

# Bo Sacks Admits: “PRINT AIN’T DEAD OR DYING.”

## From ACT 6 Experience With Love: Linda Ruth Reports...



Mr. Magazine’s friendly rival Bo Sacks, known for his lively defense of digital media, wound up the ACT 6 conference with a message to the media students in the audience: print lives!

While not a wholly surprising statement—Bo Sacks has supported media in all formats, and despite his vigorous debates with Dr. Husni often finds points of agreement as well—it was an encouraging way to end the conference. Sacks summarized some of the conference’s themes:

- Magazines are about immersion
- People read to retreat
- Magazines are personal, surprising, social, actionable, credible, physical
- It’s not about digital or print—it’s about content
- The newsstand is challenged, but not yet moribund

Sacks admitted to being inspired by the honesty expressed and concepts shared in this year's ACT 6. He ended by carrying the "Reimagine the newsstand" theme a step farther, challenging Husni's students to reimagine their lives. "I am giving each of you a promotion," he told Husni's group. "Each of you is now the president of your own corporation. Remember this when you go out into the workforce. You are the president of Me Inc., and you can create what you choose in your life."

Click below to watch Bo Sacks' presentation at the ACT 6 Experience.