprecedented
success. History of Christianity hails martyrdom as one major contribution to its spread. In most cases persecuting the press, like persecuting Christians in early days, worked for its advantage. Was this the case with the technological change that saw the forceful emergence of the new media?

3.4 The recent collapses and bankruptcies of print and online forms

In the US, between 1940 and 2011 there is a decline of daily newspapers from 1878 to 1382 (Bruder, 2012). Since the advent of the new media, the print newspaper has lost its revenue and it has become difficult to monetize print news without readership. The readership is shrinking day by day and even publishing online has its own challenges for start-ups.

In Kenya, the recent collapse of a Kenyan promising online newspaper raises more concern of the ability of an online newspaper to survive. Hivisasa.com was an online county based newspaper headquartered in Nairobi and was providing breaking news for some counties in Kenya. It was aimed at being the premier news provider. The newspaper closed shop on Monday 25th February, 2013 after providing sports news, entertainment, business, politics and had a section for crime, obituaries, weddings and opinion for Nairobi, Nakuru, Uasin Gishu and Kisumu counties. Hivisasa.com was the second online newspaper start up funded by 88mph to close shop after PesaTalk.com. The Cheki Africa Media CEO Carey Eaton had warned that a website is not a business. The closure of Hivisasa online newspaper is a proof that online newspapers may face the same challenges faced by the print newspaper if they fail to adapt to the convergence theory.

In 2009, the United States newspaper industry marked a period of remarkable decline. The newspapers in Philadelphia, which is the parent of all newspapers, declared bankruptcy followed by the Journal Register chain. The Hearst’s Post-intelligencer in Seattle resorted to publishing online only as the Rocky Mountain News closed shop. There was also a warning that the Chronicle in San Francisco would close if it failed to make enough profit.

On March 9th, 2009, Wall Street created a list of ten major daily newspapers that were at the verge of closure or shifting their publishing from print to online only. These included:

1. The Philadelphia Daily News
2. The Minneapolis Star Tribune
3. The Miami Herald
4. The Detroit News
5. The Boston Globe
6. The San Francisco Chronicle
7. The Chicago Sun-Times
8. The New York Daily News
9. The Fort worth Star-Telegram

It was predicted that based on the financial strengths of their parent companies, the competition from the markets, and the amount of losses they made; most of these companies would stop publishing by 2011. In the year 2011 alone about 1,424 writers and editors were laid off in America alone (Rapoza 2011). This retrogressive trend is worrying given that with the population increase and the need for more information, this number should have doubled or tripled.

On the future of the online only newspaper, it is important to consider the efforts made by online newspapers to make money. One is by the use of pay walls where e-readers have to subscribe to an edition so as to read it. Although this seems a smart idea, an analyst Harris carried out a study of 2000 adults and posed a one simple question: “How much, if anything, would you be willing to pay per month in order to read a daily newspaper's content online?” Shockingly, 77 percent of the respondents held that their price limit they would set to read an online newspaper is zero (Eaton). The most damning part of Harris’ report showed that 10 percent of the respondents do not and were not planning to read either print or online newspaper.

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Newspapers were the first to provide news updates. The advantages of subscribing from newspaper companies or buying newspapers is first, you can file it and you can touch it and can read it anywhere you go. Newspapers can be delivered even in the remote areas where Internet cannot reach. Second, newspapers are convenient because you can carry them anywhere you want to read them; in your room, garden and even in the comfort of your bed. Third, newspapers can be recycled, used to wrap something, cover something, burn materials, or you can make a bag out of it. Lastly, you do not need to use and pay electricity just to get updated news. However, one must pay subscriptions or purchase the
newspaper and one has to deal with the cluttering of the bulky papers at home.

All printed newspapers have online and or digital editions depending on the country. Some may be regulated by journalism organizations such as the Press Complaints Commission in the United Kingdom (Weber, 2006). According to Willings Press Guide (2010), some publishers have completely abandoned print publication such as the Seattle Post-Intelligencer and Southport Reporter in the UK. These two stopped publishing in March 2009 after over 140 years and went online only.

Finally, there are customized newspapers; a new trend in publishing where companies produce personalized newspapers. According to Hiebert and Gibbons (2000), customized newspapers allow readers to create their preferred individual newspapers by selecting individual pages from multiple publications. Online Customized newspapers have been offered by MyYahoo, I- Google, CRAYON, ICcurrent.com, Kibboko.com, Twitter.times and many others.

On the other hand is the online news. The advantages of online news are: it’s accessible 24/7 and thus can be read any time of the day. The second thing is that they are free thus one can freely read online news unlike newspapers that you need to pay or spend money to buy. The disadvantage of reading online news is that they are more expensive given that one has to deal with electricity bills just to read updated news. Secondly, one has to pay for internet connection because without internet connection you will not have any access to any networking sites.

The current state of affairs does not allow either online or print media to exist alone. In this case, converged media is an indispensable phenomenon that has given print journalism a breath of life. For example, a press that does not fuse its operations with the new media can not survive. Likewise, the online or digital forms can not survive alone. An example is the online county magazine such as hivisasa in Kenya that operated for less than a year before it closed shop in March 2013 citing losses and inability to make profit online for a press.

4.1 The challenges new media poses to print newspapers

The business model of most newspapers in the developed and developing world was challenged in the late 1990s; when news became available on 24 hour television channels and the wake of the Internet. Since then, the subscribed circulation has plummeted and the advertising revenue, which contributed to major newspapers’ income, started shifting from print to the new media like radio and Internet (Clifford, 2008). This has resulted in decline in profits and has prompted many newspapers to launch online editions in an attempt to follow or stay ahead of their audience.

In the two decades between 1990 and 2010, most newspaper publication sales in Kenya, Britain and the United States have decreased. The US State of the Media holds that the daily newspapers’ readers declined by 10.6 percent while the Sunday readers reduced by 7.5 percent between September 2008 and September 2009. One factor that has contributed to this trend, which is also true in Kenya, was the loss of advertising to the new media. The Internet has provided an easy avenue through which advertisers can reach their audience. This means that the print newspapers lost their advertising revenue thus reducing their ability to continue publishing.

Another issue is the timeliness of news presented by the print newspapers. The Internet has provided a continuous stream of updates and this leaves little news to tomorrow’s paper. The 2010 survey by the Pew Research Center for the People and the Press found out that in the wake of the new media and internet use, online news sources are the most popular compared to the print media. Most people read news online and this leaves less people without the knowledge of what is happening.

Due to these challenges, there was a debate between 1990 and 2010 as to the future of the newspaper. Most scholars argued that the newspaper and print journalism in general was at the verge of collapsing. Regardless of these prospects, we find newspapers thriving in Kenya and in fact, more are being established.

However, in most parts of the world, cheaper printing and distribution, increased literacy as well as growing middle class have contributed immensely to the adoption of electronic media and thus newspapers continue to grow. This trend was started by The American Reporter on 10th April 1995, when the daily newspaper employed reporters from all over the world and all original content to start on the Internet (Conley & Lamble, 2006). The American
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The future of newspapers in countries, which are able to access internet had raised an endless debate because the industry has faced decline in the sales of the newspaper, advertisement sales, loss of much of classified advertising and precipitous drops in circulation. Recently, there has been a rise in the number of newspapers faced with closure, bankruptcy and severe cutbacks especially in the United States, where the industry has laid off a fifth of its journalists since 2001 (Bellis, 2012). As the revenue of most newspapers decreases, stiff competition from Internet media has challenged and limited the space for older print publishers (Plambeck, 2010).

The debate has become more urgent lately especially because a deepening recession has shaved profits and as once-explosive growth in newspaper web revenues has leveled off, forestalling what the industry hoped would become an important source of revenue. McQuail (2005) argued that the most significant issue is whether the newspaper industry faces a cyclical trough, or whether new technology has rendered obsolete newspapers in their traditional format.

**5.1 Converged media plus**

In order to keep up with the trend, most newspaper companies, national and international own media outlets. For example the Washington Post company owns Newsweek magazines and the Chicago Tribune company owns a number of broadcast stations. In Kenya, newspaper companies like the Nation Media group own radio station and television channels like NTV and QTV. The NMG has also extended its operations to electronic money transfer known as NationHela in a bid to expand its economic space. The same case applies to The Standard which owns radio stations and a television channel, the KTN. Most of these newspapers are controlled by corporate executives but not independent publishers. These corporate executives have other business concerns. Some press critics wonder whether eccentrics like Benjamin Harris, Benjamin Franklin, James Gordon Bennett, Horace Greeley or Joseph Pulitzer could find a place today in such media conglomerates.

Moreover, most newspapers today rely for most of their international and national news coverage on large news services like the Associated Press, Reuters, the New York Times News Service and the Washington Post-Los Angeles Times New Service. According to Thompson (1995), the United Press International, once the main competitor to the Associated Press, fell upon hard times in the 1980s and early 1990s and underwent many cutbacks in its news gathering staff. Most major newspapers have also added opinion pages, which air views that differ from those of the newspaper and its publisher.

Today, the leading print media houses are quickly adapting to compete with the on-line journalism. For example, the NMG and the standard group; which publishes the leading newspapers in Kenya had adopted online and digital forms of newspapers. They have also resorted to using multimedia channels to deliver image galleries to readers that are accompanied by video and audio images for their online versions. They have also adopted social media networking sites and have built relationships with readers.

Against the challenges of the new media on the newspapers, most companies in Kenya have ventured into other businesses or combined media. For example, it is difficult to find a press in Kenya that runs newspapers only without venturing into other income generating business. In fact, as the other newspapers are collapsing in other countries, in Kenya, newspapers are increasing in number as noted from the main four in 2002 to about 10 in 2012, some of which publish only while others run print and online editions. Secondly, almost all newspapers have launched online editions in order to keep up with the elusive technology.

These internet and online editions can be accessed in internet enabled computers and recently on mobile phones. In order to keep the printed newspapers authentic, online editions are limited in content so that most content especially advertisements and entertainment are placed in printed versions. However, the poor readership and lack of time to read printed newspapers is worrying in Kenya. The current consumers have been buzzed by the chat codes, which are quick to read. Although most people argue that the newspaper is here to stay, what is significant is whether it will remain in its printed or soft copy version. It will all depend on the reader because each version has its strengths and weaknesses.
6 CONCLUSIONS AND RECOMMENDATION

From the foregoing information, the future of print journalism is problematic to predict. However, there is no illusion that print journalism is likely to collapse. What is not known is how long it will take for it to collapse. The likelihood means print journalism has a chance of surviving. Therefore, given that the future will take care of itself; the only way is to find strategic ways of making the business of print journalism survive the tempest of the new media. There are ways that the current industry has used and the commonness of the strategies that most newspapers that survive in print have used. These strategies should be learnt and incorporated more by the current press.

One of the best ways of staying afloat is by ensuring that the newspaper content fills the gaps that are left by the new media and the broadcast media. These are for example, ensuring they develop a competitive content in terms of quality, depth of facts, and in a way that is consistent with the current reader’s interest. In this case, delving into development journalism and communication is critical and significant.

Through their journalistic reporting, the press should be able to create a competitive brand, reputation and favourable image to the society. When readers trust a newspaper company, they will stick to reading their content. The advertisers would like to advertise in newspapers with a large following.

The newspaper companies should also find ways of encouraging and instilling the culture of reading. The most strategic stakeholders for the newspapers are readers. With the current state of declining readership; the companies must find ways of encouraging people to read their newspapers and if this is not possible, they should close shop. This is because advertisers can not place their products in a newspaper where no target consumer will get to see them.

The newspaper companies to stay relevant by finding alternative ways of generating income through the newspapers. They should ensure the services or products are complimentary to newspapers as in the case of sugar and bread. This way, people will get the complimentary services, goods and or promotions as they buy the newspapers.

The newspaper industry should expand its scope and forget about selling news as its main products. They must converge with other media, incorporate popular culture, more human interest content and deliver credible content to target groups in the society. They should be able to have an “under one roof information gallery” that will serve readers in a way that they feel their money’s value is equal to the content they get from them.

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