

Net effect on journalism: More outlets, fewer insights

Traditional advertising business models may not sustain the news business as companies - and independent bloggers - seek out niche markets, found a study conducted by the [Project for Excellence in Journalism](#).

By Brad King 19 Mar 2008

The State of the News Media study focused on seven areas: restructuring content, emerging business models, traditional advertising models, public ownership of media, developing online-specific content, blogging and ethics in a digital age.

Many sources, few voices

The group found that while there are more outlets than ever before - fueled by the growth of personal media - topic areas such as foreign policy, politics and elections dominate most coverage. Issues such as transportation, education, religion and development - hallmarks of localised journalism - made up less than 3% of the stories nationwide.

The result of this upheaval, according to the report, is that news organisations need to reconsider every aspect of the business to compete financially in a digital world.

"Journalism is becoming a smaller part of people's information mix," according to the report. "The press is no longer the gatekeeper over what the public knows."

[Read the full article here.](#)