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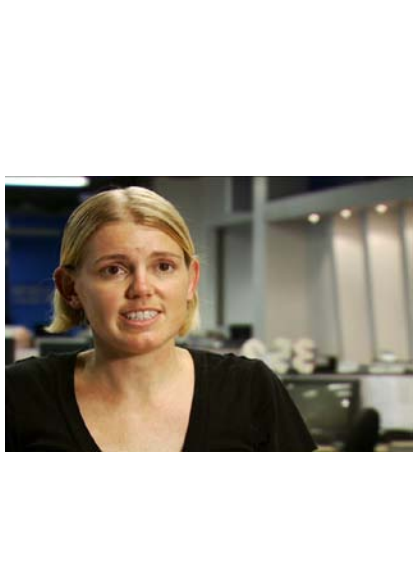
Newspapers in the Digital Age


9/23/2010




1.		Animated Open	
2.		Antonio Neves <i>Newspapers are struggling. The recession has led to a decline in advertising and new media is drawing away readers. As a result, many newspaper companies are transforming themselves into information portals.</i>	00:00:11
3.		Rosensteil <i>Newspapers are suffering because their economic model has collapsed. The audience for newspapers is migrating to the internet.</i>	00:00:26
4.		Narration: Tom Rosenstiel tracks the media at the Project for Excellence in Journalism.	00:00:34
5.		Tom Rosenstiel <i>What we're discovering is that conventional advertising, the kind of advertising that we were used to in newspapers, and even to some extent on television, they don't just translate over to the new technology. We're gonna have to figure some other way of doing that.</i>	00:00:40
6.	 (Project for Excellence in Journalism)	Narration: Newspaper advertising revenue fell five percent in 2007 – 16 percent in 2008 – and more than 26 percent in 2009.	00:00:54

7.	 <p>Chet Czarniak Managing Editor USA Today</p>	<p>Chet Czarniak USA Today</p> <p><i>I think the biggest challenge is how do you live in an environment that's constantly changing.</i></p>	00:01:06
8.		<p>Narration:</p> <p>Chet Czarniak is a managing editor at USA Today. Like most newspapers it's changing to meet the double dilemma of fewer newspaper readers and less money. The paper is reorganizing – in June it announced it was cutting its workforce by 130 people... nine percent – and developing new ways to get out the news.</p>	00:01:12
9.		<p>Chet Czarniak USA Today</p> <p><i>Content creators create, whether its text or visuals, interactives and so forth. And then we separated it out to the distribution side// we have to look at that and decide ok this is what we're putting out on our mobile devices right now, our e-mail alerts, this is what we're putting out on the website and today eventually this is what we're gonna put out in print.</i></p>	00:01:33
10	 <p>Raju Narisetti Managing Editor The Washington Post</p>	<p>Raju Narisetti Washington Post</p> <p><i>The good part is that there's never been a better time for consumption of news. It's happening online but more- there's never been a time when more people are reading news than before.</i></p>	00:01:53

11		<p>Narration: Washington Post Managing editor Raju Narisetti says that his paper is embracing the digital age. Content is online, available through mobile phone and tablet APS, and pushed through RSS feeds, Facebook and twitter.</p>	00:02:08
12		<p>Raju Narisetti Washington Post We spent a lot of time training our reporters about what's happening online, how do they kind of produce stories, how do they take advantage of digital.// And we have redesigned our newspaper to take into account that people have less time, and they need to perhaps navigate through the page must faster. And we are in the process of redesigning our website, where you are constantly learning based on how readers are engaging with our website.</p>	00:02:24
13		<p>Narration: And the Post is reaching out to its readers..., asking them to participate through chat rooms, comment sections, and online posts.</p>	00:02:41
14		<p>Raju Narisetti Washington Post <i>So when we had this gigantic snowstorm in January in Washington DC, not only were we able to talk about what's happening, but readers uploaded pictures, readers uploaded what's going on in their neighborhood and it made for a much more interesting, two-way exchange, which newspapers have never been able to really provide.</i></p>	00:02:50
15		<p>Narration: Another growing trend is micro-news sites such as TBD.com which focus on news at the local – and even the neighborhood level.</p>	00:03:07

16		<p>Mandy Jenkins TBD.Com</p> <p>We're a brand new local news start up for the Washington, D.C. area, and we're essentially trying to build a one stop shop for local news where we're aggregating local news sources.</p>	00:03:18
17		<p>Narration:</p> <p>Mandy Jenkins is the social media producer for TBD.com. She watches Facebook, twitter, and other sites for local news.</p>	00:03:27
18		<p>Mandy Jenkins TBD.Com</p> <p><i>Well social media really seems to impact a lot of what we do. // we use it a lot to find out what's going on, on scenes that we can't get to. We have a very small staff and whatever our bloggers aren't doing, what we can't see on other media, sometimes it's a matter of getting on Twitter and saying "We hear there's a fire here, are you near there, do you see something? Snap a photo, send it to us."</i></p>	00:03:37
19		<p>Narration:</p> <p>TBD uses technology to identify its readers and to formulate both news and advertising for an individual based on their interests and location. This is called-geo-targeting – using the two way communication of social networking with their readers.</p>	00:03:57

20		<p>Mandy Jenkins TBD.Com</p> <p><i>Geo-targeting is just essentially where we can identify where people are when they're logging onto the website so we can actually get down to the zip code level and sometimes even closer.</i></p>	00:04:15
21		<p>Narration:</p> <p>All this means a lot more work for reporters and editors. Albert May teaches advanced journalism at George Washington University. He says it still takes basic skills.</p>	00:04:25
22	 <p>Albert May George Washington University</p>	<p>Albert May GW University</p> <p><i>Be able to critically think, analyze a problem, figure out what the news norms are. // it's still understanding what is reliable and what fits a patter and what makes sense. Most of what we do is journalism is taking the dots and connecting them. So whether you do that on Twitter or whether you do that in an old fashioned man on the street, woman on the street interview, it's the same skill set.</i></p>	00:04:38
23		<p>Narration:</p> <p>Still – Professor May's course has changed. He now includes working with social media as part of his class work.</p>	00:05:06
24	 <p>Lauren Hoenemeyer Journalism Student</p>	<p>Lauren Hoenemeyer Student</p> <p><i>I would say that the biggest skill set is multimedia, so I can go shoot a piece and then put it on my blog, write an article about it you know learn how to do all.</i></p>	00:05:13

25	 <p>Omari Daniels Journalism Student</p>	<p>Omari Daniels Student</p> <p>I want it to be something that I enjoy doing. I know that people say journalism is dead, journalism is a dead medium, but as long as it's something I enjoy doing, just being out there covering some huge event, being there at the moment as its happening, capturing things...that's all that matters.</p>	00:05:24
26		<p>Narration:</p> <p>The digital future is also changing how people read the news.</p>	00:05:41
27		<p>Tom Rosenstiel</p> <p>The basic way the news business worked up until now was that we took in money from car dealers and realtors and people selling their old bicycles and people who wanted to sell washers and dryers and the editors said "Ok now that we have this money, I'm going to try and decide what's the most important news to cover"</p>	00:05:45
28		<p>Narration:</p> <p>Now with thousands of sources for information. Readers need to be able to sort through rumors, and gossip and opinion – to evaluate the information.</p>	00:06:12
29		<p>Tom Rosenstiel</p> <p><i>The big shift of the digital age is that the power over what we know now sits with us, the consumers. We are our own editors. So the trade craft of truth is something that we can't let the journalists have to themselves. We're gonna have to learn it. We're gonna have to learn the literacy of being a citizen.</i></p>	00:06:24
30		<p>Narration:</p> <p>I'm Antonio Neves for the Dot News.</p>	00:06:47