It's all about the media shares

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MEDIA ANALYST DAVID FOLKENFLIK OF NATIONAL PUBLIC RADIO VISITED CAMPUS THURSDAY TO DISCUSS TECHNOLOGY IN JOURNALISM.

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National Public Radio's audience has been growing and has a base of over 20 million listeners regularly. David Folkenflik, a familiar voice, spent a day on campus last week sharing his approach to journalism in the current day.

The lecture, titled "The Future and News: Technology and Journalism," presented analysis on how the news business is continually changing. During the lecture, he mentioned that various staff sizes across the country have downsized because of challenges in the economy.

He drew upon his tenure at *The Baltimore Sun*, a newspaper he worked at for over a decade. A visit back to the newsroom he once worked in didn't even feel like the atmosphere that he experienced in the late 90s.

However, it's not a sign of weakness. While the newspaper industry is finding new and creative ways to survive financially, it is forced to rethink their day-to-day operations.

It's important to note that it's not just the print industry facing these hardships — radio and television are as

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