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Assessment of Print Newspapers Circulation and Readership

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Abstract

The print newspaper industry in Ethiopia faces many difficulties; mainly its circulation, readership, cost of printing and consumers' habits. The main purpose of the study was to assess the private newspaper's circulation and readership. Data was collected using quantitative and qualitative methods. Questionnaire, In-depth Interview, Focus Group Discussion and Observations were deployed in the study. Print newspapers are useful tools in informing, educating and entertaining the society as traditional media still during the social media era. However the study revealed technology has disrupted the traditional business models of print newspapers. In the finding it was indicated that Print newspaper circulation and readership is going down from time to time. It was disclosed in the study that new media technology has disrupted all sides of print newspapers including its circulation, distributions, readership, and advertising. According to the study due to the high cost of printing and lack of advertisement the prices of newspapers remain high and unaffordable for their readers. In the study it was also indicated that the escalation of the cost of printing coupled with the lack of advertisement revenue has made a huge impact for the deterioration of circulation and readership. Moreover long time governments' disenfranchisement with the print press kept the industry incapacitated. The study further shows that the current manner through which readers' access newspapers was mainly renting from vendors. The study exposes that Print newspaper's circulation is impacted by social and technological changes such as the availability of news on the internet. According to the study, this trend has changed traditional newspaper reading culture, practice, habit and choice of the readers. Therefore, for its sustainance and coninuation, it was suggested that the private print newspaper industry itself needed critical attention from different stakeholders including policy makers, publishers, journalists, researchers, media and educational experts.

Key words: Newspapers, Circulation, Readership, Readers, Distribution

Introduction

The beginning of newspapers in Ethiopia has shown some historical indications in the late 19th century. It was this time in the country that the first newspaper was introduced (Shimelis, 2000). According to Skjerdal (2012) the period after EPRDF took power marks a significantly different arena of media in Ethiopia, in terms of formal media policy and openings of independent journalism.

Newspapers are media forms characterised by a combination of content and delivery platform, this platform, for newspapers, initially being print but now also including digital editions. (Ford, Kosnik & Harrington, 2011). However Circulation and distribution of print newspapers is facing many obstacles, resulting in loss of readership.

The escalation of the cost of printing coupled with the lack of advertisement revenue has gradually affected the financial strength of the publishers, and eventually pushed them to go out of market (Ellene et. al, 2003). Birhane (2017) describes that due to its interactivity

people migrate from reading print newspapers to using social media. According to Mekuria (2005), describes “in the past some newspapers have lost readership and gone out of market and the ones that are circulating currently have very low circulation and readership ”.

Poor reading habits, low literacy rates and distribution problems outside the capital for the private press can be considered the main ones (Gebremedhin, 2006).

Technology may be changing how news is delivered, but newspapers are still as focused as ever on delivering quality journalism that readers trust (Palser, 2006). Conversely in Ethiopia the absence of trained and ethical journalists is the main problem of both the state and private print media (Shimelis, 2000).The Ethiopian private print media is at its infant stage struggling with both internal and external challenges of publishers and professionals. Moreover due to the established government’s ill treatment like jailing and closing down of newspaper publishers labelling them as terrorist left the journalist to be fearful and lead the publishers insecure. (Nørby, Mekuria, & Theodros,2018)

The Ethiopian print newspaper industry is believed to crash by many constraints as a result its circulation is dwindling from time to time. This article discusses this and related issues .The article includes the introduction, objective of the study, literature reviews, methods of data collection, the result, discussions, conclusions, recommendations and references.

Objective of the Study

The general objective of the study aims to assess the circulation and readership of print newspapers as well as the challenges that the print newspapers are facing currently. Specifically, it assesses circulation and readership related problems of print newspapers problems in this social media age, and also examines the causes of the problems in the print newspaper publishing industry.

Literature Reviews

- **Newspapers**

Newspapers are defined as a written publication containing news, information and advertisements usually printed on low-cost paper called newsprint (Akobundu, 2009). He also describes newspaper as a printed unbound paper that contains news about current political, economic, socio-cultural, educational, environmental, scientific-cum-technological and sundry affairs.(Ibid) Newspapers are important sources of information that citizens rely on for their everyday orientation and the exercise of their democratic responsibilities (Aalberg and Curran 2013).

- **Newspaper Circulation**

Newspaper circulation is in decline and fewer papers are now serving a much bigger population (Kamarck and Gabriele, 2015). Lucena (2011) examined the perceived causal relationship between the decline in print newspaper circulation and the proliferation of the internet concerning economic downturns between 2000 and 2009 on a global scale.

According to Teece (2010) cited in Barclay (2012) as “traditional information providers, newspapers have relied on circulation and advertising revenue for decades in which the paper is sold quite inexpensively” (usually at a nominal level, insufficient to cover costs), while publishers looked to advertising revenue to cover remaining costs and earn profit.

- **Newspaper Readership**

Reading increases one’s knowledge and thinking about a particular subject, and the society as a whole. Onwubiko (2005) asserts that reading has four intentions: for enjoyment and relaxation, for information, and for knowledge.

Newspaper readership enables one to become a person who possesses civic-conscious values, tolerance and closeness to the community (Igwe, 2013). Readership of print newspapers has been the focus of many studies and analyses because of the advancement of online journalism, information technologies and socio-economic changes in recent years. Patrick & Melchizedec (2014) see readership as the part of the general public interested in a source of information or entertainment.

Busari (2016) and Bana (2020) describes reading habit as a practice of reading regularly, the cultivation of an attitude, and possession of skills that make reading a pleasurable, regular and constant activity. Developing the right reading culture helps nations to develop and no nation can develop without its people reading. Reading makes a man, and it helps to develop the mind, to be informed, thoughtful, and constructive (Desmond, 2014).

Thompson (1989) has investigated how readership characteristics influence advertising rates. Although his sample was limited it extends his work while investigating the US magazine market. Today, newspapers joined other mass media to deliver their contents digitally. But as readers rush to online content, it is possible that conventional print newspapers may suffer a decline in readership (Aliagan, 2011). He also notes that newspaper readership has been declining over the last couple of years. (Ibid)

- **Newspaper and Technology**

Currently more and more people get news via digital media, they increasingly access news through mobile devices and rely on social media and other intermediaries in terms of how

they access and find news. New media technology platforms have developed as spaces for the dissemination and recommendation of news and information globally (Zeller & Hermida, 2015).

Most readers now prefer online news platforms to traditional news for several reasons. Online platforms are mostly free, “quickly updated, easy to navigate, interactive, searchable, filterable, containing graphics and videos, providing much more information than newspapers for optional in-depth reading” (Huang, 2009).

Barclay (2012) argues that the internet has influenced the way journalists do their work and that the internet has characterised new limits of the news business and provided floods of information to the newsreader. Additionally, information dissemination is instant, more efficient and facilitated by the low cost associated with digital news content, unlike traditional media that involve printing and delivery costs (Onwuliri, 2019). With the advancement of new technology, print newspapers are confronted with serious challenges from various sources, such as the introduction of online newspapers, social media platforms, mass email, and web services (Cherian & Jacob, 2013).

According to Gottfried & Shearer (2016) newspaper organisations find themselves struggling to resolve the underlying strategic dilemmas relating to: editorial control; audience and advertiser’s preferences; ownership of intellectual property; and the blurring of boundaries between the professional and personal spheres of influence.

- **Theoretical Frameworks**

While dealing with the issue of print newspaper’s circulation and readership it requires seeing in the limelight of basic media theories. For this reason the researcher has chosen three media theories; Uses and Gratification Theory (UGT), Disruptive Innovation Theory (DIT), and Social Responsibility Theory (SRT) .

The Uses and Gratifications theory has been applied as an approach in many communication studies to understand the relationship between audiences and their media choice (Lucena, 2011).The uses and gratification theory (Katz,Blumler & Gurevitch,1974) suggests audiences are responsible for selecting the media organization that would best serve their needs and that media outlets are used by the audiences to fulfil specific gratifications.

Disruptive innovation theory arises from globalisation, technological advances, and cultural changes, and a change always presents threats and offers opportunities (MacFeely, 2016). The advent of the internet, generally, has caused great competition between online and traditional news platforms which threatens the survival of print newspapers (Tommy, 2014).

Therefore, newspaper publishers must embrace technology to claim widespread content delivery (Hassan, Azmi & Atek ,2015).

The social responsibility media theory includes the fact that media have an obligation to serve a society because media ownership is a public trust. Therefore news media should be truthful, accurate, fair, objective and relevant; media should be free, self-regulated, follow codes of ethics and professional conduct. Social responsibility theory deals with the idea that media ownership is seen as a form of public trust or stewardship, rather than an unlimited private franchise (McQuail, 2010).

Methods

Research design is the researcher's plan of how to proceed to gain an understanding of some phenomena in a natural setting. According to Kothari (2004) the research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data.

According to Matseketsa & Mapolisa(2013) research methodology refers to the way in which a researcher retrieves data from the selected sampling frame, methods for collecting data, instruments to be used and how the data is scrutinized and presented.

The study approaches the combination of qualitative and quantitative methods to answer the basic research questions. It is a combination of qualitative and quantitative methods because it includes the elements of both approaches (Zoltan, 2007).

Creswell (2012), states that the quantitative data and results provide a general picture of the research problem; more analysis, specifically through qualitative data collection, is needed to refine, extend, or explain the general picture.

Qualitative approach of research is concerned with subject assessment of attitudes, opinions, and behaviour; in this situation the researcher's role is understanding and impressions Kothari (2004).

Davies and Mosdell (2006) asserts that sampling refers to the selection of subjects for a study among the total population in a given research work. According to Neuman (2011) in sampling, the researcher uses a wide range of methods to locate all possible cases of highly specific and difficult situations to reach a larger population.

The researcher used a variety of data gathering methods to collect data. Interviews, questionnaires, focus group discussions and observations have been employed. This allowed the researcher to reconstruct events through the eyes of key participants.

According to Jensen & Jankowski (1991) the interview has a number of advantages. One is that it can cover a wide range of outlooks on a given subject. In depth interviews are

essentially a hybrid of one to one interview approach which is the most effective for information gathering when dealing with a small number of respondents (Wimmer and Dominick, 2006).

Barr, Davis and Johnson (As cited in Singh, 2006) questionnaire is a systematic compilation of questions that are submitted to a sampling of population from which information is desired.

Focus Group is a unique method of qualitative research. The groups are “focused” because you have gathered individuals who previously have had some common experience or presumably share some common views (Robert, 2011). The focus group discussion (FGD) is a rapid assessment, semi-structured data gathering method in which a purposively selected set of participants gather to discuss issues and concerns based on a list of key themes drawn up by the researcher/facilitator (Kumar 1987).

According to Murray (2003) gathering information by means of observation involves watching and/or listening to events, then recording what occurred. In this sense, your observations are a form of primary data, to be highly cherished (Robert, 2011).

Researchers need to anticipate and address ethical dilemmas that may arise in their research. Ethics are central to the research process. Researchers need to take care of various ethical issues at different levels of this process. The reality is there can be ethical concerns at every step of the research process (Bickman& Rog, 2009).

According to Salkind (1997) reliability and validity in research reveal two strands: firstly, with regards to reliability, consistency, stability and predictability, whether the result is replicable. Secondly, with regard to validity, truthfulness, accuracy, authenticity, genuineness, or soundness whether the means of measurement are accurate and whether they are actually measuring what they are intended to measure. Therefore this research was carried out considering all possible dilemmas that may arise.

Creswell (2012) describes that analysis initially consists of developing a general sense of the data, and then coding descriptions and themes about the central phenomenon.

The researcher employed both qualitative and quantitative approaches. Thus four media editors were purposely selected from two private print media organizations for an in-depth interview. On the other hand a focus group of six members of print newspaper vendors is also purposively selected. To fill up a survey questionnaire sixty newspaper readers were selected using the same purposive sampling method. Out of which 56 filled out the forms properly and entered the data.

The data was analyzed based on appropriate quantitative and qualitative research methodologies. Quantitative data that were collected using questionnaires were entered into the computer using SPSS 23 package software, whereas the qualitative data was classified into different major themes and presented along with.

Results

The study considered and identified problems concerning circulation and readership of print newspapers. The result shows that the private print newspaper existence is at risk. The results of the study includes that most readers get newspapers from vendors by renting out for a small amount of money for a short period of time. According to the study that print newspaper readers have declined because of many reasons, mainly high price, lack of availability of newspapers, and technological influence. Technological factors of social media and digital media expansion have created a colossal effect on print newspapers. Easy accessibility of digital media technology and social media attractiveness for advertisers and readers has left an overshadowing impact on print newspapers existence.

Newspapers have to struggle to make profit in order to survive and grow in the market. However the high tax and high printing cost make private newspaper publishers financially weak and unstable. The study reveals that although the price of newspapers is increasing from time to time, the cost of printing is always greater than the selling price, and as a result profit couldn't become a reality for publishers. According to the findings of the study affording newspaper is very difficult for many readers. The result further indicates that advertising which is the main source of newspaper revenue is declining. From the research finding it was also learnt that the government doesn't support print newspapers in any forms. Instead due to the long established government's ill treatment like jailing and closing down of newspaper publishers left the journalist to be fearful and left the publishers insecure. .

According to the result, newspaper's circulation and distribution process is carried out through the value chain of wholesale distributors working individually or in groups of two or three; who are the sole agent for the circulation or distribution of the newspapers. In addition numbers of newspaper copies are determined by these wholesale distributors. Consequently such a traditional system of distribution becomes a predicament for proper distribution and availability of print newspapers..

Discussion

The main objective of the study was to examine the challenges of circulation and readership of private print newspapers and identify problems so as to recommend some corrective measures that curb the problems. The collected data with the objectives and with a careful

review of relevant literatures were analyzed, coded, and entered using appropriate statistical techniques. The documents from questionnaires, in-depth interviews, and focus group discussions were classified into different major themes. The discussion looks into the detailed problems and challenges of print newspaper’s circulation and readership practices.

- **Source of Access of Print Newspaper**

Private newspaper readers get newspapers from many sources, depending on their area or personal preference.

Table 1. Respondents Sources of Print Newspaper

| Access of the print newspaper | Frequency | Percent |
|-------------------------------|-----------|---------|
| From shops | 4 | 7.1 |
| Buying from vendors | 8 | 14.3 |
| Rent from vendors | 39 | 69.6 |
| Institution libraries | 3 | 5.4 |
| Other sources | 2 | 3.6 |
| Total | 56 | 100.0 |

(Organized by the researcher)

According to the data of Table 1 gained from the questionnaires, 39 (69.6%) of respondents are reading newspapers rented from vendors, while 8 (14.3%) of them buy newspapers from vendors. Among 4 (7.1%) of them have experience of buying newspapers from various shops and supermarkets, whereas 3(5.4%) read print newspapers inside the institution library, and the remaining 2 (3.6%) have experience of getting the newspapers from different sources.

The system of selling and delivering newspapers for readers is mainly using vendors. According to the Editor of the newspapers, mainly newspapers are delivered to the readers through vendors selling at newsstands located at important meeting points, major taxi and bus stations, public squares, and other areas with heavy human traffic.

- **Decline of Print Newspaper Readership**

Readership is a central part to the newspaper. Newspapers readers criticize claiming much left to be desired concerning newspapers content, appeal, availability and other factors. However the aim of editors and publishers must surely be to make available a paper that promotes a different area of interest to readers.

Table 2. Respondents Reaction to the Decline of Print Newspaper Readerships

| Items | Frequency | Percent |
|-------------------|-----------|---------|
| Strongly Agree | 12 | 21.4 |
| Agree | 19 | 33.9 |
| Neutral | 9 | 16.1 |
| Disagree | 15 | 26.8 |
| Strongly Disagree | 1 | 1.8 |
| Total | 56 | 100.0 |

(Organized by the researcher)

According to the data in Table 2 above, 12 (21.4%) of the respondents strongly agree and 19 (33.9%) respondents agree. On the contrary 15 (26.8%) respondents disagree and 1(1.8%) respondents strongly disagree. While, 9 (16.1%) respondent’s remained neutral. The data demonstrates that the majority of the respondents agree with the decline of print newspaper readership.

Editors of the newspapers explained that the print newspaper circulation has declined. On the other hand, readership is shifting from traditional paper form into digital platforms. According to the editors, print circulation has declined compared to the previous time.

New media technologies are transforming the way people interact and connect with each other at a local, regional, national and global level (Wilson, Carlson, & Sciascia, 2017). The editor emphasizes that the print newspaper readership is in trouble due to digital technologies. According to the editors', due to the presence of the digital format they do not see a growing number of the print newspaper readership.

Focus group participants FGD-6 believes that the ways of readership have changed. They don’t agree that publishers lost readership but the readers changed their platform. However still print newspaper readership has declined and is not enough at all for such a big population size.

- **Social Media and Digital Media Expansion Impacts on Print Newspapers**

Social media tools serve as a means of social interaction among its members and help in producing, distributing, and exchanging information and ideas within a virtual environment.

Table 3. Respondents Reaction to Social Media and Digital Media Expansion Impacts on Print Newspapers.

| Items | | Frequency | Percent |
|-------|-------------------|-----------|---------|
| Valid | Strongly Agree | 19 | 33.9 |
| | Agree | 25 | 44.6 |
| | Neutral | 3 | 5.4 |
| | Disagree | 4 | 7.1 |
| | Strongly Disagree | 5 | 8.9 |
| | Total | 56 | 100.0 |

(Organized by the researcher)

Concerning the social media effects and digital media expansion impacts on newspapers in Table 3 above, 19 (33.9%) of the respondents strongly agree and 25 (44.6%) respondents agree. While 4 (7.1%) disagree, 5 (8.9%) strongly disagree. The remaining 3 (5.4%) respondents remained neutral. Therefore according to the data most respondents agree that social and digital media expansion affected print newspapers.

The editor’s response suggests that the print newspapers market is complicated. Advertising revenue has collapsed; as a result the profitability of newspapers remains a big question taking social media as one factor. On the other hand loss of advertising, advancement of technology, increasing cost of production and distribution has become a predicament for publishers, readers and all stakeholders in this digital era.

Regarding social media and digital media expansion impacts on print newspapers, all participants of the FGD believe that social and digital media has a huge impact. A focus group participant believes that even if digital media have an effect on the print newspaper, still there are many loyal and regular readers. However they describe that currently, individuals can get information on their Smartphone. Traditional practices of newspaper reading are already endangered.

Further the focus group participants noticed that in the past print newspapers were profitable, but now different social media platforms are channelling news. Social media is delivering

news from many angles in different ways from everywhere. These social media technologies are giving audiences a sense of power when they comment on news content (Bly, 2010). According to Bly (2010) audience interaction via social media could be the “new big thing”. The technology has affected directly or indirectly the print newspapers. Obijiofor and Hanusch (2013) contend that online news has changed journalistic practices all over the world by bringing about newspapers receiving on the web.

Globally newspaper is passing through its hardest time ever, especially since the Internet came to provide online functionalities and possibilities far beyond what the newspaper could offer: instant and free news, interactive and multimedia features, and easy accessibility through very simple handheld technologies like mobile phones and personal computers (Ashong & Henry, 2017).

- **Respondents Reaction to Government Assistance of Print Newspapers Publishers**

Government’s need to support print newspaper publishers for their survival and continuation.

Table 4. Respondents Reaction to Government Support of Print Newspapers Publishers.

| | Items | Frequency | Percent |
|-------|-------------------|-----------|---------|
| Valid | Strongly Agree | 2 | 3.6 |
| | Agree | 6 | 10.7 |
| | Neutral | 15 | 26.8 |
| | Disagree | 21 | 37.5 |
| | Strongly Disagree | 12 | 21.4 |
| | Total | 56 | 100.0 |

(Organized by the researcher)

The data of respondents in Table 4 shows that 2 (3.6%) of the respondents strongly agree and the other 6 (10.7%) agree. When 21 (37.5%) respondents disagree, the rest 12 (21.4%) strongly disagree. The remaining 15 (26.8%) were neutral. Therefore, according to the result majority of the respondents disagree with the statement which claims the government supports print publishers.

Editors of the newspapers explain that the government needs to assist newspaper publishers. An editor of one of the newspapers describing economic aspects of newspapers he noted that as a commercial undertaking newspapers have to struggle to make profit in order to survive and grow. The high tax on print newspaper publishers coupled with high printing cost; represent a sizable share of a newspaper's total cost. This has left a number of private papers financially weak and unstable. According to the editors, many readers and professionals agree that government support and subsidy in the form of tax reduction, duty free import for print related items is very crucial however there is no support in this regard.

Focus group participants believe the government has to find alternative support for newspaper publishers. According to the FGD participants, the print media needs critical consideration from pertinent and responsible stakeholders, especially the government. The government has to see alternatives of assisting publishers in many forms.

Editors of the newspapers explained that the print newspaper industry is in danger from many perspectives. For instance individuals who have envisaged publishing print newspapers are turning to other businesses which are safer, more profitable and free from political complications and government pressure as well as the considerable risks of running a newspaper.

Although the future of print newspapers may be faded, it certainly does not mean the end of the traditional newspaper (Obijiofor and Green, 2001).

- **Affordability of Print Newspapers**

Newspapers' high printing cost has an impact on the affordability of the newspapers.

Table 5. Respondents Reaction to Affordability of Print Newspapers

| Items | Frequency | Percent |
|-------------------|-----------|---------|
| Strongly Agree | 5 | 8.9 |
| Agree | 17 | 30.4 |
| Neutral | 6 | 10.7 |
| Disagree | 22 | 39.3 |
| Strongly Disagree | 6 | 10.7 |
| Total | 56 | 100.0 |

(Organized by the researcher)

The above Table 5 shows 5 (8.9%) of the respondents strongly agree and 17 (30.4%) respondents agree. The other 6 (10.7%) respondents disagree and 22 (39.3%) respondents strongly disagree. While 6 (10.7%) of respondents were neutral. The result reveals that more respondents disagree with the account that print newspapers are affordable.

Editors of the newspapers remarked that the high cost of printing affects both publishers and readers. According to the editor, publishers suffer from high printing costs and restrictive terms of contracts by the printing houses, notably Birhanena Selam Printing Enterprise, (BSPE). "Newspaper publishing is not an attractive business venture, given the multiplicity of problems such as shortage of capital for investment, ever-increasing printing and newsprint cost, lack of advertising and sales; absence of trained and experienced staff for technical and editorial production and in management."

A key participant of the focus group confirms that vendors can earn good income through renting a single copy of a newspaper to multiple readers. He noted that for this reason vendors are usually attracted to renting copies of newspapers they have, instead of selling once. He also added that communal or multiple readerships have now become a dominant practice in the city. He remarked "This is done as we let them out by the hour at a charge to each client of about one-tenth or more compared to the full price of the newspaper."

One of the major challenges is that publishers need a lot of sacrifices to strategize to maximize revenues in the digital environment (Angelucci & Cagé, 2019).

Conclusions

The study investigated the current situation of private newspaper's circulation and readership in Addis Ababa city. According to the study due to many problems the circulation and readership of print newspapers has declined from time to time. Low readership, Losses of advertising, advancement of technology, increasing cost of production and risky distribution channels have become a predicament on newspaper publishers and readers. The emergence of the internet has changed the print media landscape. In the past decades print newspapers appear to have changed in content, design, and writing style perhaps in the most radical manner. Readership of print newspapers is affected primarily because of the advancement of technology. Publishers as a business organization are encountered with digital media expansion which has posed a challenge for the print newspapers.

Lack of advertisement, because advertisers shift to digital media, increasing cost of production and risky distribution channels have become a major predicament to print newspaper publishers. Having no effective distribution system limited newspaper's

circulation to the capital. Government harsh relation with the press left many journalists fearful and publishers insecure and uncertain.

The research showed that in general due to the above stated problems and factors, the existing trend of print newspaper's circulation and readership has declined from time to time.

Recommendations

Based on the findings from the research, the researcher has noted and recommended points for the improvement of print newspaper's circulation and readership. At first, the overall system lacks consideration to the matters throughout the entire planning steps of newspaper circulation, distribution and readership. It can only be improved if due attention is given to the subject and systemic steps are taken at all stages in the planning of circulation and distribution of newspapers. Secondly newspaper readers have different needs and priorities, which are affected by technological practices and digital media attractions. Therefore, the publishers should examine issues in all standpoints so as to ensure that contents and availability of the newspapers satisfy the needs and interests of all readers. Thirdly, responsible government offices have to patronize, monitor and evaluate activities through appropriate bodies or in collaboration with publishers, vendors and other stakeholders to enhance the newspaper circulation and distribution. Fourthly, the current trend of using social media among society members seems to integrate itself into a more normalised role that became part of everyday life of individuals. Therefore, planned professional training should be conducted for all print newspaper stakeholders. Finally, newspapers need to make important changes in their content and most importantly in their business models. Publishers have to adopt and improve using new media technologies to reach out to diverse readers.

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