

questions **5** about | FAIR USE

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Greg Patterson pens EspressoPundit.com, a news and commentary blog focusing on Arizona politics and the media landscape. He talked with the *Phoenix Business Journal* about

some of the legal battles and other challenges facing the Valley's media market.

Patterson, a former state legislator with an accounting background, now is director of the Arizona Competitive Power Alliance, a group focused on energy issues. He also is a practicing attorney.

Where do you see the potential fight going between search engines such as Google and content producers such as News Corp.?

Companies like News Corp. no longer have a monopoly on content. News Corp. needs Google much more than Google needs News Corp. If the traditional newspapers refuse to provide content to the search engines, then the search engines will automatically simply pick up the other sources, like blogs, newsletters, chat rooms and original sources, like meeting minutes.

Will the debates and legal wrangling over fair use have a major impact on bloggers, independent media and social media?

No. Attorneys have learned that a town that can't support one lawyer, can support two lawyers just fine. Newspapers will eventually realize that they benefit when the bloggers and independent media use — and link to — traditional media sources. *The Drudge Report*, for example, gets more hits than *The New York Times*, so when *Drudge* links to a *Times* article, the *Times*' traffic skyrockets. The *Times* will eventually realize that a comment — even a critical comment — and a link from *Drudge* is valuable.

Do you ever get legal hassles from content producers or others for your blog/news site? You mean content producers other than me?

The Arizona Daily

Star featured a story on Climate Gate that was a response to a post I wrote last week. All of us who produce content rely on other media sources, and we all benefit. In fact, the subscription content providers offer their content to me for free to ensure that I have access to their material.

Do you think we will see newspapers and news networks try to limit how their content is accessed, or will they open it up more?

Traditional content providers that try to limit how their content is used will shrivel up and die very quickly. They will be completely bypassed by free sources that are distributed by search engines.

Ten years from now, where will consumers be getting their news? Newspaper Web sites will still provide the easy content. Most of the local news articles are simply spiced-up versions of agency press releases. The blogs will provide the edgy, investigative and breaking stories, as well as the analysis. Most bloggers are professionals who provide analysis as a hobby. They are much more qualified in their fields than the journalists, who only have general training and cover a variety of subjects.

The key stories of Arizona in the last decade — Symington's financial problems, Baptist Foundation, Arthur Andersen's problems, Colangelo's financial problems at the Diamondbacks, Arpaio's treatment of prisoners — all broke in *New Times*. Now those stories break in the blogs.



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— Mike Sunnucks