

## FAREWELL PRINT - FAIRFAX CONFIRMS PREDICTION



I didn't have any qualms about making my prediction that daily newspapers would cut back to weekly or part-weekly publications – I just didn't expect it to happen quite so quickly.

Within two weeks of my posting a blog to our company website <http://www.publicrelations.com.au/blog.asp> we see an announcement by Fairfax Media chief executive Greg Hywood publicly flagging the end of weekday print editions for the iconic mastheads, the *Sydney Morning Herald* and Melbourne's *The Age*, and a threat to axe the weekend edition of the AFR.

To read the full report as it first came to light click on the link below.

[http://www.theaustralian.com.au/business/media/greg-hywood-flags-print-closures-at-smh-and-the-age/news-story/699b808f6dead3647e0082b21edcb69f?utm\\_source=The%20Australian&utm\\_medium=email&utm\\_campaign=editorial](http://www.theaustralian.com.au/business/media/greg-hywood-flags-print-closures-at-smh-and-the-age/news-story/699b808f6dead3647e0082b21edcb69f?utm_source=The%20Australian&utm_medium=email&utm_campaign=editorial)

Fairfax Media has also followed up its March announcement to shed 120 jobs with forced redundancies, flagged on May 10 to come from their Sydney and Melbourne newsrooms.

<http://www.abc.net.au/news/2016-05-09/fairfax-media-makes-30-journalists-redundant/7399216>

As Mr Hywood says: "It should surprise no one, and certainly not us, that the seven-day-a-week publishing model will eventually give way to weekend-only or more targeted printing for most publishers."

The pace of change has just gone up a notch or two.

As more newsroom cuts take hold, businesses, community groups, indeed anyone or any organisation will have to totally reassess how they are going to gain the exposure they may need.

The media spotlight baton is passing from journalists to public relations practitioners very quickly now.

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