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Dr. Bob Carey Discusses Online vs. Print Media Subscriptions

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Office of University Communications

October 18, 2013

BOILING SPRINGS, N.C. – According to online resources, newspaper companies across the United States have struggled in recent years with declining circulation for their printed editions. Although the print circulation may be down, those entities are still reaching large audiences through their websites and mobile platforms, although those readers have in large part grown accustomed to receiving that content for free. In an effort to capitalize on the growing online distribution model, many companies are considering new pricing models that include online subscriptions for content that had previously been free. The business model is gaining momentum, according to the executives. Gardner-Webb University professor Dr. Bob Carey serves as the chairman for the department of communication studies, and he recently shared his own insights related to these developing trends.

Click here to hear the full interview:

Located in Boiling Springs, N.C., Gardner-Webb University blends a liberal arts core curriculum with more than 55 major and minor professional programs of study, a comprehensive academic experience that flows from our Christian commitment to intellectual freedom, service and leadership.