

The Future of News

Daily newspaper circulation figures are dropping, major market newspapers are in bankruptcy, top business magazines are reducing page counts and printing less frequently. At the same time, the consolidation of radio stations continues unabated and Network TV is losing viewers in droves to cable television. The media environment is undergoing a transformation the likes of which we haven't witnessed since the dawn of television. Does this represent the growing influence of the Internet as a source for news? Or is this a paradigm shift in news itself?

[Tony DeFazio, President of IABC Philadelphia](#) will moderate a thought provoking panel discussion about the "Future of News" with leading figures in traditional and Internet media. The event, which will be hosted at The Hub Cira Centre in Philadelphia, will provide insight into what's driving these changes, the impact on corporate communications, and how organizations can adjust their public relations plans to effectively get their stories told.

** Panelists to be announced soon.*

"The Future of News" will explore the following issues:

- The consequences of shrinking newsrooms on news gathering
- The impact of blogs on mainstream news reporting
- The convergence of online and traditional media
- Why the proliferation of media creates a seller's market for information
- The rise of citizen journalists and implications for modern news
- What online tools get the attention of this "new media"
- How the influence of the Internet Generation will affect the media environment

Where: [The Hub Cira Centre](#), 2929 Arch Street (next to 30th Street Station)

When: Wednesday, December 2nd, 7:30 a.m. – 9:30 a.m.

For more information: <http://philadelphia.iabc.com/upcoming-events>