

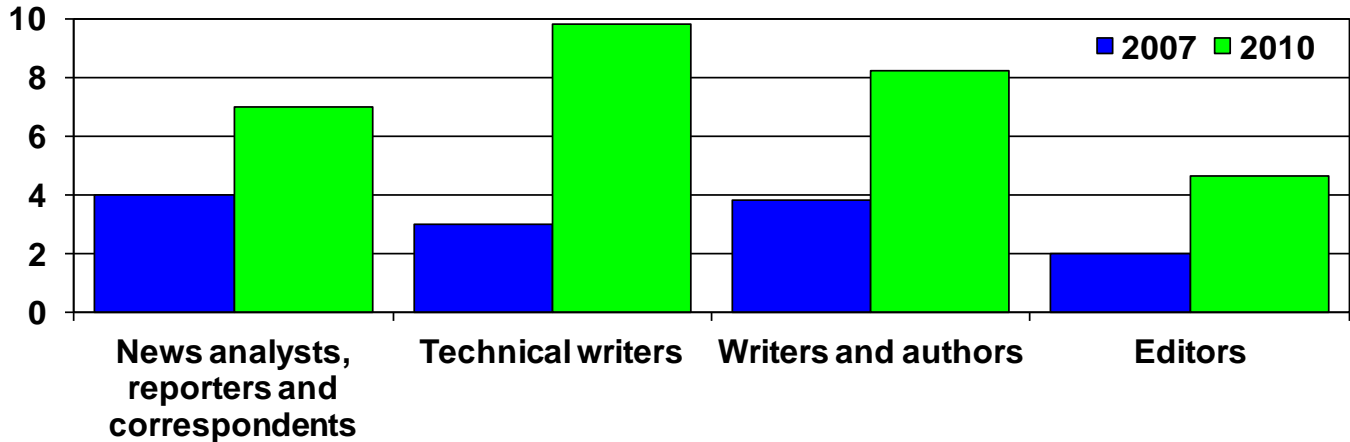
# **Financial Journalism: Watching the Watchdogs**

Wednesday, May 4, 2011  
9:30 AM - 10:45 AM

# Unemployment rates for journalists

*U.S., 2007 and 2010*

Percent



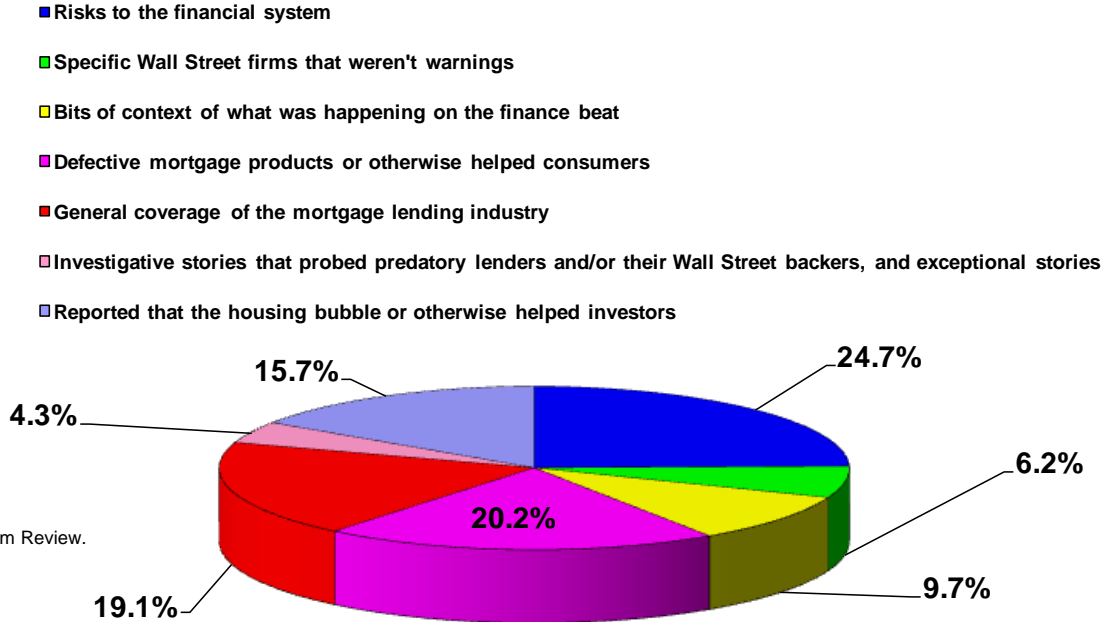
[Source: [http://www.phoenix.edu/colleges\\_divisions/humanities/articles/2011/04/journalism-schools-adapting-to-new-media.html](http://www.phoenix.edu/colleges_divisions/humanities/articles/2011/04/journalism-schools-adapting-to-new-media.html).]

# Significant stories by major news outlets before the financial crisis

2000 to mid-2007



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Source: Columbia Journalism Review.

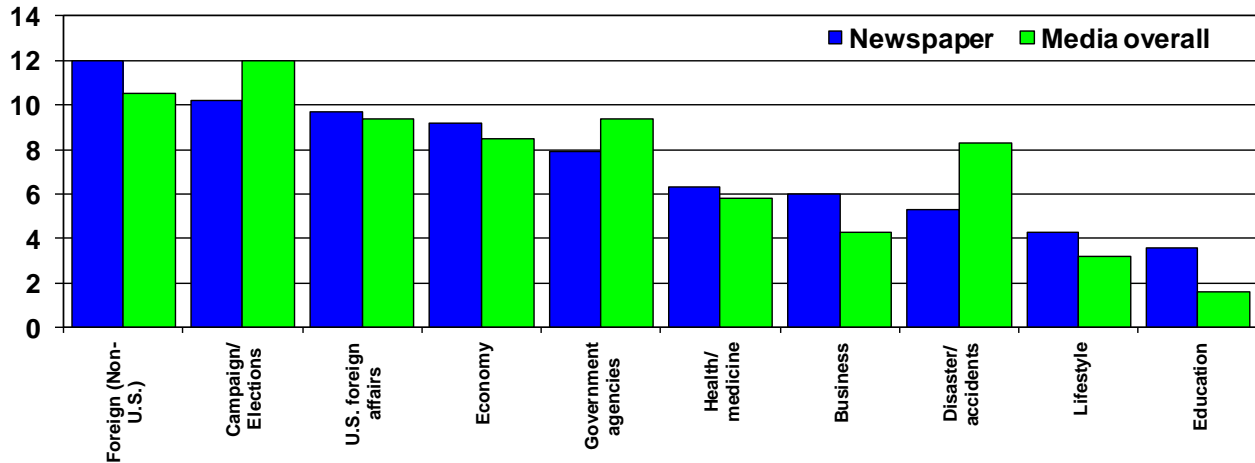
# Newspaper topics differ from media overall

2010



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Percent



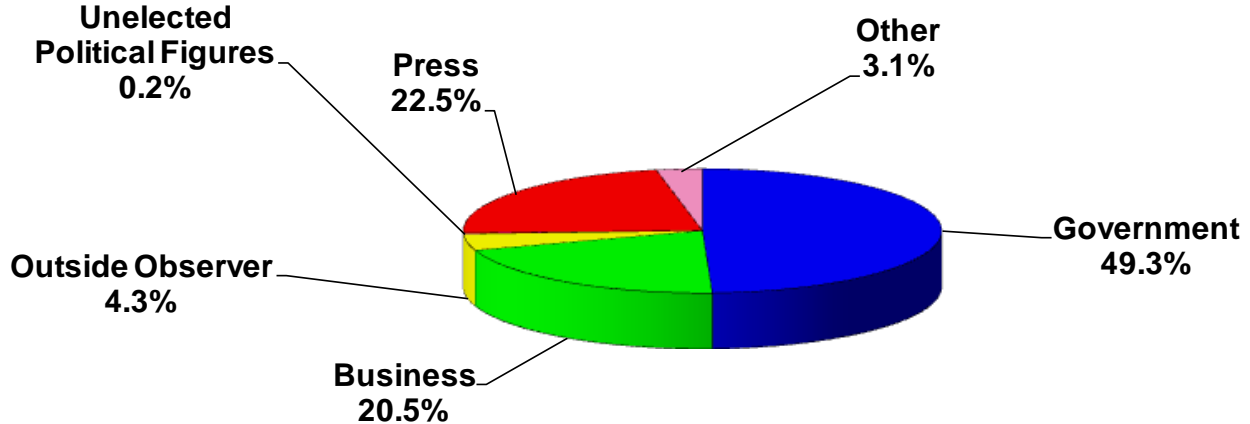
Source: <http://stateofthemediamedia.org/2011/newspapers-essay/data-page-6/>.

# Triggers of economic coverage in all media



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*Economy-focused stories, U.S., Feb 1 – Jul 3, 2009*



Source: Project for excellence in journalism.

**26 percent** of all Americans say they get some form of news via cell phone today.

That amounts to **33 percent** of cell phone owners

Source: <http://pewresearch.org/pubs/1508/internet-cell-phone-users-news-social-experience>.



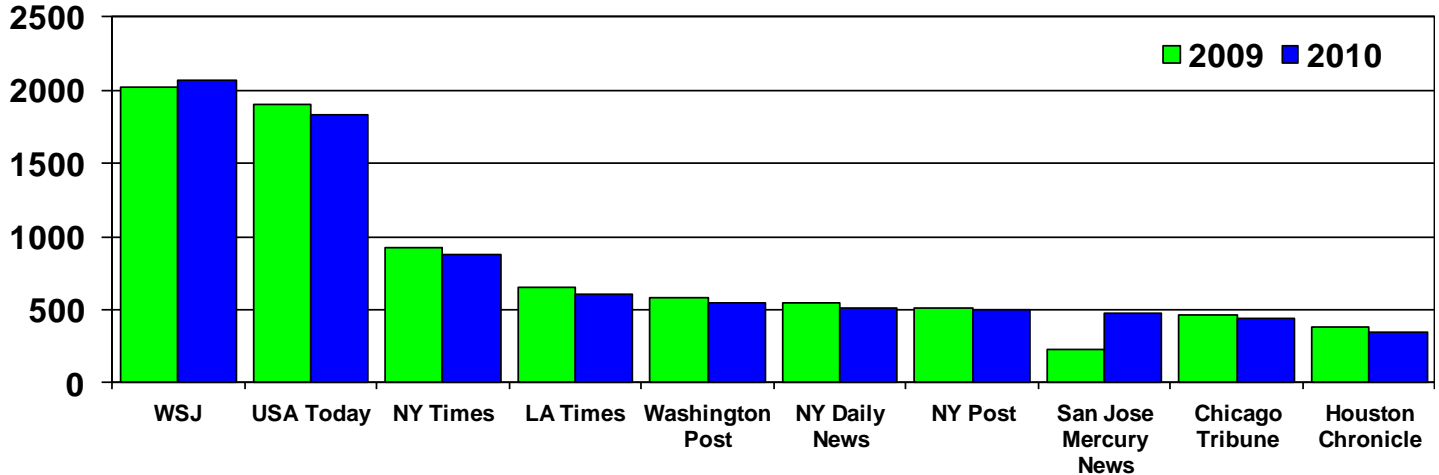
# Newspaper circulation

*U.S., 2009 and 2010*



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Thousands

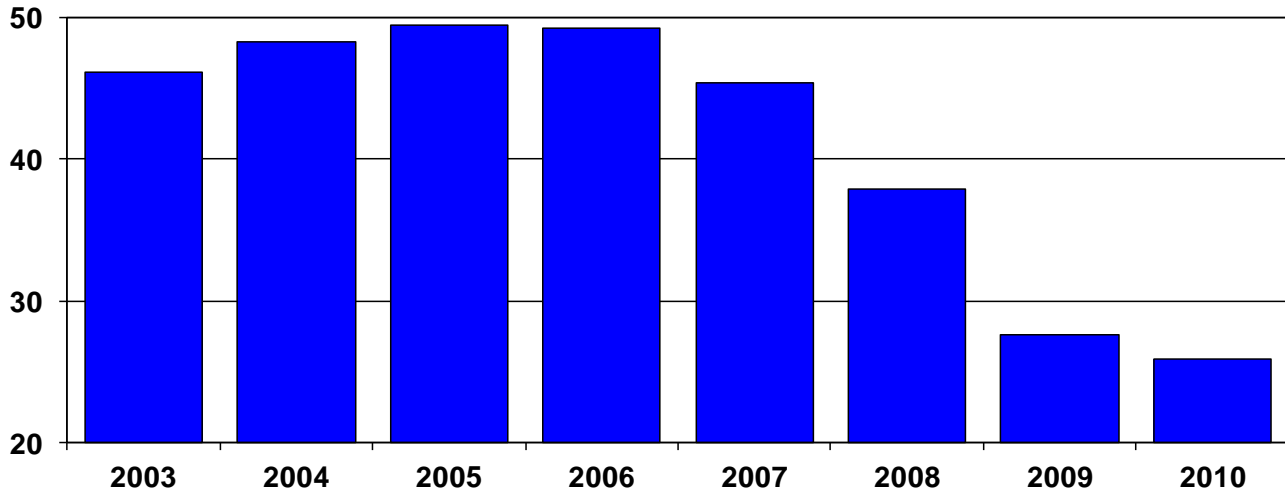


Source: Pew Research Center's Project for Excellence in Journalism.



# Print and online ad revenues in free fall

US\$ Bil.



Source: <http://stateofthemediamedia.org/2011/newspapers-essay/data-page-6/>.



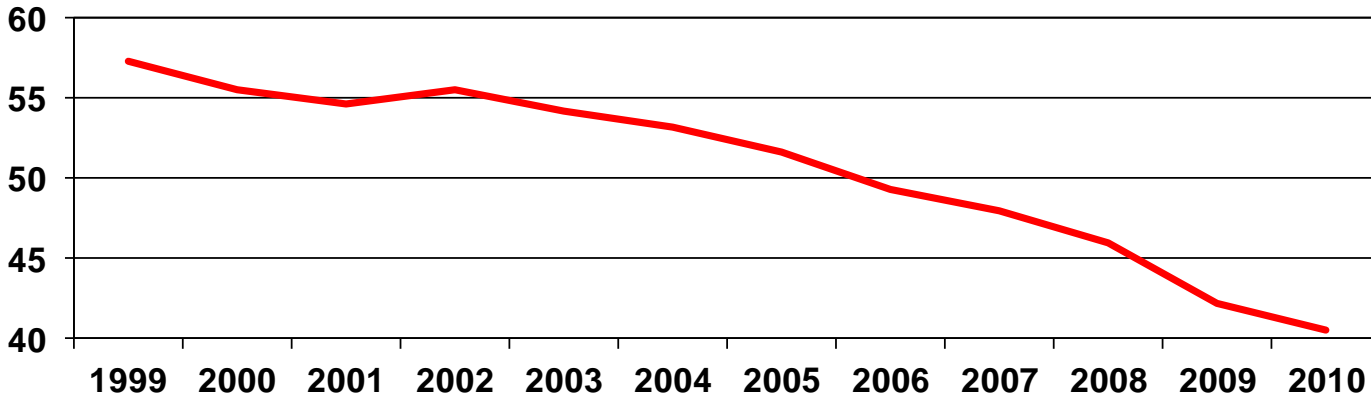
# Who still reads printed newspapers?

*Readership falls for all ages*



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Average percent  
of population



# What's the role of the media?



**“We need our media to give us more biopsies and fewer autopsies.”**

**- Arianna Huffington**

# Pre-recession news coverage failed to sound the alarm, survey says

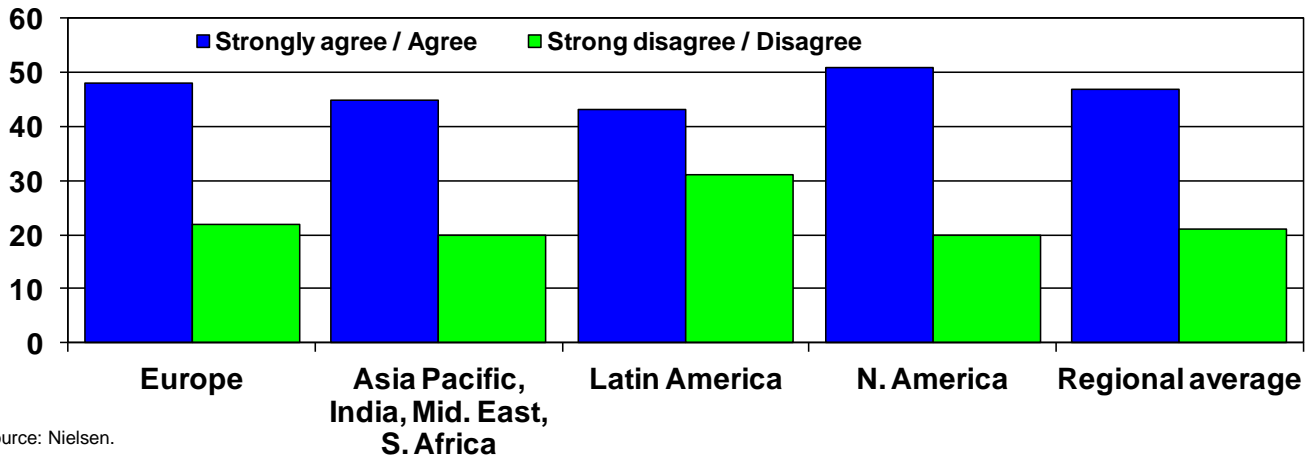
2009



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Responses to the Nielsen Company survey statement: “The news media did not do a good job of informing me of issues that led up to the global financial crisis.”

Percent



Source: Nielsen.

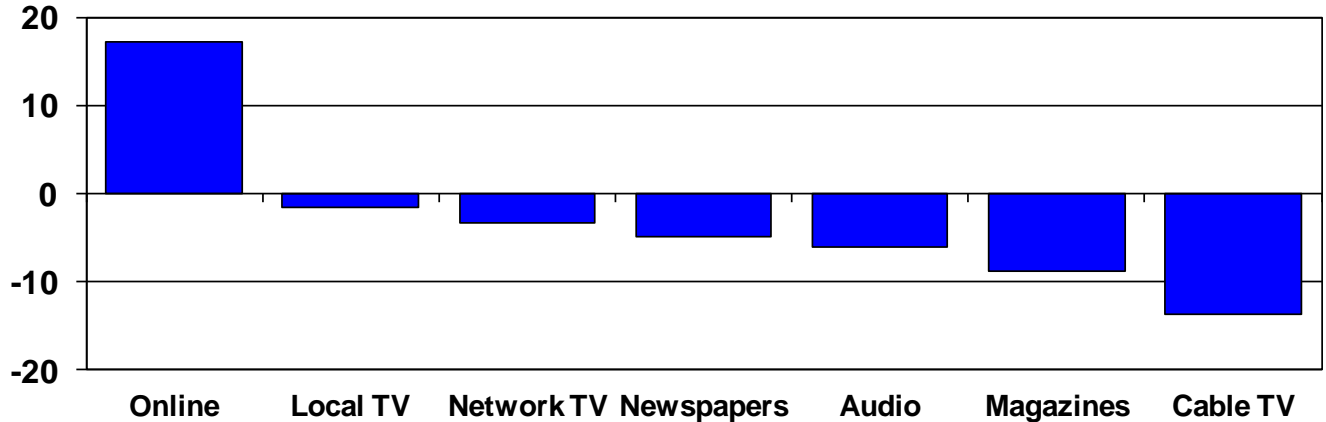
# Audiences are turning to the Web

*Percent change in readers/viewers, 2009-2010*



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## Percent change



Sources: Nielsen Media Research, Pew Research Center for the People and the Press, Audit Bureau of Circulations.