Good Journalism Is Timeless

- Typewriters Produced Great Stories
- Technology Makes Life Easier
- Cell Phones, Hand-Held Devices
- Era of Instant News Around-the-Clock
Watergate
BREAKING NEWS
President Clinton’s Grand Jury Testimony
• Washington Post Chairman Says Newspapers' Future Is Not in Paper

• Washington Post chairman Don Graham said publicly for the first time this week that the future of news is on the Internet, not in print newspapers like the Washington Post.

• "This year for the first time I have come to believe that we will be able to tell you about certain subjects better on the Internet than we will be able to in print."

(Washingtonian, Dec. 2005)
So What Is Digital Convergence?
Digital Convergence Is...

The concept that all modern information technologies, currently based on disparate technological systems, are all becoming digital in nature.

At present, a person may receive information by telephone, television, radio, newspaper and print.

Very soon, these different information delivery systems will be replaced by a unified system based wholly on digital technology.
Digital Convergence & The Media

- In the media world, digital convergence has a four distinct categories:
  - Technical convergence
  - Audience convergence
  - Competitive convergence
  - Information convergence
Technical Convergence
Moving to a world of on-demand news consumption:

- iPods that can store music, podcasts, photos and videos.
- Cell phones that can also take photos, shoot videos.
- Palm-size multi-use devices that can take photos, shoot video or record audios.
- Automobile navigation systems with live traffic reports and, soon, news and information at your fingertips.
- Satellite radio with the ability to store shows on demand.
- TiVo boxes with hundreds of hours of storage capability.
At Least 38 Killed in London Blasts

More than 700 injured in series of coordinated explosions; Prime Minister Blair calls apparent terror attacks "barbaric" acts.

– Glenn Frankel and Fred Barbash 6:00 p.m. ET

Perspective:

Londoners Display Calm Amid the Chaos

Jefferson Morley’s World Opinion Roundup:

A Blow to Tony Blair

Instant Images of Bombings

Intimate images of morning’s bomb blasts have come from cell phones with cameras.

– Yuki Noguchi

▪ Video: Train Evacuation
▪ Photos: Phone Images

A distraught commuter is consoled near Euston station in London. (Getty Images)
Audience Convergence
Audience Convergence

• Era of unprecedented audience convergence.
• The rise of blogging, moblogging, IM and podcasting has made it far easier for people to communicate in ways and from places previously unimaginable.
• The rise of blogs has begun to turn the media business from a lecture into a conversation.
• Through wikis, the aggregate audience can band together to create incredibly deep hubs of information, i.e. Wikipedia.
Action Figure Usenet Newsgroups

Usenet newsgroups for the discussion and sale of action figures, from GI Joe to Star Wars. Some newsgroups allow pictures to be posted, but check the rules prior to posting.

The Unofficial Ishtar Fan Club

Main Page
From Wikipedia, the free encyclopedia.

Welcome to Wikipedia, the free encyclopedia that anyone can edit.
In this English version, started in 2001, we are currently working on 770,377 articles.

Wikipedia FAQs - Browse - A-Z - Portals - Ask a Question
Culture | Geography | History | Mathematics | People | Science | Society | Technology
Competitive Convergence
Competitive Convergence

• On the Web, stories can be told in many different ways, and all media organizations have access to all of them.
  – Washingtonpost.com can now produce award-winning video.
  – CNN.com can be the next home for a Pulitzer Prize winning newspaper columnist.
  – NPR can produce top-notch photo galleries.
  – The New York Times can produce a daily video newscast.
  – Yahoo! can decide to build a news-gathering organization to compete with the established news-gathering brands.
Floodwater Not as Toxic As Feared, Experts Say
Metals Seen as Chief Hazard In Survey of New Orleans

By David Brown
Washington Post Staff Writer
Wednesday, October 12, 2005; Page A06

The floodwater that covered New Orleans after Hurricane Katrina was not unusually toxic and was "typical of storm water runoff in the region," according to a study published yesterday.

Most of the gasoline-derived substances in the water evaporated quickly, and the bacteria from sewage also declined over time, the scientist leading the study said. The water's chief hazard was from metals that are potentially toxic to fish. However, no fish kills have been reported in Lake Pontchartrain, where the water that once covered 80 percent of the city was pumped.

"What it most looks like is the storm water that is present in New Orleans every time it rains," said John H. Pardue, an environmental
The Superdome
Heavy machinery removes a destroyed house from a street in the Ninth Ward of New Orleans. Federal and local authorities clashed over whether the city was ready for residents to return.
Living in Flooded New Orleans
September 8, 2005
Transcript

Hurricanes Impact National Economy

Beth Ann Bovino
Senior Economist, Standard and Poor's
Thursday, September 29, 2005; 2:30 PM

The immediate impact of Hurricanes Katrina and Rita is clearly demonstrated in the extensive devastation across the Gulf Coast. The recovery and rebuilding efforts will continue for some time in states like Louisiana, Mississippi and Texas. But what about the national economy? What impact will the hurricanes have on gasoline prices? Real estate? The
Edsall on Political Fallout of Indictment

*September 29, 2005*

The Washington Post's Tom Edsall discusses the political fallout from House Majority Leader Tom DeLay's (R-Tex.) indictment.

© 2005 WTOP
Impact on Washington
In Katrina's Wake, the Nation's Capital Shows Resolve, Reaches Out

Posted at 10:44 AM ET, 09/23/2005
Md. Yard Sale and Fun Day

A family fun day and yard sale will be held in Columbia, Md., to benefit victims of hurricane Katrina.

On Saturday, Oct. 1, 2005, Maryland-based Duratek will hold a family fun day and yard sale at its corporate headquarters at 10100 Old Columbia Road, Columbia, Maryland, from 9 a.m. until 4 p.m., to benefit the victims of Hurricane Katrina.

There will be children’s activities, including visits from Howard County police and firefighters, police cruisers on hand and a police demonstration of their canine bomb-sniffers; a raffle for Ravens’ tickets; and a bake sale. The American Red Cross will be on hand for those interested in, and able to, donate blood.

A rain date is scheduled for Sunday, Oct. 2, 2005.
Competitive Convergence

• Media companies can now reach customers in places where it was previously impossible:
  – Customers can now consume Washington Post content while driving their car.
  – Customers can watch MSNBC-branded video while riding the subway.
  – Customers living in Greece can now consume same-day copies of the Los Angeles Times.
  – Customers can listen to NPR shows while flying around the world.
  – Customers can now access restaurant or movie reviews while standing on a street corner with nothing but a phone.

• Media companies can now more easily repurpose content across platforms.
Information Convergence
Information Convergence

- Smart developers are now able to bring together data from multiple sources to create groundbreaking products.

- Additionally, through RSS, readers are able to build their own personalized news products by combining small feeds from multiple sources.
A freely browsable database of crimes reported in Chicago.

Crimes by ZIP code / 60615

Latest reported crimes

- **SEPT. 23**
  - Robbery
    - 5208 block S. University Ave.
  - Criminal damage
    - 5400 block S. Drexel Ave.
  - Criminal damage
    - 5400 block S. Drexel Ave.
  - Weapons violation
    - 5400 block S. Cottage Grove Ave.
  - Weapons violation
    - 4900 block S. Prairie Ave.
  - Battery
    - 800 block E. 53rd St.
  - Burglary
    - 1000 block E. Hyde Park Blvd.
  - Criminal damage
    - 1300 block E. 53rd St.
  - Resist/obstruct peace officer
    - 1500 block E. Hyde Park Blvd.

Map of Chicago with crime locations marked.
Refinance Rates Hit Record Lows

Get $150,000 loan for $720 per month. Refinance while rates are low.

www.lowemybilis.com
The Future of News Gathering
The Washington Post Co.

- Washingtonpost.com launched in June 1996
- Washingtonpost.com had 2.3 billion page views in 2004.
- Current staffing level: approximately 100 in editorial; 275 at WPNI overall.
- WTWP radio station launched in March? With staff of six.
- Continuous newsdesk at newspaper staffed by three editors, five reporters and provide stories for both Web site and radio station.
- Reporters and editors in newsroom supplying stories to Web site, radio and are also doing blogs, taking part in Web chats and learning how to shoot video.
- It’s not your Dad’s newspaper.
Challenges

- Disaggregation of Web
- Traffic
- Local
- Multimedia
- Alternative Delivery
Disaggregation of Web: The Challenge

- Navigation of the Web continues to evolve. Current trend is toward disaggregation and vertical search. Instead of people using one site for all needs, they use many sites for specific tasks.

- In addition, this has led to more and more users coming to news sites via articles and not the home page.

- The challenge: How do we turn those one-time users into loyal, habitual washingtonpost.com users?
Disaggregation of Web: The Strategy

- Distribute washingtonpost.com headline links and short blurbs to aggregators such as Topix and Pluck to attract new readers.

- Optimize site for aggregators and search engines to increase likelihood of getting new visitors to washingtonpost.com.

- Increase traffic by generating additional page views by making articles a hub for interactivity and research.
Traffic

- Overall, Internet adoption rates are leveling off.
- Washingtonpost.com unique usage has risen steadily in the past six months, with our August 2005 number of 8.9 million unique visitors the best in our history.
- Nonetheless, we still trail most of our competitors in depth-of-use metrics.
- What to do?
- Increase depth of use of articles
  - Technorati links, e.g. Blogs About This Article
  - Comments links on all articles
  - Byline linking
- Increase frequency of visits
  - Blogs, message boards, other sticky interactivity
  - E-Mail newsletters
Local

- Washingtonpost.com is under assault from all sides locally.
  - On the news side, we’re battling CNN.com and all other news sites for national and international news. For local news, we’re positioned well, with local competitors not even registering with Nielsen.

  - On the information side, however, we’re being challenged locally both by major national brands (Yahoo, Google) and hyperlocal sites (southriding.net, backfence.com).

  - On the classifieds side, craigslist.com has taken a significant amount of our business, and has advanced the concept of free classifieds.
Live Traffic Cameras
Focus on Fairfax

Community News and Events from The Post

Posted at 04:09 PM ET, 09/13/2005

Fairfax Rescue Officials Among Hurricane Relief Team Members Deploying Today

Fairfax County Government released this statement today:

Northern Virginia Deploys High-Level, Regional Hurricane Relief Team to New Orleans

A 10-person team, representing five Northern Virginia jurisdictions, will deploy today to New Orleans as part of the region’s coordinated response to the area ravaged by Hurricane Katrina.

Continue reading "Fairfax Rescue Officials Among Hurricane Relief Team Members Deploying Today"

By Woody Irwin | Permalink | Comments (0)

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Posted at 02:17 PM ET, 09/13/2005

Falls Church Spokeswoman Resigns

Falls Church city communications director Denise C. Williams today announced her plans to pursue her doctorate in mass communications and media studies at Howard University’s School of Communications. Her last
Opinions Section

For Success in Iraq, Change Course

JOSEPH R. BIDEN, JR. The Bush administration’s mishandling of Iraq has brought us to the brink of a national security debacle. Part of the solution is to hold monthly Congressional oversight hearings. TOPIC: Midwest

• Suicide Bomber Kills Scores in Baghdad

A Clear Risk to the City

EDITORIAL | Proposed Homeland Security cameras would record a terrorist attack that could kill or harm 100,000 in the Washington area. What’s needed is a federal plan that prevents, rather than detects, an attack on the city.

Boats Rose in New Orleans, but Not for the Poor

STEVEN PEARSTON | In her naively well-intentioned way, Queen Latifah’s Barbara Bach has shined some needed light on the plague of poverty in urban America and the difficulty of escaping it.

* Yezz Kanye West Right? By Dan Froomkin Sept. 19, 2005 12:06 p.m.
Multimedia

• Connection speeds are continuing to improve.
• Quality of Web video is improving dramatically.
• Despite this, broadcast-affiliated Web sites have a significant natural advantage in this space.

• To compete, we continue to build upon washingtonpost.com’s outstanding reputation in the multimedia space.
• Seek distribution opportunities through broadcast and Web outlets.
• Generate more multimedia content by equipping willing reporters with multi-use devices that can generate audio, video or photos.
Inline Video Player
Alternative Delivery

- Web users, especially younger ones, are looking for alternative methods of getting news and information:
  - Mobile phones
  - iPods/MP3 players
  - RSS
  - Satellite radio
  - Automobile navigation devices
Redskins GameDay Module
City Guide to Go
Additional Resources

- **Ethics & Interactivity online roundtable** (bloggers from Firedoglake, Instapundit, Buzzmachine & PressThink, via washingtonpost.com, 1/25/06):
  - [http://journalism.nyu.edu/pubzone/weblogs/pressthink/2006/01/24/end_hwl.html](http://journalism.nyu.edu/pubzone/weblogs/pressthink/2006/01/24/end_hwl.html)

- **Seeders of Clouds: Latest on Newspaper Blogging** (PressThink/Jay Rosen, 3/13/06)
  - [http://journalism.nyu.edu/pubzone/weblogs/pressthink/2006/03/13/sder_blogs.html](http://journalism.nyu.edu/pubzone/weblogs/pressthink/2006/03/13/sder_blogs.html)

- **Collaborative Conundrum: Do Wikis Have a Place in the Newsroom?** (OJR, 9/10/04)
Additional Resources, cont.

- **Is It Appropriate for Reporters to 'Lurk' in Online Chat Rooms?** (OJR, excerpted from the book, "Digital Dilemmas: Ethical Issues for Online Media Professionals.")

- **Will Satellite, 'Podcasting' Bring a Renaissance to Radio Journalism?** (OJR, 10/12/04)

- **Flickr, Buzznet expand citizens' role in visual journalism**
  (OJR, 11/15/05)
Thank You For Listening