## Conclusions

I would like to close with a couple of predictions. I have a running joke with my main professor at UT on the subject of newspaper industry's potential longevity. The standard line has been for 100 years that radio didn't kill newspapers, TV didn't kill newspapers, that no new technology alone will mean the death of the newspaper industry.

That depends on how you define it, of course. So our bet involves the way newspapers are printed and distributed today, the offset printing press using pine plantations for paper, and the delivery guys and gals who toss the rag or fish wrapper on your lawn. I bet one six pack of the best British Ale that the newspaper will not be printed and delivered in that way by the year 2020. I hope to be able to visit Dr. Mark Miller on that day and drink my free six pack. If I win the bet, Steven King will have been right about books too. Not in his lifetime. I hope we have the natural resources to print books in 20 years. That may or may not require the death of newspapers.

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