

# THE CONVERGED NEWSROOM

Dorsena Drakerford, Molly Duett, Jennifer  
Faulconer, Jessica Green-McCarthy, Amy  
Johstono, Desiree Thompson

# The Evolution of Journalism



- Journalism is in a transition from a purely print product to a combination of online and print with new advancements in technology.
- Journalists can no longer call the audience “readers” because they are not simply reading anymore.
- Journalists now call the audience, News Users and Consumers (NUCs). They are actively seeking information about topics that interest them.

# What is the journalistic function?

- To promote the 6 w's: who, what, when, where, why and we (the community)
- To keep the community informed about what is happening or has happened on and around campus.
- To do so in an engaging and interactive way
- To involve and encourage the community to be a part of the journalistic process

# Journalists are...

- Altering the rules about what makes a journalist and what's required to report the news
- Going away from the traditional infrastructure
- Embracing technology and having an open approach to gathering and presenting information
- Learning that people outside of the newsroom can help jump-start the process of finding sources and new viewpoints, which also provide instant- and constant-

# How NUCs see journalists/ how journalists hope NUCs see them.

- Preamble:
- Journalists see NUCs as desiring complete accurate information about the community, the nation, the world; that information must engage and encourage interaction. NUCs want a variety of story types – no concentration of length, breadth, or topic. They're journalists' link to public opinion and journalists should value what they think.
- Journalists are NUCs' link to understanding the information they have access to every day. Journalists want to be seen as credible, trustworthy, and unbiased. Journalists want NUCs to understand that this is not just a job – but a calling. Journalists do this to help democracy flourish and to serve the public.

# Journalists' contract with NUCs

Terms	Method to accomplish
We as journalists need to make our verification process more transparent and thorough so that our credibility and trustworthiness are more solid.	Verify, verify, verify, verify. Research, interviews. Don't even take your mother at face value. Then show the process you used so that NUCs can see for themselves using blogs, links to the information you used, etc.
Be trustworthy so that the NUCs can trust us again. We need to be their guide.	We will not deceive; we will not allow inaccuracies to go uncorrected.
We need to develop a symbiotic partnership between us and them.	More communication, actually listening to what NUCs have to say and using that information. Finding out what information they need for their daily lives so that we can provide it. Community liaison needed.
We need more interaction with NUCs.	We have to create a way for them to upload items, interact with the staff and the rest of their community.
We need to ensure well-rounded coverage of every article/story, etc.	Cover every side of the story – don't rely on one type of source.
Fulfill more of the watchdog (of the government) role.	Be vigilant – learn how to use the police scanner – don't hide or ignore what officials are doing. Don't allow an "authority figure" to convince you that you don't really need those documents. Keep biases out of the

# Ideas for websites



- Have a space on the website where readers can post videos/photos/story ideas; the key is INTERACTIVITY.
- Have a blurb after every article (can be as short as a few sentences) about where the information was found; also include links to sources following the article (open-source reporting).
- Posting documents used in for research is another method of open-source reporting.

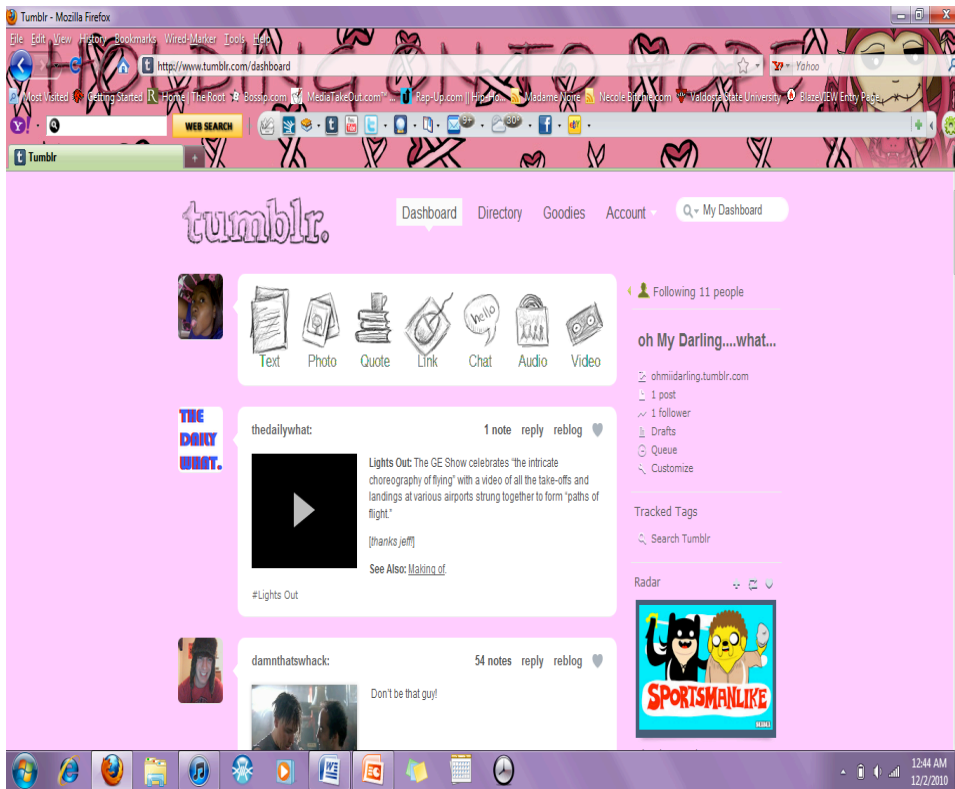
# What is Advanced Blogging



- Blogs contain commentary, descriptions of events, or other material such as graphics or video
- Having a blog spot on the website can help build a sense of community.



# Using Tumblr.com as a tool



- Tumblr lets you effortlessly share anything.
- Post text
  - Photos
  - Quotes
  - Links
  - Music
  - Videos

from your browser, phone, desktop, email, or wherever you happen to be.

You can customize everything, from colors to your [theme](#)'s HTML

# What is microbloggin



- A service that allows people to communicate through 140 characters
- Journalists can gather tips, information and leads, share links to articles, break news immediately, find out immediate information that can be turned into a more in depth story and learn about the audience.
- An “instant message journal” –Mark Briggs
- Twitter is the most popular microblogging service.

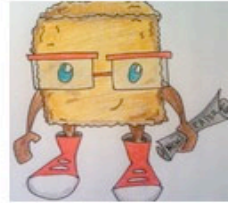
# Ideas for what to “tweet” about

- Top 3 stories-Thursdays
- Lunch line wait, open parking spaces, available computers in the library-must be consistent (Maybe “Make your day easier Monday”)
- Links to editor’s/reporter’s blogs
- Ask for story ideas-give a prize for the story picked each week, maybe on Friday
- Breaking news
- Follow ups from stories
- Have a character as the personal face of our social media
- It is a branding strategy so readers associate the persona with a newspaper.
- A persona allows multiple people to tweet while keeping the face consistent

# Specs the 'Tator

VSUSPECTATOR.COM

THE  
S  
P  
E  
C  
T  
A  
T  
O  
R



## Specs the 'Tator

@Specs\_the\_Tator Valdosta State University  
*Specs keeps the Valdosta State community informed on anything and everything related to you and VSU. Brought to you by The Spectator. Drawn by Katie Bracewell*  
<http://www.vsuspectator.com>

Edit your profile →



Timeline Favorites Following Followers Lists ▾



**Specs\_the\_Tator** Specs the 'Tator  
[#TheBusStopsHere](#) 11:29am the green shuttle bus has just left the palms bus stop area along with a red bus.  
1 Feb



**Specs\_the\_Tator** Specs the 'Tator  
[#TheBusStopsHere](#) 11:26am the red shuttle bus just left the Palms bus stop area and is going towards North Campus  
1 Feb



**Specs\_the\_Tator** Specs the 'Tator  
[#TheBusStopsHere](#) 11:20am both red and green buses just leaving the Palms bus stop area.  
1 Feb



**Specs\_the\_Tator** Specs the 'Tator  
[#TheBusStopsHere](#) 11:14am the green and red buses just left the Palms area bus stop.  
1 Feb



**Specs\_the\_Tator** Specs the 'Tator  
[#TheBusStopsHere](#) 11:08 Red and Green buses just left the Palms area bus stop  
1 Feb



# Why Photos?

- A picture is worth a thousand words. Photos have a faster, deeper impact than text alone – especially when used in conjunction with text.
- A glance at a picture can hook the interest of NUCs immediately, so they continue on to the full story. NUCs do not spend much time at any one Web site, so we need to pull them in fast and do what we can to keep them.



# The difference photos can make

## Text

- The exhibit, on display from Oct. 20 to Nov. 5, showcases Tom Lundquist's series of images made entirely by digital technologies including Adobe Photoshop and computer-animated programs.

The series shows the journey of a school of mythological singing fish travelling from Montreal, Canada, to different parts of the world.

## Photo



# Photo Plan



## □ Options:

- Develop reporters with interest in photography. These reporters need training and practice – editors will have to work with them. It will take time, but will be a great investment in the long run.
- Look to other departments – mass media, art, etc. There are students outside of the journalism department that already take photos and are interested in branching out. We need to find them. Put up flyers, contact professors to speak to classes for a few minutes, etc. Photography is not a paying job on staff, but these students need to be published if they want to do



# Basics of Audio and Video Journalism

## *Audio*

- Sound recordings can help expand interest in a news article and help to develop better stories
- Interviews provide
  - ▣ A good source for news
  - ▣ Increased accuracy with exact quotes

## *Video*

- Allows NUCs to feel like they are part of the action
- Digital cameras can be purchased somewhat cheaply or are already owned by students, and the Spectator has a designated video

# Audio versus Video

## Audio

- ❑ Tools: simple recording devices
- ❑ Not all sources are comfortable with video
- ❑ Simple way to provide multimedia
- ❑ Reporters can't always record meetings with video

## Video

- ❑ Tools: usable simple recording devices
- ❑ Incorporates all elements of multimedia
- ❑ Can be more engaging than audio
- ❑ Easier for NUCs on the go

# Stories vary, so do reporters.



- Different reporters are going to want different stories, and some won't want video at all.
- For the Spectator we have video assignments listed separately so that the reporters can decide on whether they want to shoot video or not.
- Breaking news reporters can be sent on site to record a short video, to give print stories a Web aspect.
- With the more experienced videographers we can assign more advanced and longer stories

# Using databases on websites



- After data is used with a story, link it to a database where the data came from on the website
- This allows the audience a chance to interact with the raw data on their own and draw their own conclusions.
- These can also allow the audience to have an input on what stories are written about. If they see a story idea in the data, they can suggest it to the staff through a suggestion box on the page or email.

# Charticles



- Charticles are a good way to put boring data into an interesting format and makes it easier for the audience to find the more important information
- Including charticles on a website means you can make the charticle more interactive
- For instance, having a section that has a hover link would provide more information for the audience and keeps it more entertaining
- Charticles open the door for extra interactivity, like quizzes, polls, etc



# Map mash-ups



- Map mash-ups can also present boring data in a more interesting, more interactive way and help the audience get the same information in a faster way
- These maps can be used for news stories like: crime statistics, the most dangerous crosswalks, when parking areas typically have open spots and when there's no hope in finding one.
- They can also be used for more lifestyle concepts- restaurants, playgrounds, where to go on a Saturday night, etc.

# Map mash-up example

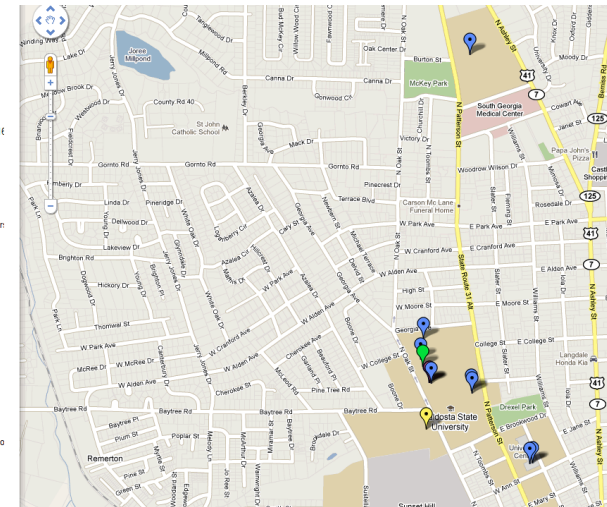
## Text

- Nov. 17 At 2:04 a.m. VSU student reported \$20 stolen at Langdale Hall.
- Nov. 16 At 5:38 p.m. VSUPD responded to a report of unathuorized use of a credit card at Palms Dining Center.
- At 4:52 p.m. VSUPD responded to a report of stolen property at Patterson Hall.
- Nov. 15 At 10:21 p.m. VSUPD responded to a report of stolen laptop out of a Silver Honda Passport in the Martin Hall parking lot.
- Nov. 14 At 2:32 p.m. VSUPD responded to a report of stolen laundry in Hopper Hall.
- At 11:32 a.m. VSUPD responded to a report of stolen projector and computer equipment at the University Center.
- At 10:24 a.m. VSUPD responded to a report of a stolen laptop at Hopper Hall.
- Nov. 13 At 7:55 p.m. VSUPD responded to a report of a vehicle break-in in the Oak Street lot.
- Nov. 12 At 1:30 p.m. VSUPD responded to a report of a stolen cell phone at Patterson Hall.
- Nov. 11 At 6:14 p.m. VSUPD responded to a report of stolen keys at the University Center.
- At 12:55 p.m. VSUPD responded to a report of marijuana in Hopper Hall room 4404.
- At 8:01 a.m. VSUPD responded to a report of a stolen bike at Georgia Hall.

## Map mashup

**Crime Map for Nov. 18**  
0 views - Unlisted  
Created on Nov 29 - Updated 2 minutes ago  
By [Data Mashup](#) - [Write a comment](#)

- Theft**  
\$20 stolen from Langdale Hall on Nov. 17
- Credit fraud**  
Unauthorized use of a credit card in Palms on Nov. 16
- Theft**  
Stolen property in Patterson Hall on Nov. 16
- Theft**  
Laptop stolen outside of Martin Hall on Nov. 15
- Theft**  
Projector and computer equipment stolen from Univer
- Theft**  
Laundry stolen in Hopper Hall on Nov. 14
- Theft**  
Laptop stolen in Hopper Hall on Nov. 14
- Theft**  
Bike stolen outside of Georgia Hall on Nov. 11
- Theft**  
Keys stolen in University Center on Nov. 11
- Theft**  
Cell phone stolen in Patterson Hall on Nov. 12
- Illegal substance**  
Marijuana found in Hopper Hall on Nov. 11
- Break-in**  
A car in Oak St. Parking Deck was broken into on No



<http://maps.google.com/maps?hl=en&ta>



# To build a larger digital audience:

- Add more embedded multi-media and html links within the article
- Have more eb-effective headlines and include keywords in the article to create better search engine optimization
- Have a content survey and spreadsheet showing the variety of multimedia present on the Web sites
- Include a Twitter widget, which tracks the tweets

# Managing News as Conversation



- The news we have today is free to be aggregated, shared, and commented on by the readers/audience.
- Making news a conversation means managing online communities and participating in social networks in a way that benefits the community and overall production of the newspaper, magazine, etc.