The New Media Landscape

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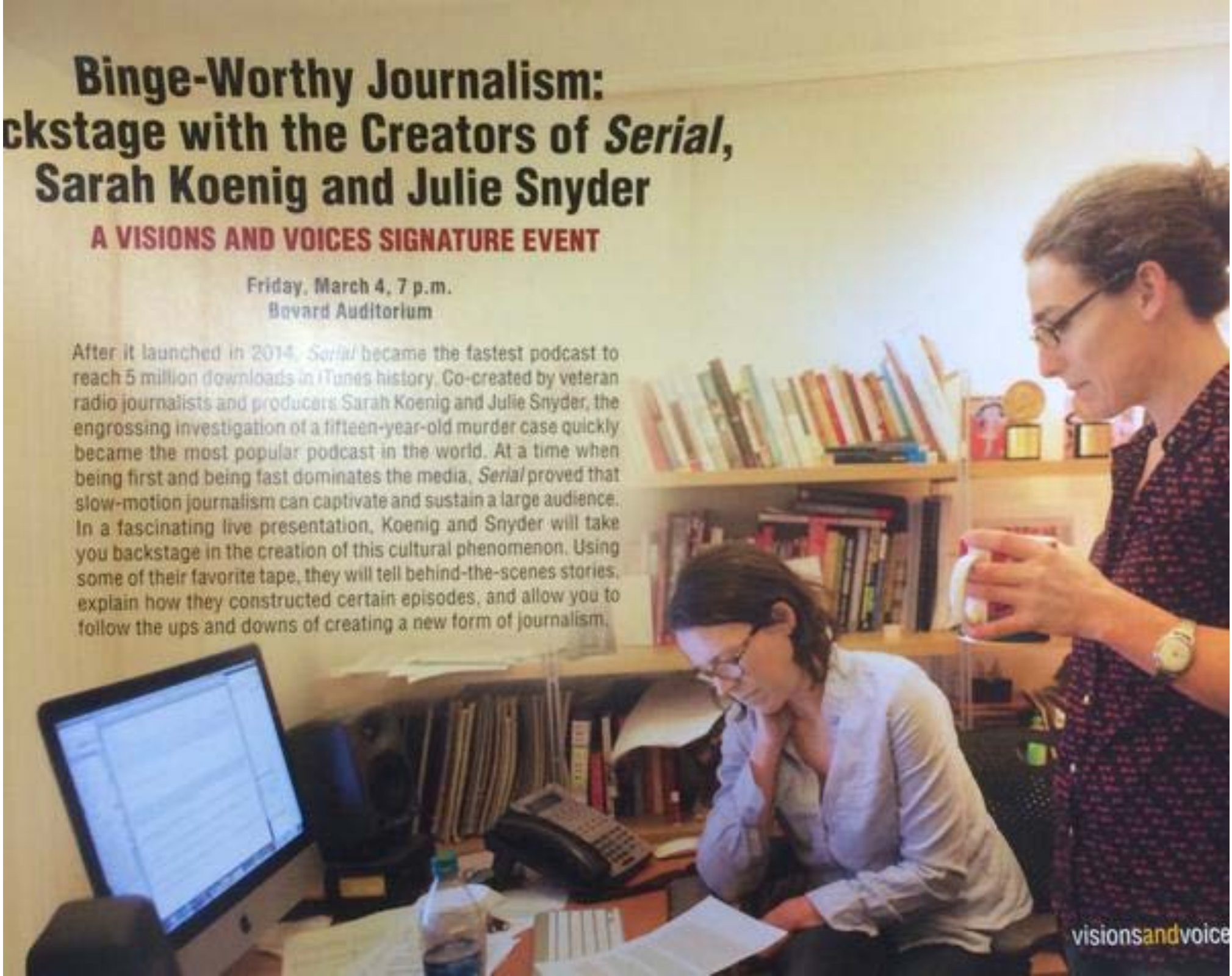
Binge-Worthy Journalism: ckstage with the Creators of *Serial*, Sarah Koenig and Julie Snyder

A VISIONS AND VOICES SIGNATURE EVENT

Friday, March 4, 7 p.m.
Bovard Auditorium

After it launched in 2014, *Serial* became the fastest podcast to reach 5 million downloads in iTunes history. Co-created by veteran radio journalists and producers Sarah Koenig and Julie Snyder, the engrossing investigation of a fifteen-year-old murder case quickly became the most popular podcast in the world. At a time when being first and being fast dominates the media, *Serial* proved that slow-motion journalism can captivate and sustain a large audience. In a fascinating live presentation, Koenig and Snyder will take you backstage in the creation of this cultural phenomenon. Using some of their favorite tape, they will tell behind-the-scenes stories, explain how they constructed certain episodes, and allow you to follow the ups and downs of creating a new form of journalism.



What it was…

The New York Times

Los Angeles Times

Seattle Post-Intelligencer

The Washington Post

What it was…

The New York Times

Los Angeles Times

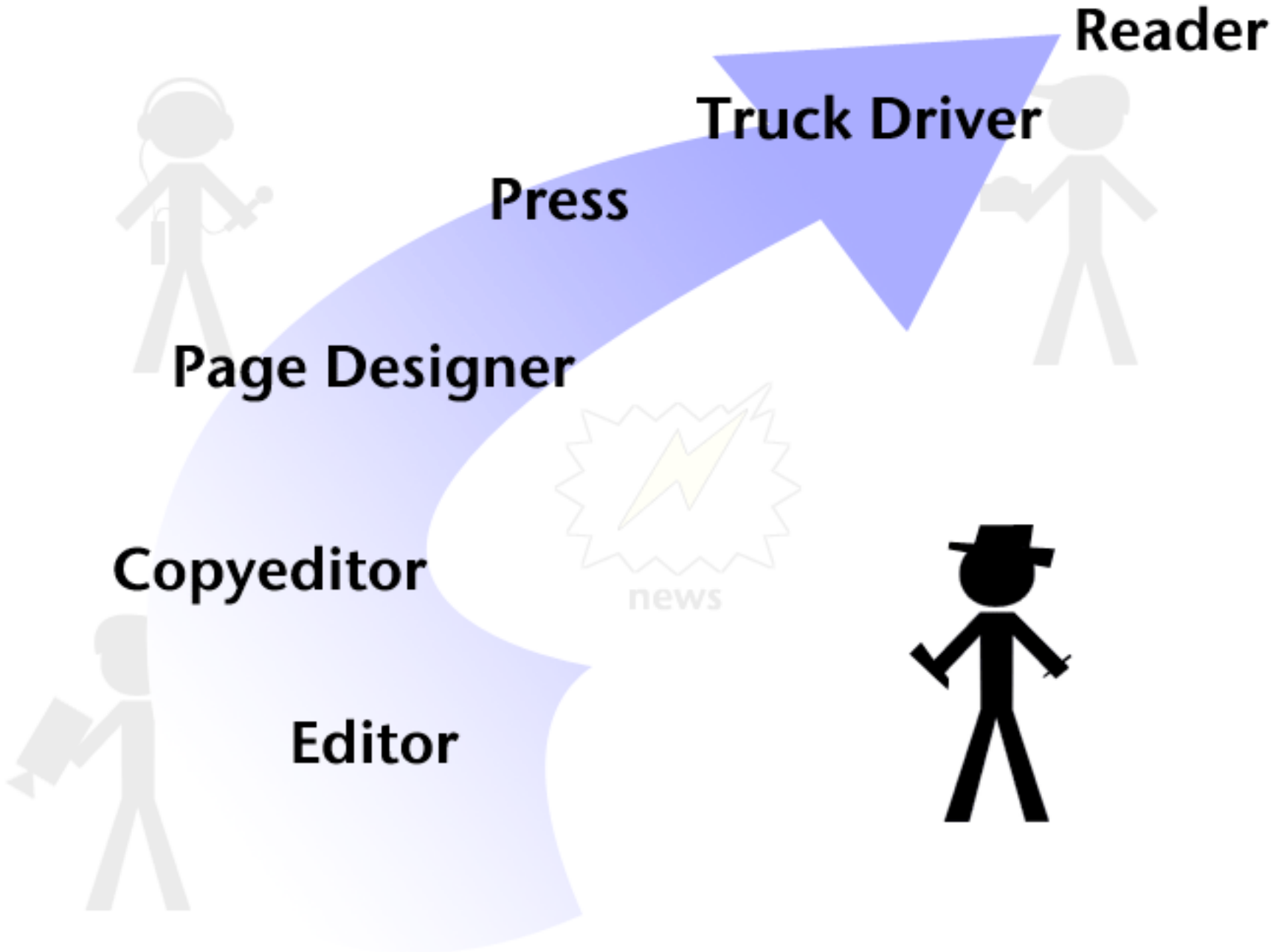
Seattle Post-Intelligencer

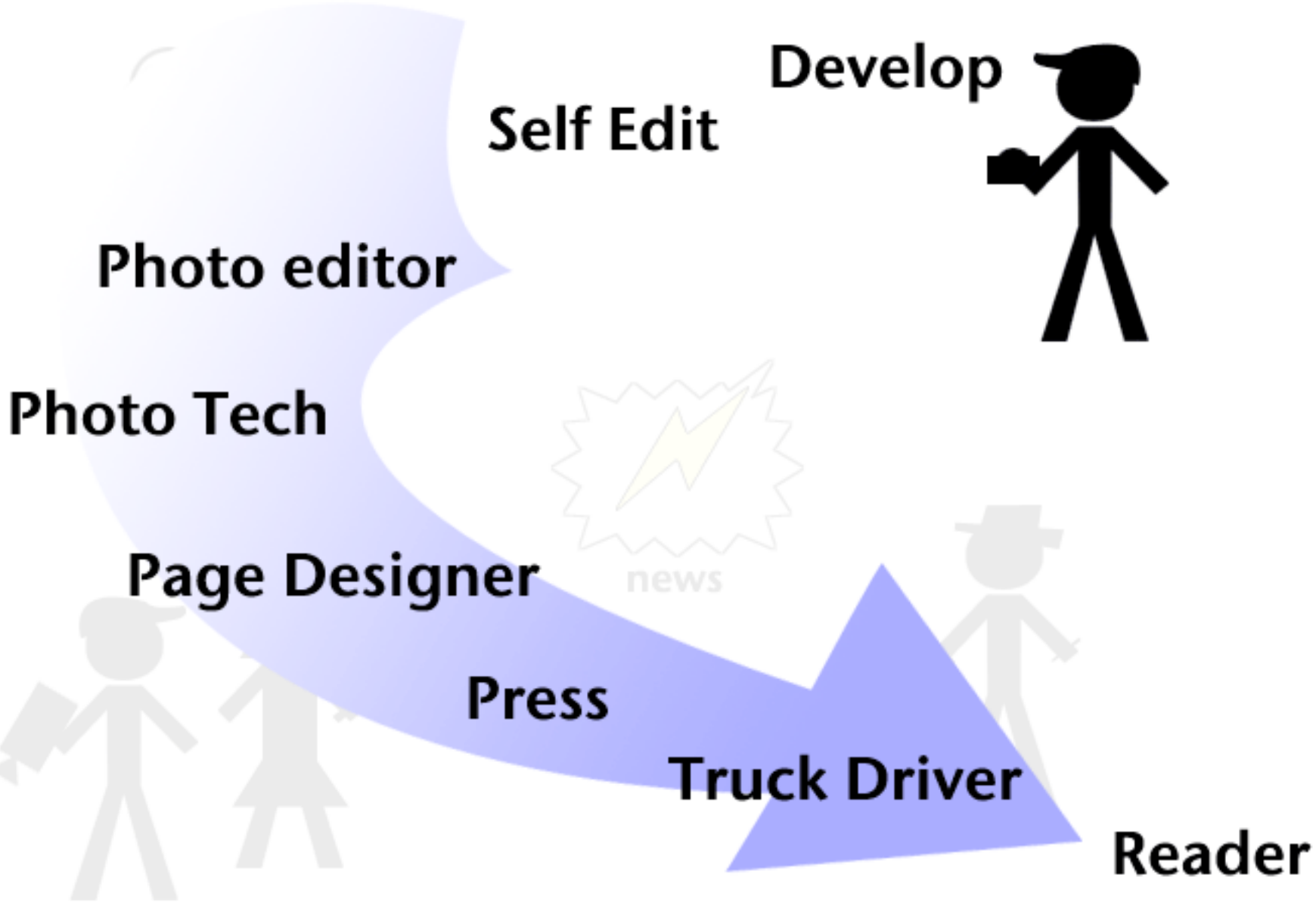
The Washington Post

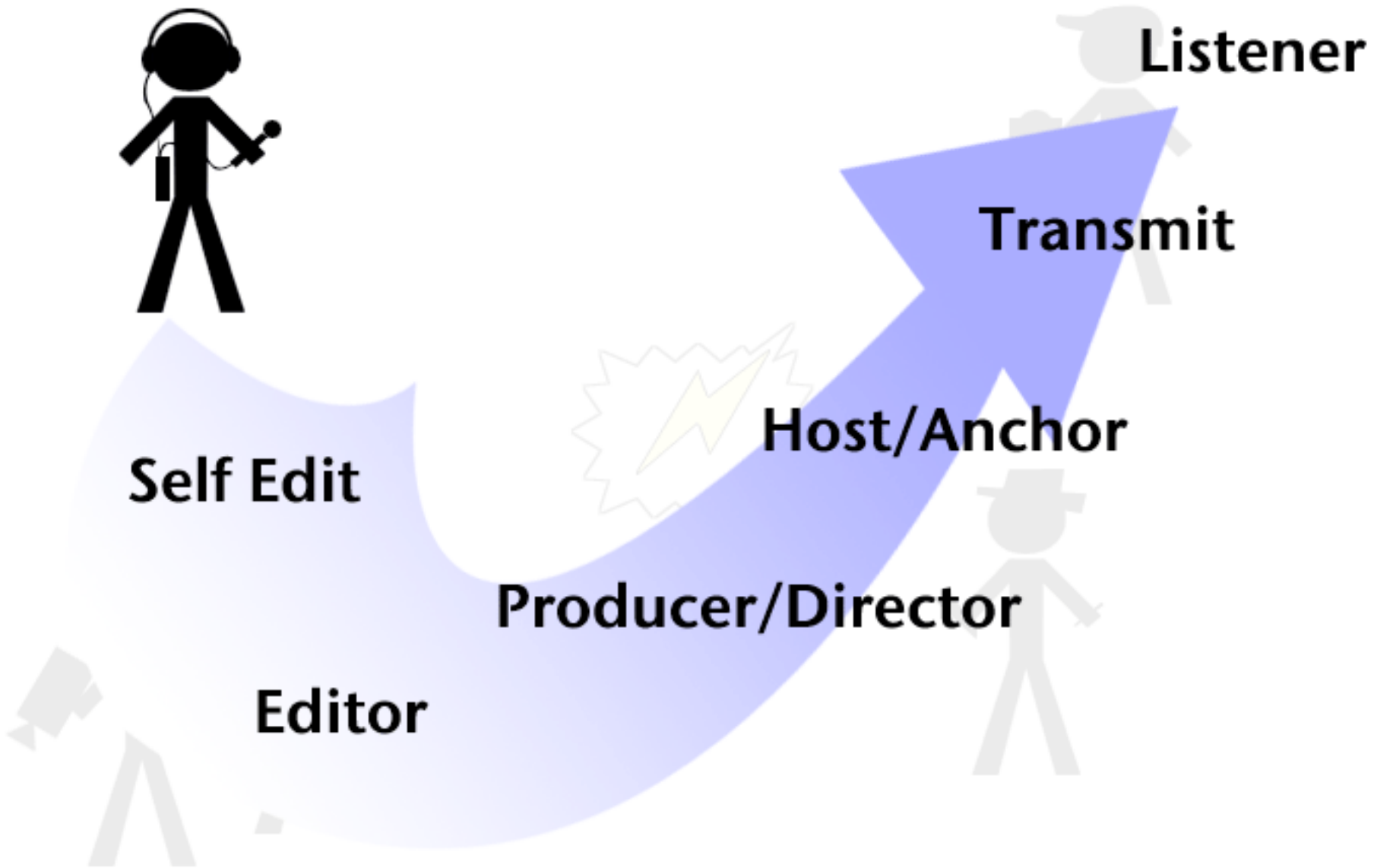
What it was…

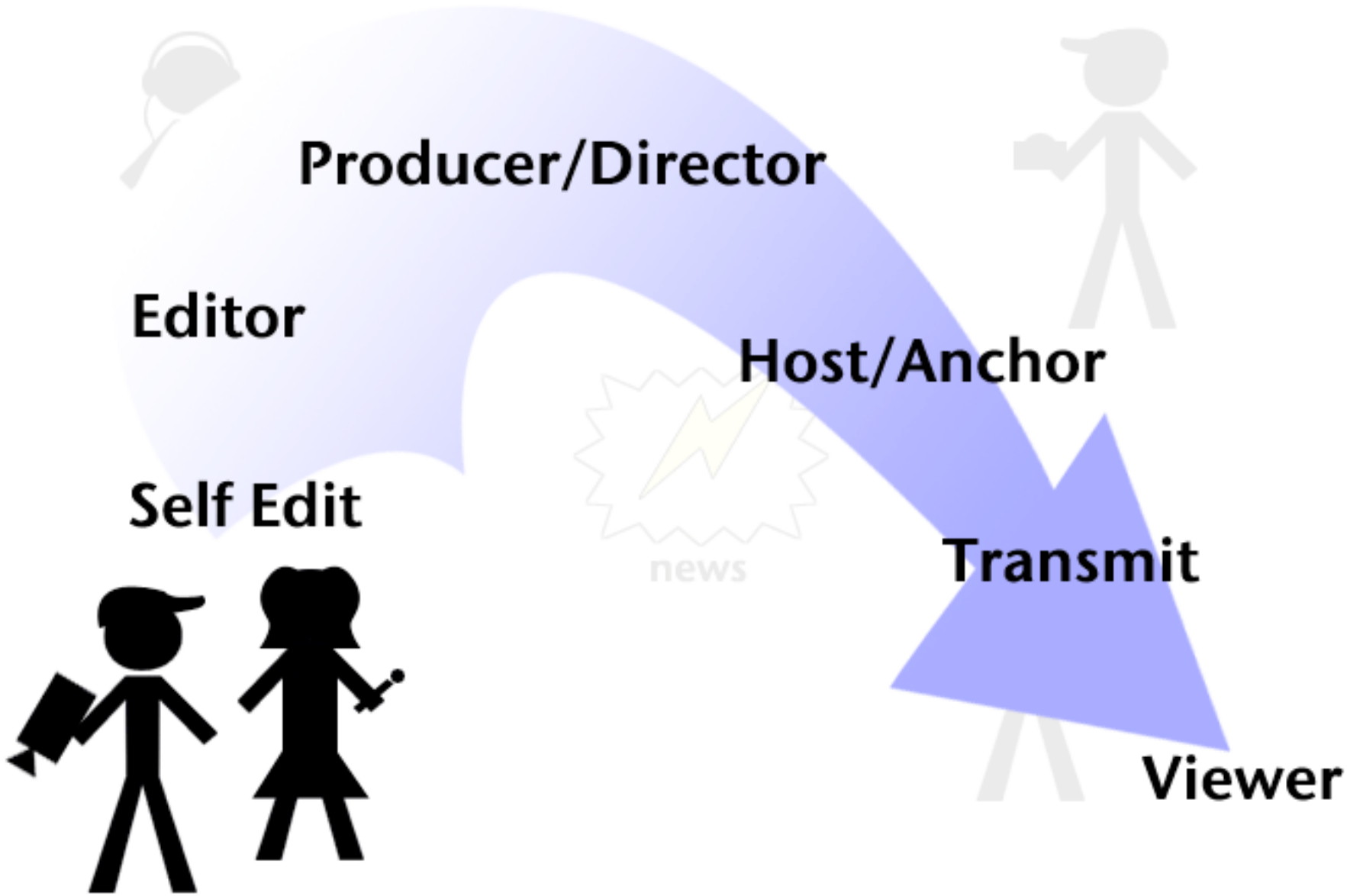
- They owned the “machine” to produce the news
  > Printing press, TV camera, microphones, credentials/access
- They controlled the distribution of the news
  > Delivery trucks, TV satellite, radio airwaves, scheduled shows
- They decided what was “important” and when you got it
  > Newsroom editors, what makes A1, “more at 11”
- They told you what you needed to know, for you
  > Controlled formats including inverted pyramids, writing to space, etc.
- They paid for the staff to report the news
  > Actually, pretty well
- Each staffer had one role in the “machine”
  > Reporter, Editor, Photographer, Designer, Publisher

What it was…


Reader
Truck Driver
Press
Page Designer
Copyeditor
Editor
news


Develop
Self Edit
Photo editor
Photo Tech
Page Designer
Press
Truck Driver
Reader


Listener
Transmit
Host/Anchor
Self Edit
Producer/Director
Editor


Producer/Director
Editor
Host/Anchor
Self Edit
Transmit
Viewer

What are some pros and cons for each of these mediums? (Prior to the Internet)

> Print > TV > Radio > Photography

Print

PRO
> Time
> In-depth reporting
> Serendipitous browsing
> Design/Packaging

CON
> Yesterday's news
> Limited space
> High cost

Television

PRO
> Audio/Video
> Live shots
> Faces as new guides
> Entertaining medium

CON
> Tiedto a show/timeslot
> Limited time and space
> Quick hit sound bites

Radio

PRO
> Most intimate medium
> Invokes mental images
> Captive audience

CON
> Tied to a timeslot
> Limited time and space
> No visuals

Photography

PRO
> Imediate impact
> "Worth 1,000 words"
> Iconic

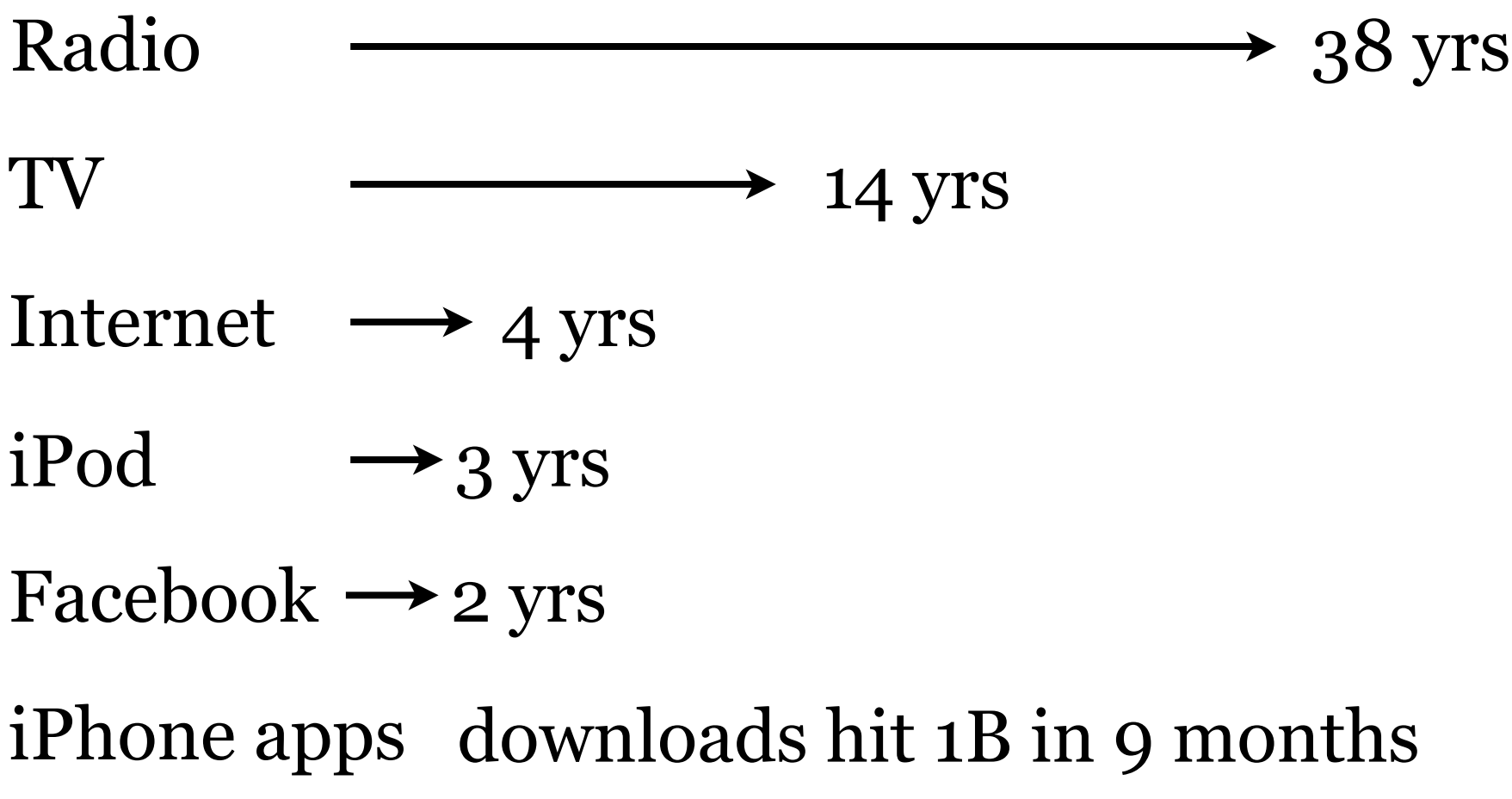
CON
> Normally tied to a mainbar
> Usually limited in size and number
> Color tied to ads

What it was…

http://www.youtube.com/watch?v=5WCTn4FljUQ

Adoption rate

Years it took to reach 50 million users



Source: Socialnomics

What it is…

YouTube
reddit
flickr
twitter
DRUDGE REPORT
TMZ
LAObserved
facebook
Instagram
WikiLeaks
USTREAM.TV
FARK
digg
tumblr.
Y
Google news
BuzzFeed
WORDPRESS

What it is…

- You own the “machine” to produce the news
  > Your own site, blog, YouTube channel, podcast
- You own/control the distribution of the news
  > Twitter, RSS, Facebook, etc.
- You decide what you want to know
  > On demand, links, wikis, who you friend/follow
- You decide what is news and what you want
  > Search engines, iGoogle, customized readers
- They pay poorly for the staff, but you can do it yourself
  > Jobs in traditional news orgs, non-media companies or create your own
- Everyone owns/involved with every role in “machine”
  > You are the Reporter, Editor, Photographer, Designer, Publisher, more

Print

PRO
> Time
> In-depth reporting
> Serendipitous browsing
> Design/Packaging

CON
> Yesterday's news
> Limited space
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What it is…

"Every time a new consumer is added to the 21st Century media landscape, a new producer is added as well. … It's as if when you bought the book, they threw in a printing press for free."

-- Clay Shirky

Author of Here Comes Everybody: The Power of Organizing Without Organizations

What it means to you...

- You have the best of each medium available to you
  > Video, audio, text, photos and plus interactives - aka Multimedia
- You need to know what the best way is to tell a story
  > Straight or anecdotal lead? An audio slideshow or maybe just text
- Journalistic values are more important than ever
  > Ethics, accuracy, transparency, news judgement
- You must be your hardest editor
  > With great power, comes great responsibility
- You are the new leaders
  > In this new landscape, there are opportunities and a need for you to lead
- You control your brand
  > Get to know and respect your audience

Difference between *on* the Web and *of* the Web

Web Journalist Blog

Tech. Culture. Journalism.

Online Journalism or Journalism Online? There is a difference

13 Sep

Posted by Robert

2 comments

5

Tweet

NOTE: *Originally ran on Online Journalism Review: http://www.ojr.org/ojr/people/webjournalist/201009/1885/*

I'm a journalist, first and foremost.

It doesn't matter the medium — pixels or paper, airwaves or WiFi — I want to produce it, distribute it, consume it and innovate it. Oh yeah, and I want to save it.

But the term "journalist" is a broad category that is only increasing in size, filled with diverse specialties and talents.

So, if I may, I'd like to be more specific: I'm a Web journalist.

No doubt you've heard of this term before, but recently I've notice a misinterpretation of the term.

Please allow me to clarify it.

When I first started my Web journalism career, a good friend and mentor pulled me aside and planted a concept that still guides me today: It's not Journalism Online, it's Online Journalism.

Twitter Facebook LinkedIn
Delicious Instagram RSS

Latest @webjournalist tweets

RT @elprofe_me: Meet the @USCAnnenberg inaugural MS one-year grad students: http://t.co/xDDKsNDIsm #ascj #ascj2015 #FightOn
- Monday Aug 4 - 9:32pm

Yay! #DNA14 #wjchat RT @DiversifyJourn: We are live! Please feel free to share! http://t.co/t1Moj0jMeI #mediadiversity
- Monday Aug 4 - 8:02pm

Welcome @USCAnnenberg's inaugural MS grad students. #ascj #ascj2015 #ItBegins http://t.co/IvDCFeKFoX
- Monday Aug 4 - 4:07pm

The location of the @USCAnnenberg MS/Grad Summer Immersion. #ascj #ascj2015 https://t.co/MKdNk00nlh
- Monday Aug 4 - 3:29pm

First day of @USCAnnenberg grad bootcamp. #ItBegins (@ Wallis Annenberg Hall in Los Angeles, CA) https://t.co/NMvxSi6n6V
- Monday Aug 4 - 3:17pm

Online Journalism vs Journalism Online

Online Art vs Art Online

Google mona lisa +Robert 9 Share

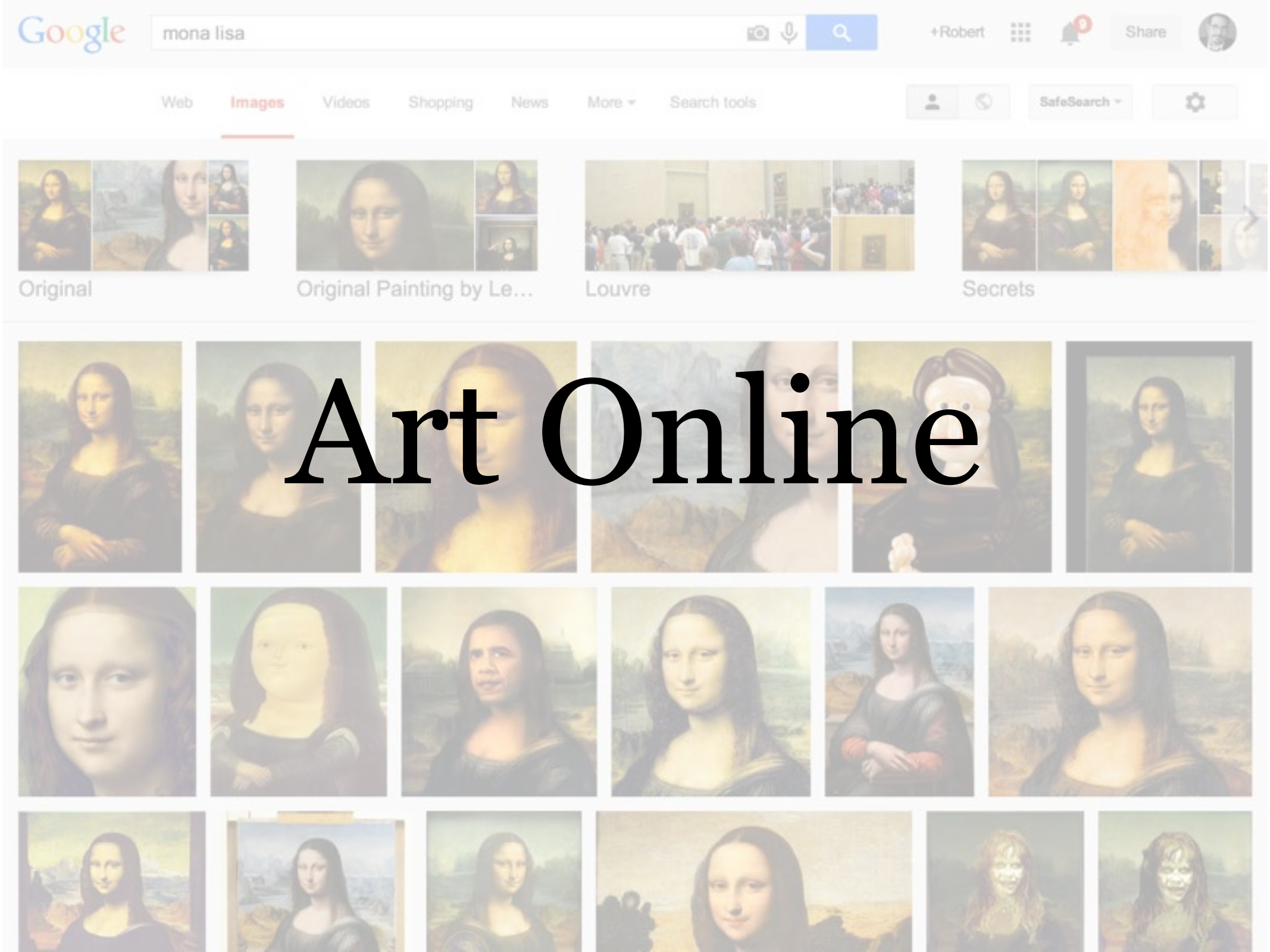
Web Images Videos Shopping News More Search tools SafeSearch

Original

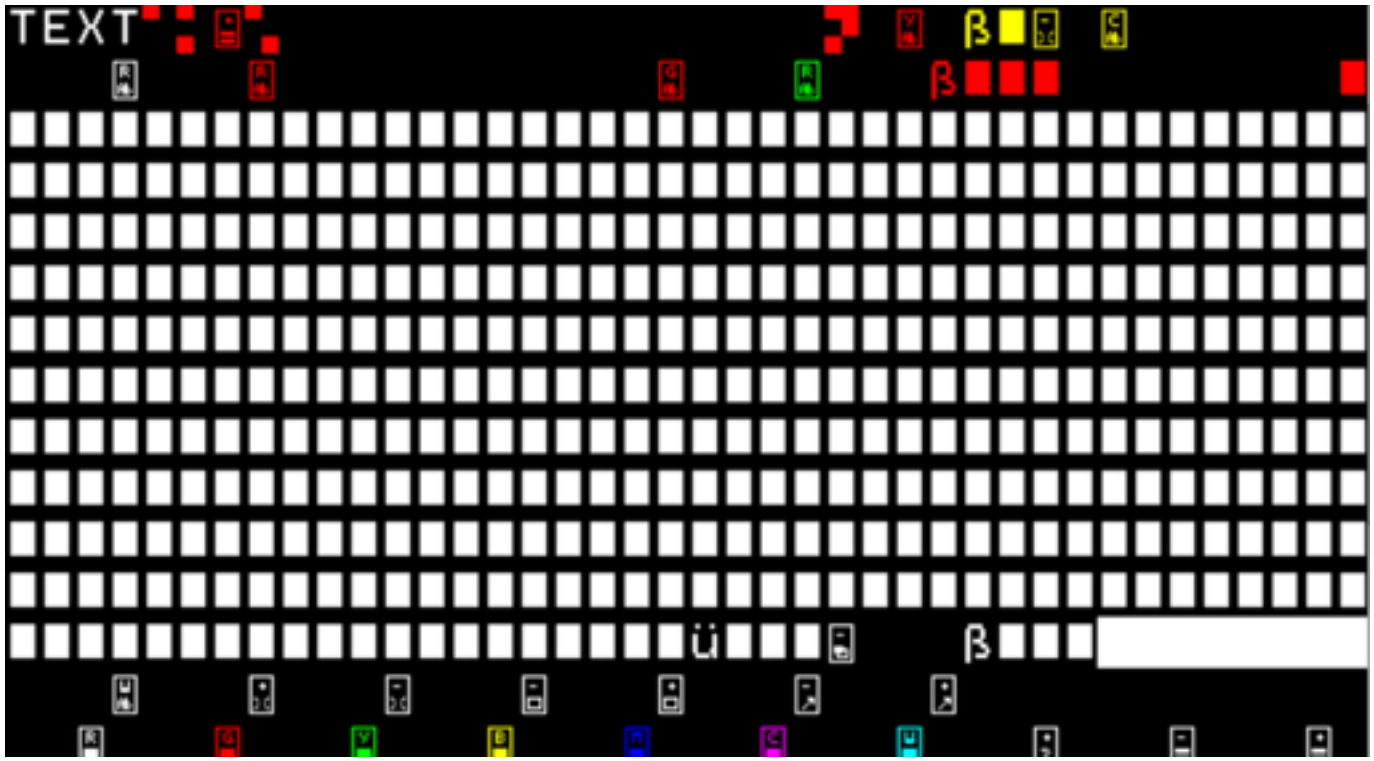
Original Painting by Le...

Louvre

Secrets

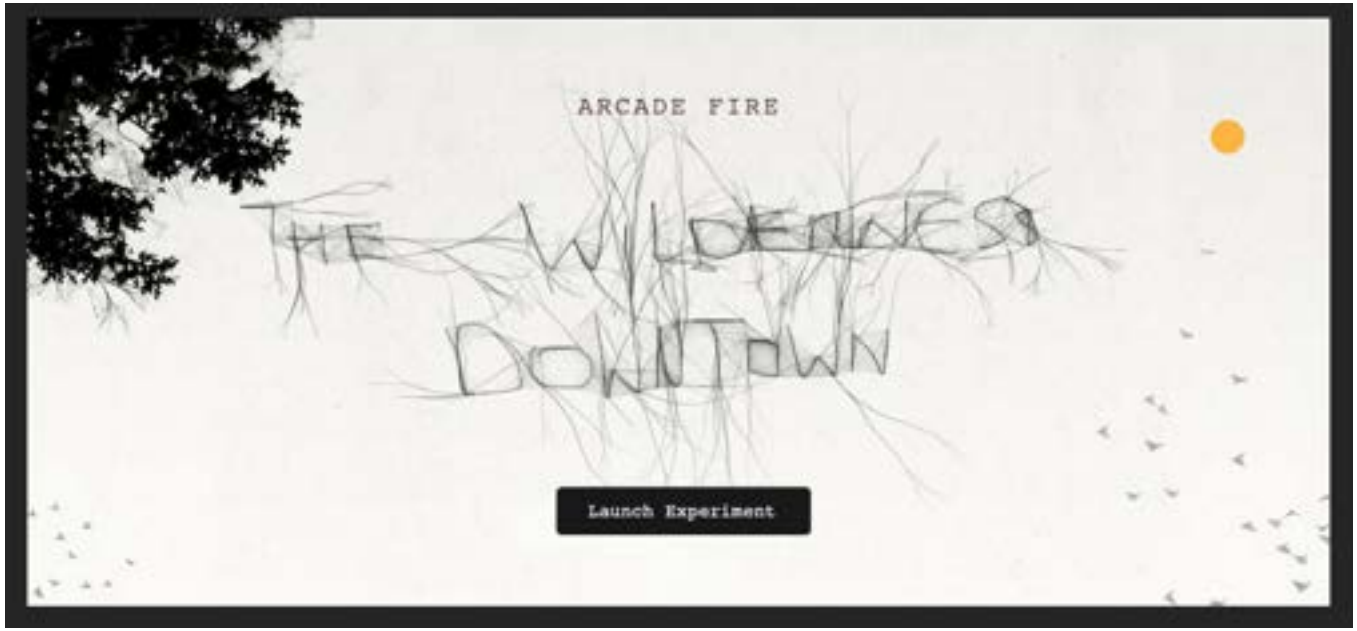

Google
mona lisa
+Robert
Share
Web
Images
Videos
Shopping
News
More
Search tools
SafeSearch
Original
Original Painting by Le…
Louvre
Secrets

Art Online



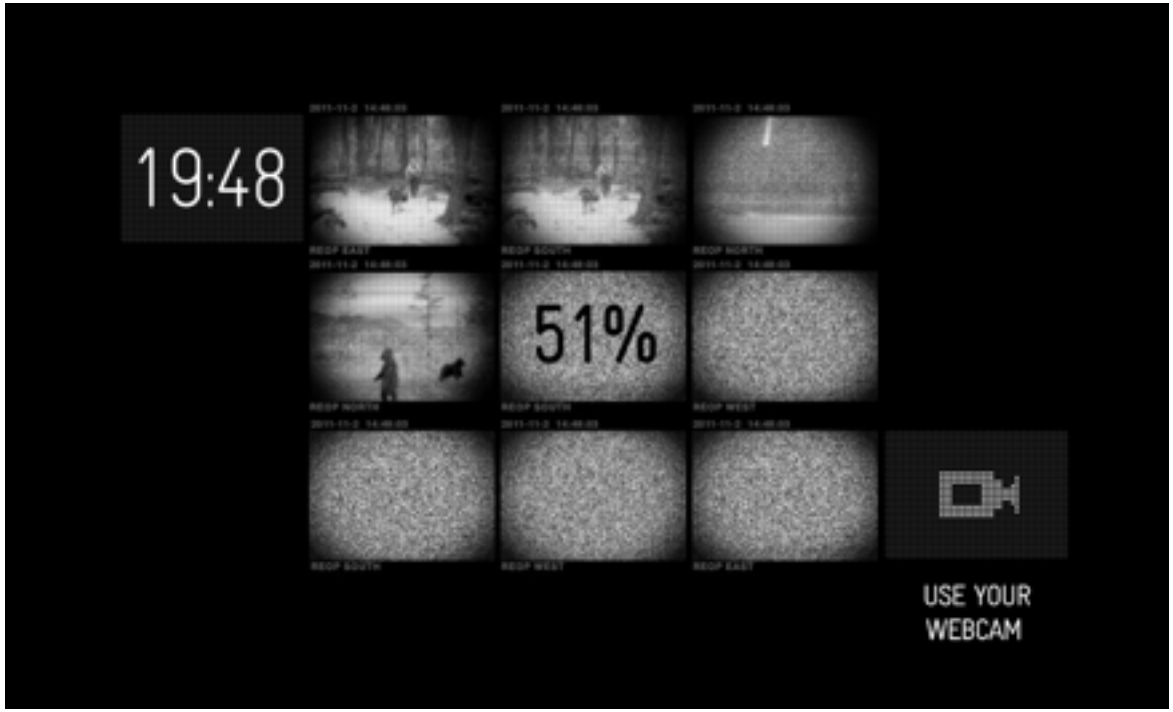
< http://text.jodi.org/

http://g33con.com/ >



< http://
www.chromeexperiments
.com/arcadefire/

http://bear71.nfb.ca/#/
bear71 >



< http://www.chromeexperiments.com/arcadefire/

Online Art

http://bear71.nfb.ca/#/bear71 >

Snow Fall

The Avalanche at Tunnel Creek

By JOHN BRANCH

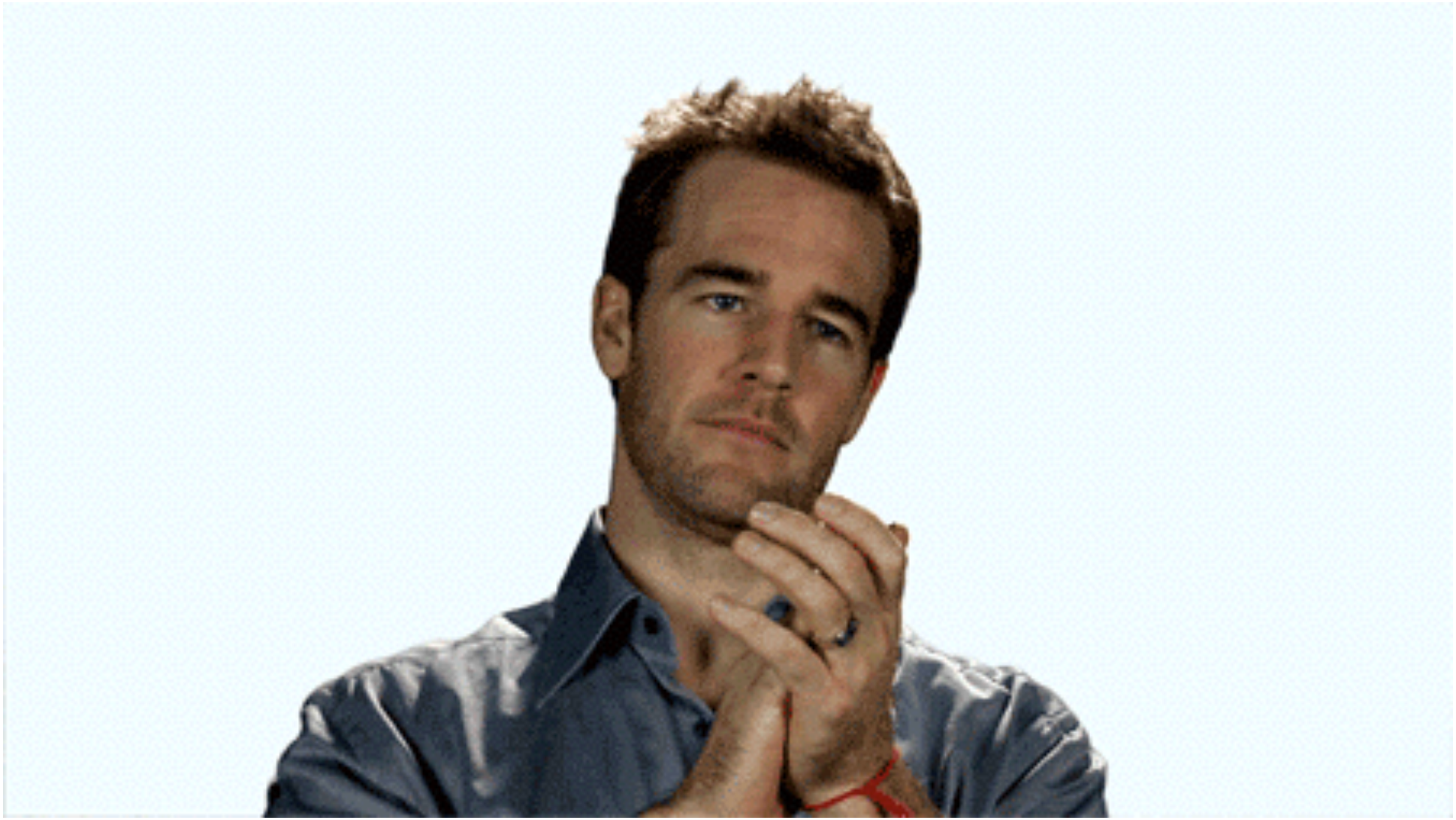
Snow Fall

The Avalanche at Tunnel Creek

By JOHN BRANCH

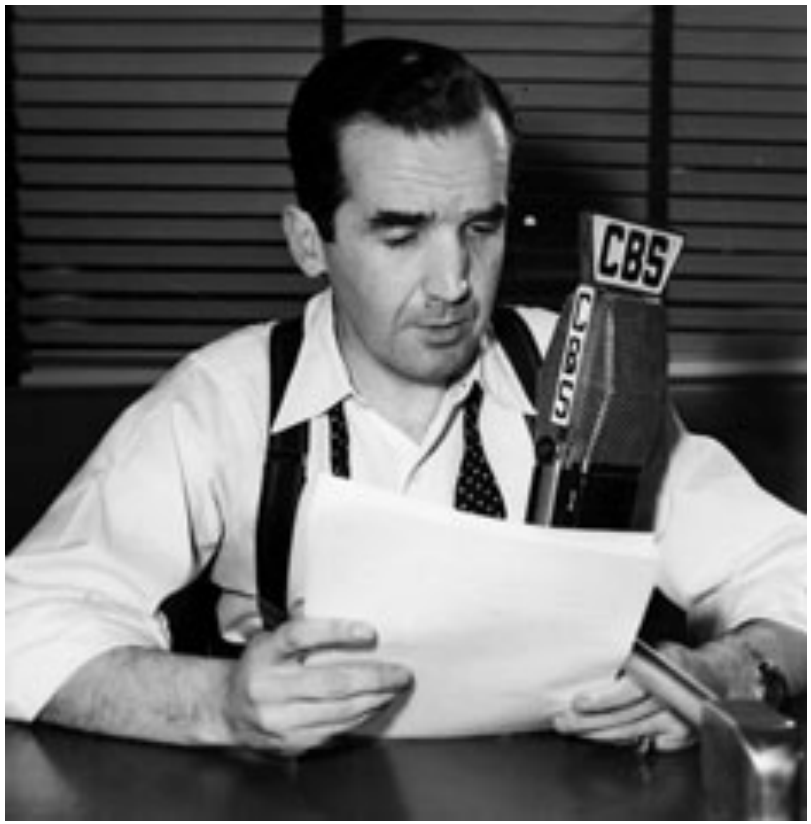
The snow burst through the trees with no warning but a last-second whoosh of sound, a two-story wall of white and Chris Rudolph's piercing cry: "Avalanche! Elyse!"

Snow Fall... we get it



For better or worse, Snow Fall is the strongest example to help illustrate “Online Journalism”

Know the difference



Reading newspaper on radio

Know the difference

Doing radio on television

Know the difference

Defining Multimedia

Multimedia is simply multiple forms of media integrated together. Media can be text, graphics, audio, animation, video, data, etc.

Source: TechFAQ

Tiers of Multimedia

Chet Rhodes,
washingtonpost.com

Tier 1

> Quick, low production, deadline-driven elements that usually support a main story.

Examples

- CNN | Cellphone video of Virginia Tech shooting [backup]
- Seattle Times | Surveillance video
- BBC | Raw, aerial video showing scene after Haiti quake
- Eric Spiegelman | Time Lapse Test: Station Fire
- Photo galleries and PDF documents

Tier 2

> Element that require moderate skill level. Can stand alone, but works better in a package. Takes more time to produce. Could be an anchor in a “Sunday package.”

Examples

- The Chauncey Bailey Project | Timeline
- Spokesman-Review | Hotel Workers
- Las Vegas Sun | Spin Around the Spin Room
- Chicago Tribune | Timelapse: 92 stories in 2 minutes
- Seattle Times | She'd crawl a mile for a world record
- NY Times | A Closer Look at the Inaugural Ceremony
- Seattle Times | Meet Mon Frere
- Wired | Satellite Photos of Haiti Before and After the Earthquake
- Google maps with a/v elements and searchable spreadsheets.

Tier 3

> Advanced skill level requiring weeks, if not months, of prep work. Reserved for only special packages, usually saved for award winning stories.

Examples

- Las Vegas Sun | Quenching Las Vegas' Thirst
- Seattle Times | Olympic Sculpture Park
- Musarium: Ice Dreams
- Sacramento Bee | The Pineros: Men of the Pines
- El Nuevo Día | 24 horas en Centro Médico
- MSNBC | Rising from ruin
- Many more examples at interactivenarratives.org or see list

Multimedia scenarios

- Old city hall building being demolished
- Earthquake hits downtown Los Angeles
- Dodgers home opener

Social media check-in

Who's on what?

Wiki list of all Social Networking sites:
http://tinyurl.com/socialnetworkingsitelist

1. Journalism first, technology second

The rules

2. If your mom says she loves you, check it out.

The rules

2. If your mom tweets she loves you, check it out.

The rules

3. Social Media does not replace the phone or in-person interviews

The rules

4. Citizen, Brand and Journalist

The rules

5. BE OPEN

Mom This is How Twitter Works

Twitter is an online social networking tool in which users post 140 character updates of what is going on in their lives along with links to things they think are interesting, funny, or useful to their followers ("following" being essentially what "friending" is on other sites). People use twitter in many ways, some as a newsfeed by following prominent people or networks, some as a pseudo-chatroom by limiting their followers and whom they follow to close friends and family, and some as a microblog for updating people about the work they are doing and their personal lives.

"TWITTER USERS"

@me
follows @mymom, @mybrother, and @mycat

@mymom
follows @me and @mybrother

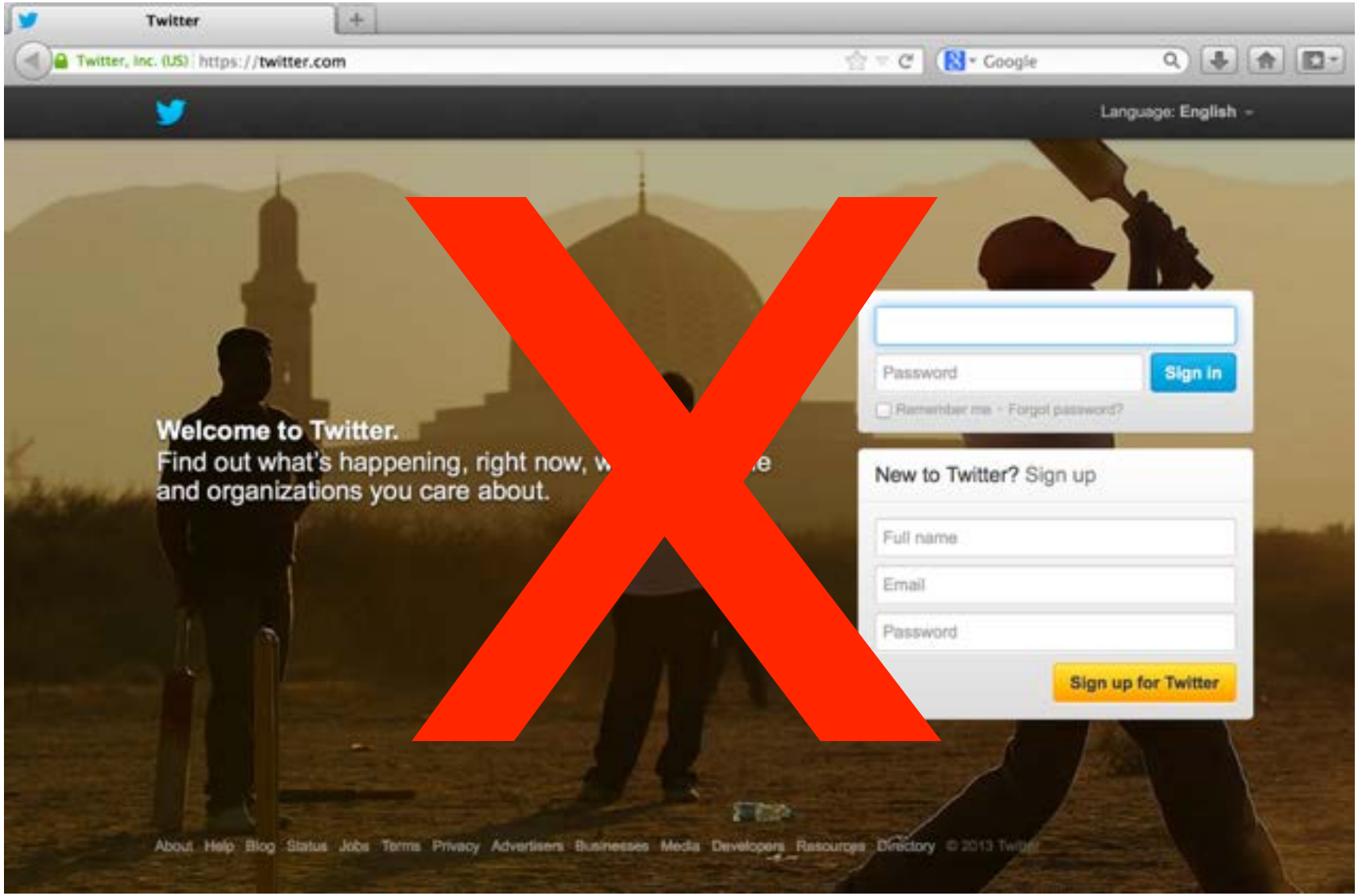
@mybrother
follows @me and @mymom

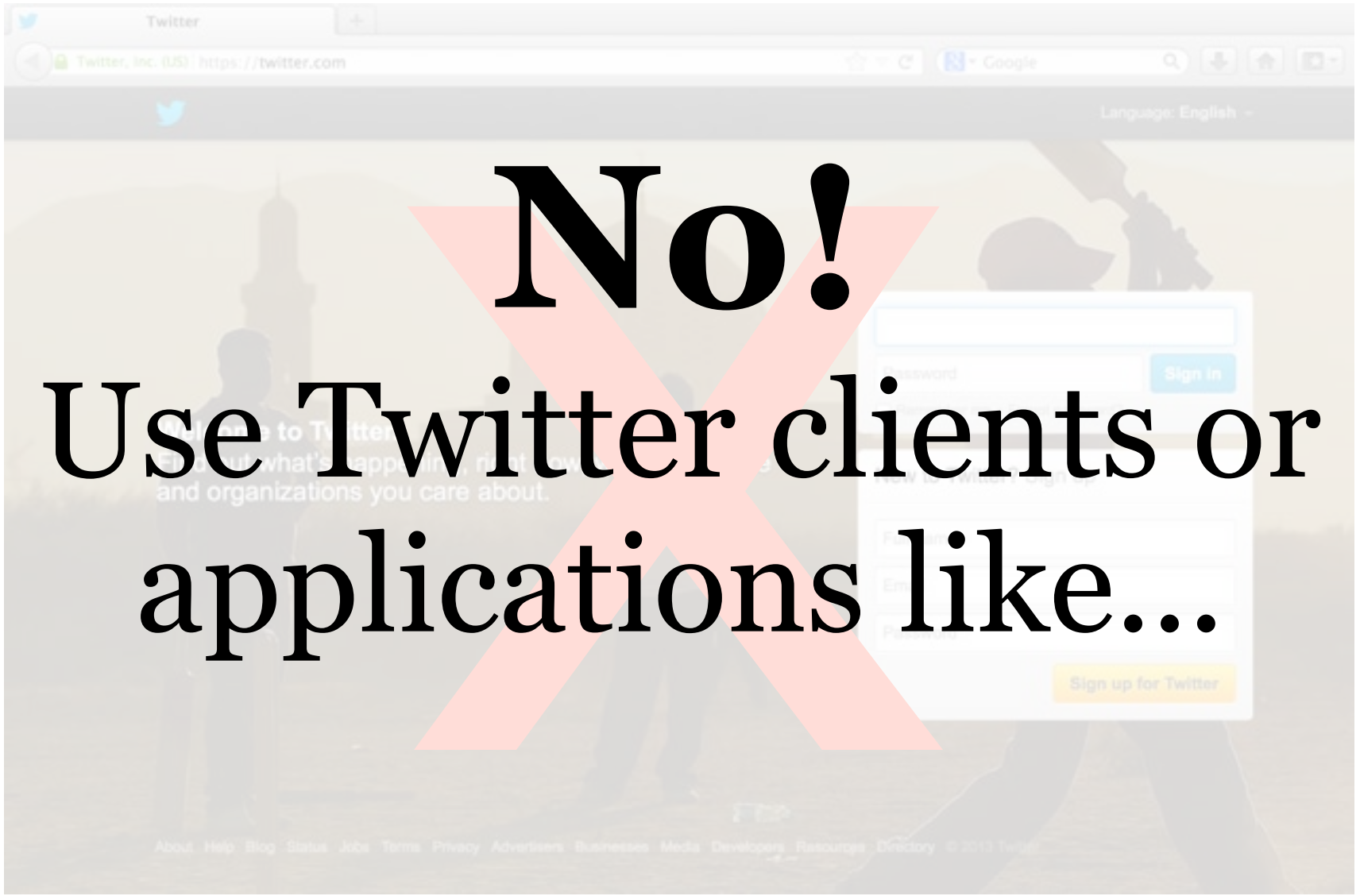
@mycat
follows @me

@fanperson
follows @me, but I do not follow him

@totalstranger
doesn't follow any of us and we do not follow her

twitter


Twitter
Twitter, Inc. (US) https://twitter.com
Google
Language: English
Welcome to Twitter.
Find out what's happening, right now,
and organizations you care about.
Password
Sign in
Remember me · Forgot password?
New to Twitter? Sign up
Full name
Email
Password
Sign up for Twitter
About Help Blog Status Jobs Terms Privacy Advertisers Businesses Media Developers Resources Directory



No!

Use Twitter clients or applications like...

twitter

Twitterrific

twhirl

hootsuite

TweetDeck
BETA

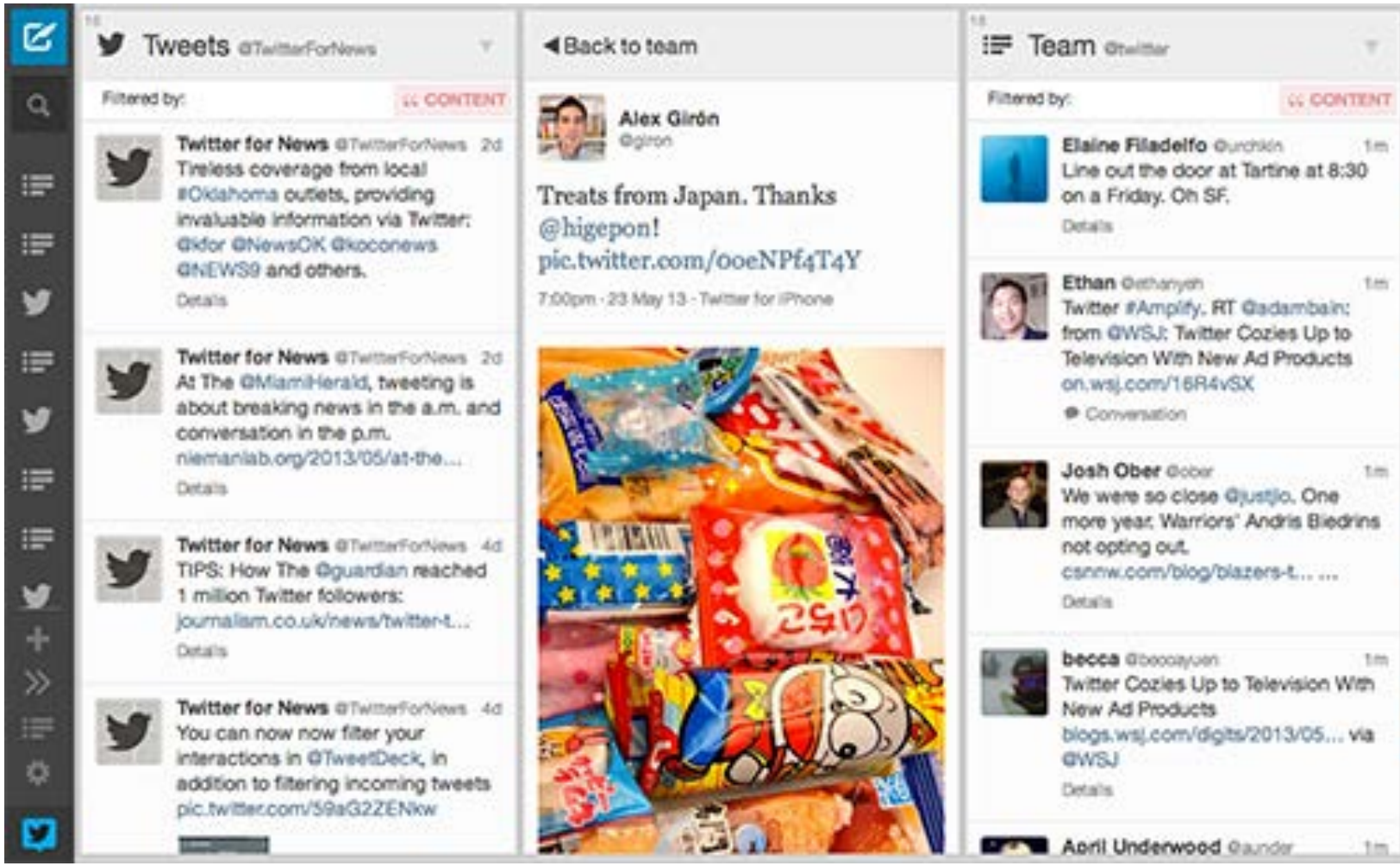
ÜberTwitter

echofon

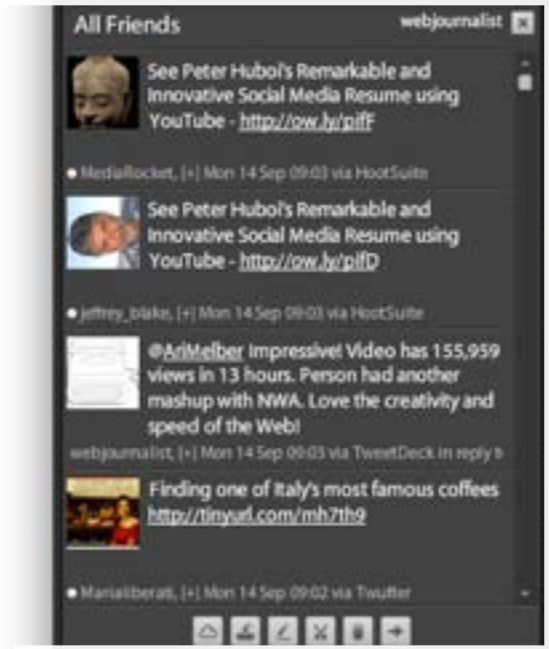
TweetCaster
by Handmark

seesmic

TWEETBOT
A Twitter Client with Personality.

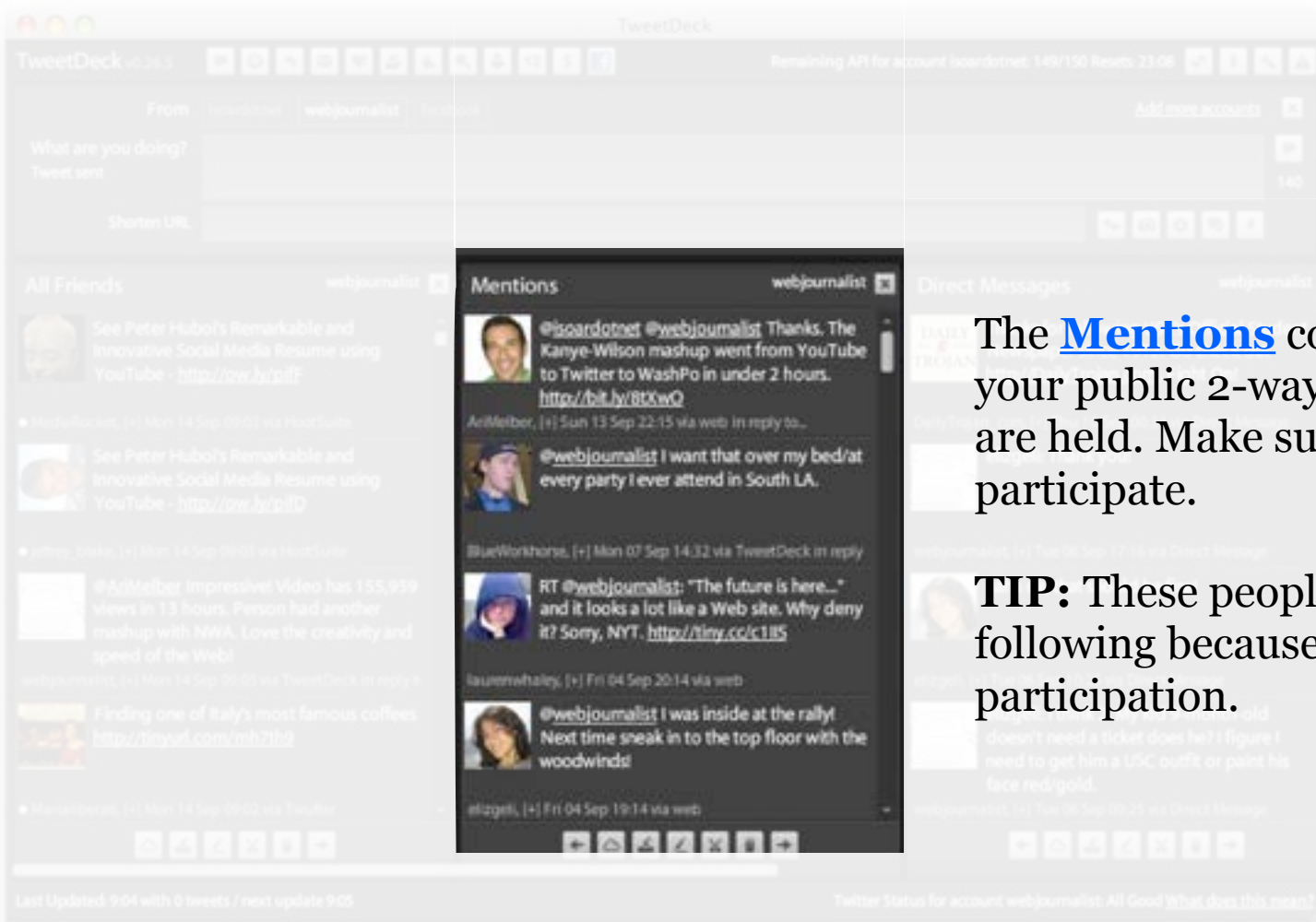


Download or use at http://tweetdeck.com



The All Friends column is the news feed generated by those Twitterers you are following.

TIP: To make the feed useful, be selective on who you follow. Make sure you are following everyone in your beat. You can also create a **list**.



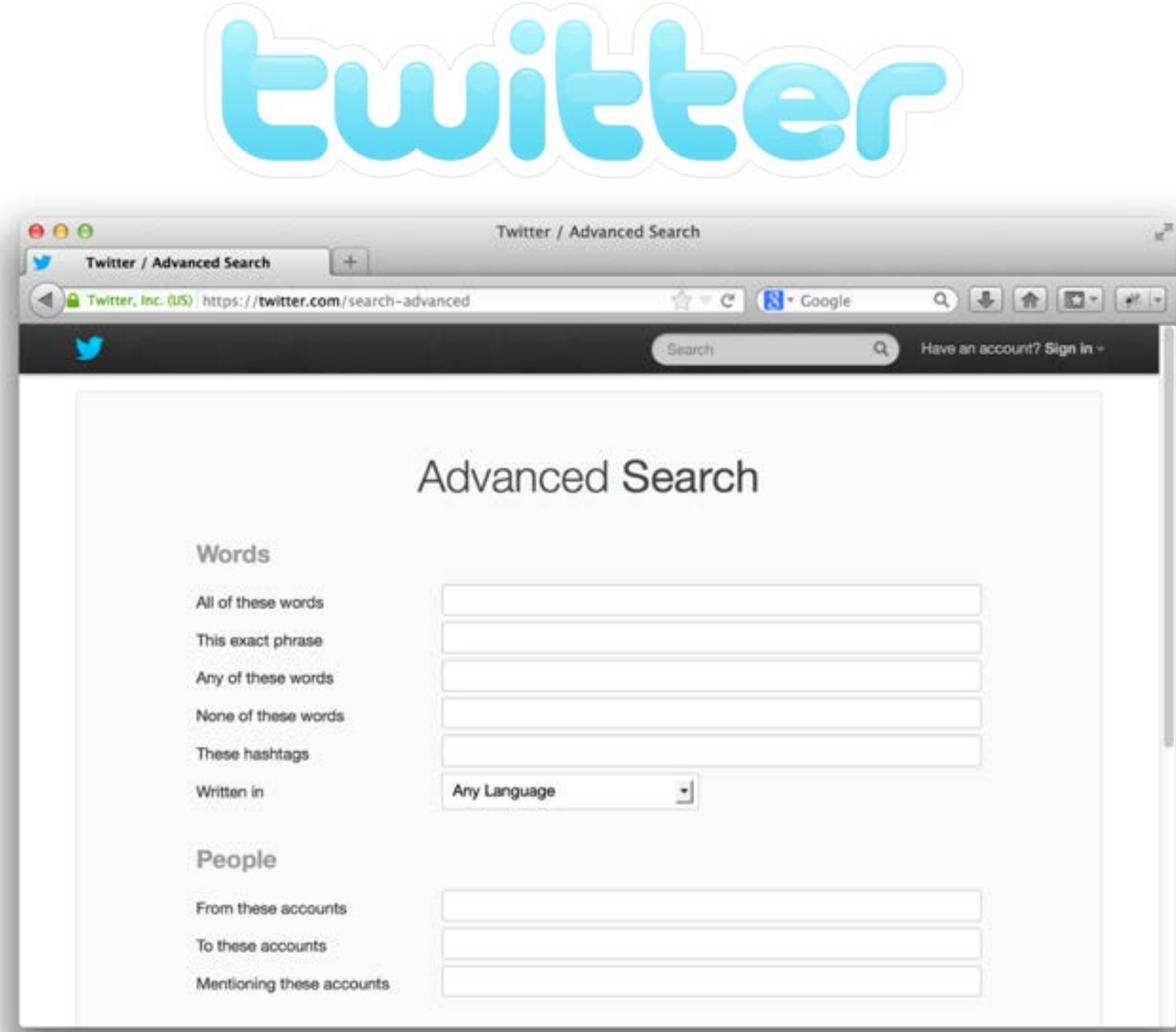
The **Mentions** column is where your public 2-way conversations are held. Make sure you participate.

TIP: These people may be worth following because of their active participation.

twitter

The **Direct Messages** column is where your private 2-way conversations are held. This is the column where you need to make sure you respond.

TIP: Send DMs to people who follow you, thanking them.


twitter
Twitter / Advanced Search
Twitter / Advanced Search
Twitter, Inc. (US) https://twitter.com/search-advanced
Google
Search
Have an account? Sign in
Advanced Search
Words
All of these words
This exact phrase
Any of these words
None of these words
These hashtags
Written in
Any Language
People
From these accounts
To these accounts
Mentioning these accounts

Let's see it in action!

https://twitter.com/search-advanced

twitter

Reporting in Real Time

> Finding potential eye witnesses and sources

On September 1, 2010, a man, armed with guns and explosives, walked into Discovery Communications headquarters near D.C.

Source: TDB.com | http://tbd.ly/dc-gunman

twitter

Reporting in Real Time

> Finding potential eye witnesses and sources

Word? I'm around the block..RT @yewdella: Watch out DC, shooter in the Discovery building #fb

Wed Sep 1 10:47:32 2010 via Twitter for iPhone from Silver Spring, MD

@cyberslate we are all ok. Building is on lockdown. No one in. No one out. We're safe.

10:39 AM Sep 1st via Osfoora for iPhone in reply to cyberslate

http://yfrog.com/cbsngxj Yea I am in the bldg across from #discovery with #gunman. There are snipers everywhere.

10:38 AM Sep 1st via TweetDeck

RT @jdivenere: Here's a pic of the gunman that my colleage at #discovery sent me http://yfrog.com/2mhdmdj @thienkim @twincident @jodifur

10:26 AM Sep 1st via TweetDeck

I can see into the Discovery Channel building! SWAT on the scene. http://twitpic.com/2kahjf

9:51 AM Sep 1st via Osfoora for iPhone

Wtf!! I'm not going home RT @cnnbrk: Reports of a gunman at Discovery Channel headquarters in Maryland, police say. http://on.cnn.com/c9UP3O

9:45 AM Sep 1st via ÜberTwitter

We are on lockdown in my building!!! Man with gun on the loose inside Discovery Channel building!!!!!

9:29 AM Sep 1st via Osfoora for iPhone from Silver Spring, MD

twitter

Reporting in Real Time

> Finding potential eye witnesses and sources

#Discovery they shot em!!!! Hostages safe. Still worried bout explosives

Wed Sep 1 14:02:40 2010 via Osfoora for iPhone

I'm at Discovery Communications (1 Discovery Pl, Silver Spring) w/ 6 others. http://4sq.com/7G54hc

12:40 PM Sep 1st via foursquare

OMG!! Someone thought I was the gunman at #Discovery cuz of my Twitter name!!!! Wow...

Wed Sep 1 12:36:59 2010 via Osfoora for iPhone from Silver Spring, MD

So he's not White but Asian... Now people will spin this as an immigration issue. Won't matter if he's a Citizen. #Discovery

Wed Sep 1 11:48:58 2010 via Twitter for iPhone from Bethesda, MD

@ezstreet if that was the gunman he would have needed a badge to get in the building that pic is of the side botanical gardens

Wed Sep 1 11:39:33 2010 via twidroid in reply to ezstreet

For awhile James Lee's alias online was "misterfifteen" which you can research him here: http://bit.ly/dl52Sg #discovery

11:18 AM Sep 1st via TweetDeck

Soooooooo glad that I no longer work for discovery!!!

Wed Sep 1 10:58:21 2010 via twidroid

Reporting in Real Time

> Finding potential eye witnesses and sources

leeannm Twitter gets first jump on Discovery Channel gunman – http://www.washingtonpost.com/wp-dyn/content/article/2010/09/01/AR2010090105987.html

Wed Sep 1 20:44:25 2010 via web

Retweeted by GroundQuake and 1 other

Nice. Apparently CNN wants to use some of my photos. #Discovery

Wed Sep 1 14:13:56 2010 via Twitter for iPhone from Potomac, MD

twitter

kathyoreilly: **Obama Health** Care Speech: What Did Twitter Think? http://networkedblogs.com/p11368212

Sep 10, 2009 10:59 PM GMT · from *web* · Reply · View Tweet

erikgwilson: **Translation**: Don't get it twisted, the insurance companies are not your friends. They'll throw you under the bus. I ain't on that. **#obama**

Sep 10, 2009 03:26 AM GMT · from *TweetDeck* · Reply · View Tweet

pbitters: Don't like the **disrespect** show to Pres. **Obama** but Congressman Joe Wilson? Call his DC or SC office: (202) 225-2452 / (803) 939-0041

Sep 10, 2009 03:04 AM GMT · from *web* · Reply · View Tweet

wpgrant: Gotta love Wikipedia, it took no time at all to report on the Rep **who yelled** "you lie" during **Obama**'s speech http://twitpic.com/h5azp

Sep 10, 2009 01:36 AM GMT · from *TweetDeck* · Reply · View Tweet

o_O

agentska: @CongJoeWilson Are you the guy **who yelled** out "Liar!" when **Obama** was giving his speech?

Sep 10, 2009 01:26 AM GMT · from *web* · Reply · View Tweet

kissmydaisy: **Obama Translation**: IF Y'ALL WANNA KEEP IT FUNKY WE GON KEEP IT REAL FUNKY IN HERE SO GON HEAD & BRING IT.

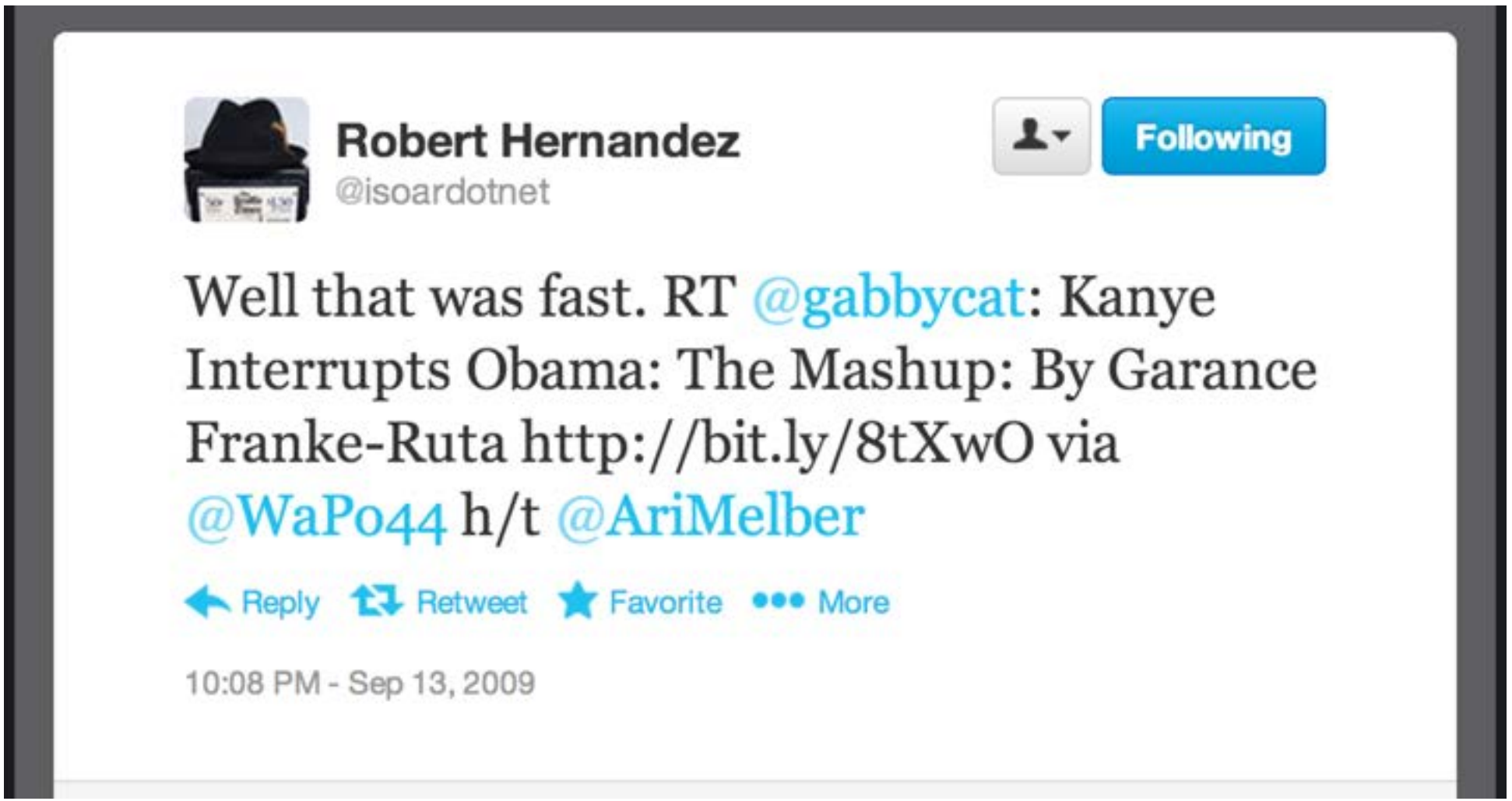
Sep 10, 2009 12:55 AM GMT · from *web* · Reply · View Tweet

R

sahyder1: **Who** just **yelled** at **Obama**?

Sep 10, 2009 12:38 AM GMT · from *TweetDeck* · Reply · View Tweet

sahyder1: **Who** just **yelled** at **Obama**?
Sep 10, 2009 12:38 AM GMT · from *TweetDeck* · Reply · View Tweet


Robert Hernandez
@isoardotnet
Following
Well that was fast. RT @gabbycat: Kanye Interrupts Obama: The Mashup: By Garance Franke-Ruta http://bit.ly/8tXwO via @WaPo44 h/t @AriMelber
Reply
Retweet
Favorite
More
10:08 PM - Sep 13, 2009

Source: https://twitter.com/AriMelber/status/3974317449

How to write great tweets

> 140 characters force you to craft a message

- **Think before you tweet:** Before you tweet that link, publish that twitter comment or get into that heated debate, ask yourself if what you're about to put out there is meaningful.
- **Own your account:** If you're tweeting on behalf of a company, make sure you disclose that both in your tweets and in your profile. If you try to hide it, it will be found out.
- **Learn to tease:** Much of good Twittering is tied to the ability to write great engaging headlines and get people wanting more.
- **Watch your grammar:** Just because Twitter is only 140 characters doesn't mean that spelling, grammar, and clarity don't matter. In fact, they matter more ...
- **Be personal:** Don't be afraid to throw in the occasional slice-of-life tweets. ... People prefer to do business with other people.
- **But not too personal:** While getting a little personal is good, remember that people are reading your tweets and perhaps using them to decide if they want to do business with you.
- **Use appropriate hashtags (or make up your own):** Hashtags allow you to be part of focused conversations, to track events, and really, just to show your silly side.
- **Leave room for retweets:** If you make your tweets too long you actually lower the chances of people retweeting you. ('Magic number' is 25 characters.)
- **Check your links:** This is huge. ... Make sure you double check all your links so that users are being sent to the right place.

Source: http://smallbiztrends.com/2010/01/how-to-write-better-tweets.html

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Edit your tweets:
Before you hit publish, read that tweet over just one (or three) more time(s) to catch any obvious flubs or grammar mistakes.

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twitter

twitpic

tvider

twaud.io

twalkin
BETA

TwitCasting
Live
Realtime Live Casting

twitvid
share videos on twitter

PicFog
Real time image search

yfrog
your images on twitter

Digital Footprint

Social Media reporting tips

By BeatBlogging.org

- Be Social If you're going to be on social media, you should be social. This means engaging in two-way communication from the start with all social media accounts. This also means avoiding the urge to make Twitter into a glorified RSS account.
- Transparency Social media is a great way to humanize reporters and pull the curtain back over a news orgs. People and organizations that are successful with social media are almost always transparent.
- Two-way communications is a required The era of one-way media is over. The era of one-way stories is over. All content producers should be required to engage in two-way communication for their jobs. They need to take ownership of the comments after stories, posts, videos, etc.
- Build a bigger network of sources Social media can help content producers build bigger networks of sources. A bigger network directly translates into more tips, more confidential documents, etc. It also means better journalism.
- Crowdsource Working on a story? Need to find experts or people to comment? Social media is a great way to do that. Need to get people's experiences? Social media is a great way to do that too. Social media can even be used to get people to help report on a story. Our audience is a great, untapped resource.

Seven things that determine SM engagement

By Scott Porad, CTO of the Cheezburger Network

1. “If you don’t look like a human, it’s unlikely I’m going to feel compelled to interact with you.”
2. Along those lines, let’s talk about your bio: Use your real name (or at least pseudonym), link to a web page, a sentence vs. buzz words, be authentic, etc.
3. "Say something. I’m more inclined to respond to someone who tweets their thoughts as opposed to simply retweets what other people say."
4. "What makes Twitter transformational is the two-way conversation that it enables, and I find people who use it that way interesting."
5. Background images: "If you have spent a lot of time making a beautiful background that promotes all your virtues then I feel like you’re in it more for you and less for the community.
6. “Tweet regularly. If you only tweet once ever few weeks or months, that tells me you’re not really engaged with the community. … But, if you are only a listener, then you’re also a lurker and that’s sort of creepy.”
7. "Unlock your profile. If your tweets are protected, it’s really hard to engage with you."

Source: http://www.scottporad.com/2009/10/09/seven-things-that-influence-whether-or-not-i-engage-with-someone-on-twitter/

Definition

Digital Footprints are the traces you leave behind – actively or not – when surfing and interacting on the Internet.

- **Passive** refers to data collected without your knowledge.
- **Active** refers to data posted deliberately by you to share information.

Source: Pew Internet & American Life Project and Wikipedia

What's that mean?

"Never before have so many aspects of our lives been recorded, archived and searchable."

-- **Mary Madden**
Senior Research Specialist
Pew Internet & American Life Project

Your life is
online

Be careful

"Taking information out of the Internet is like trying to take pee out of a pool."

-- **Amy Bruckman**
Associate Professor
College of Computing at Georgia Tech

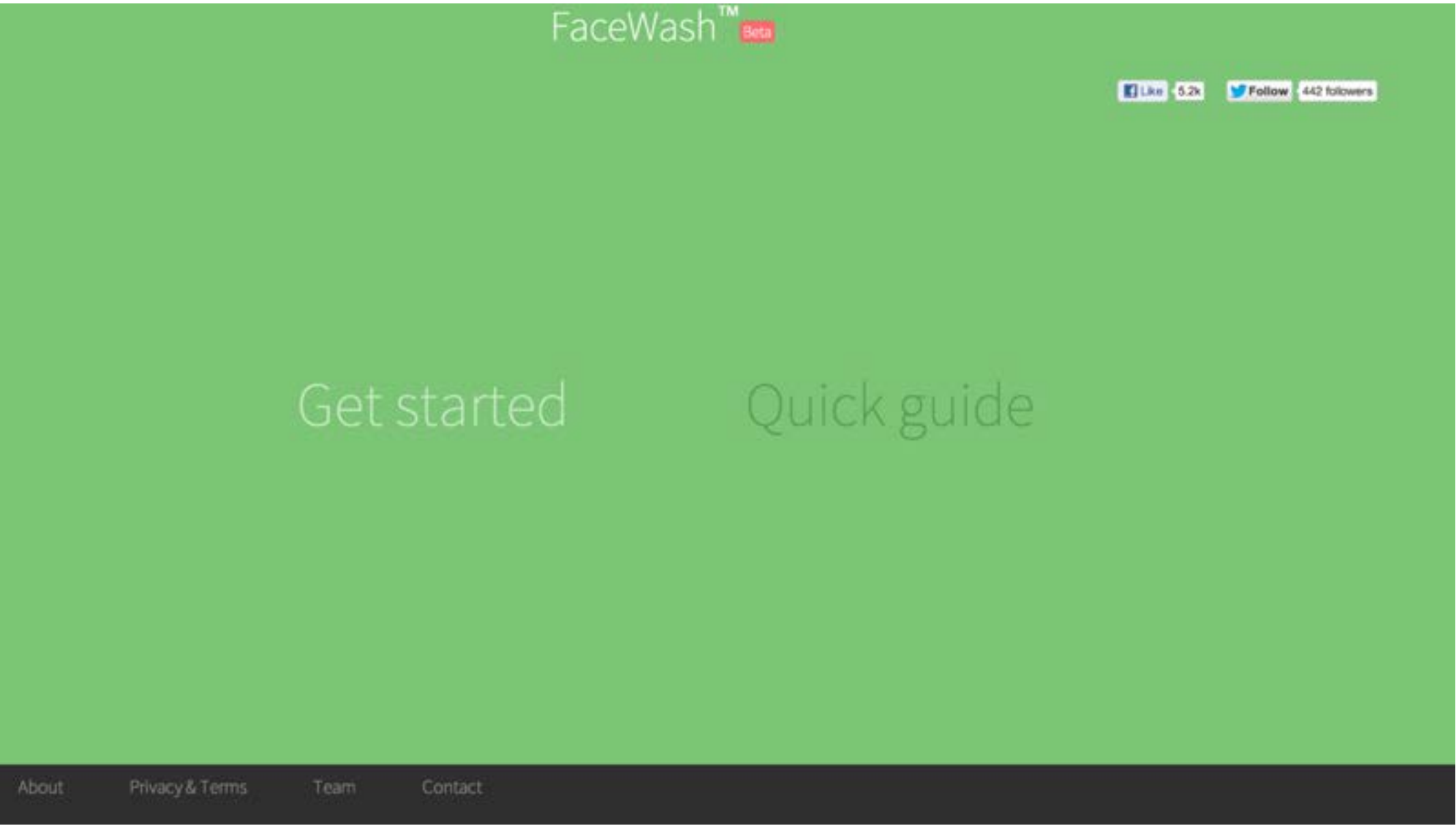
Internet transparency

"Online, your rep is quantifiable, findable, and totally unavoidable. In other words, radical transparency is a double-edged sword, but once you know the new rules, you can use it to control your image in ways you never could before."

-- Clive Thompson,
Wired

Source: Pew Internet & American Life Project
http://www.wired.com/wired/archive/15.04/wired40_ceo.html

Source: http://www.takethislollipop.com/



Source: http://facewa.sh/

Assignment #1

Your Digital Footprint

You will pick a classmate's "name out of a hat" and do a thorough investigation into their digital footprint. Do more than just Google them and see the front page. Go deep. Look at YouTube, images, Bing, etc.

Write a 200-word post explaining how you searched and what you found. **Strong lead**!

[Post the published URL in the comments section.]

Deadline: Wednesday, July 29 9AM

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