

Reasons To Be Cheerful

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Former Fleet Street editor [Richard Addis](#) was one of many top media folk who came to seminars at Polis over the last two years as we shaped the research that would go into the writing of my book [SuperMedia](#) about the future of journalism. So it's not so surprising that I share some of his views about the news media in an [article](#) he has just written. They are refreshingly optimistic.

He has five reasons to be cheerful:

1. There's a growing public demand for serious journalism
2. In the next three years media owners will start to support "good" journalism. They'll have to.
3. It's an open field. Anyone can be the next Joseph Pulitzer.
4. Attractive populism is a real possibility
5. Print has a great future

Read the [piece](#) for his reasoning, but I agree with Richard, and not just because he is nice about my book. But do the people running our media?

Will they invest in the potential or will they use the recession as an excuse to protect profit margins with cut-backs?

(Thanks to [Adrian](#) for spotting Richard's article)

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