

## ***Michael S. Dunn – Hearst***

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March 25, 2009 Presentation

ASU - Journalism, Digital Media & Entrepreneurship

# Networked Journalism

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- Follow Journalists already immersed in Digital & Social Media
  - I setup themed lists in Friendfeed that contain individuals, filtered search & RSS feeds
- Beatblogging - Recent migration from traditional beat writing for print to the immediacy and community building of blogging a beat
  - Beatblogging.org podcast is a good resource
- Consider yourself a multi-media creator
  - Traditional articles, blog post, status short-form, source audio, podcasts, raw source video, edited video, comments, trackbacks and tagging
  - Carry devices that let you do as much of the above as possible
- Try everything - keep what works for you, abandon what doesn't
  - facebook, friendfeed, google reader, twitter, del.icio.us, twine, seesmic, google alerts, ning, wiki, sharepoint (corporate collaboration)
  - I alpha/beta test everything that comes out, but I move on quickly if not relevant for me
  - Tools are inexpensive and ubiquitous
- Alternative business models for News - Syracuse Sessions
  - <http://ryansholin.com/speaking/newhouse/>

# Digital News Production

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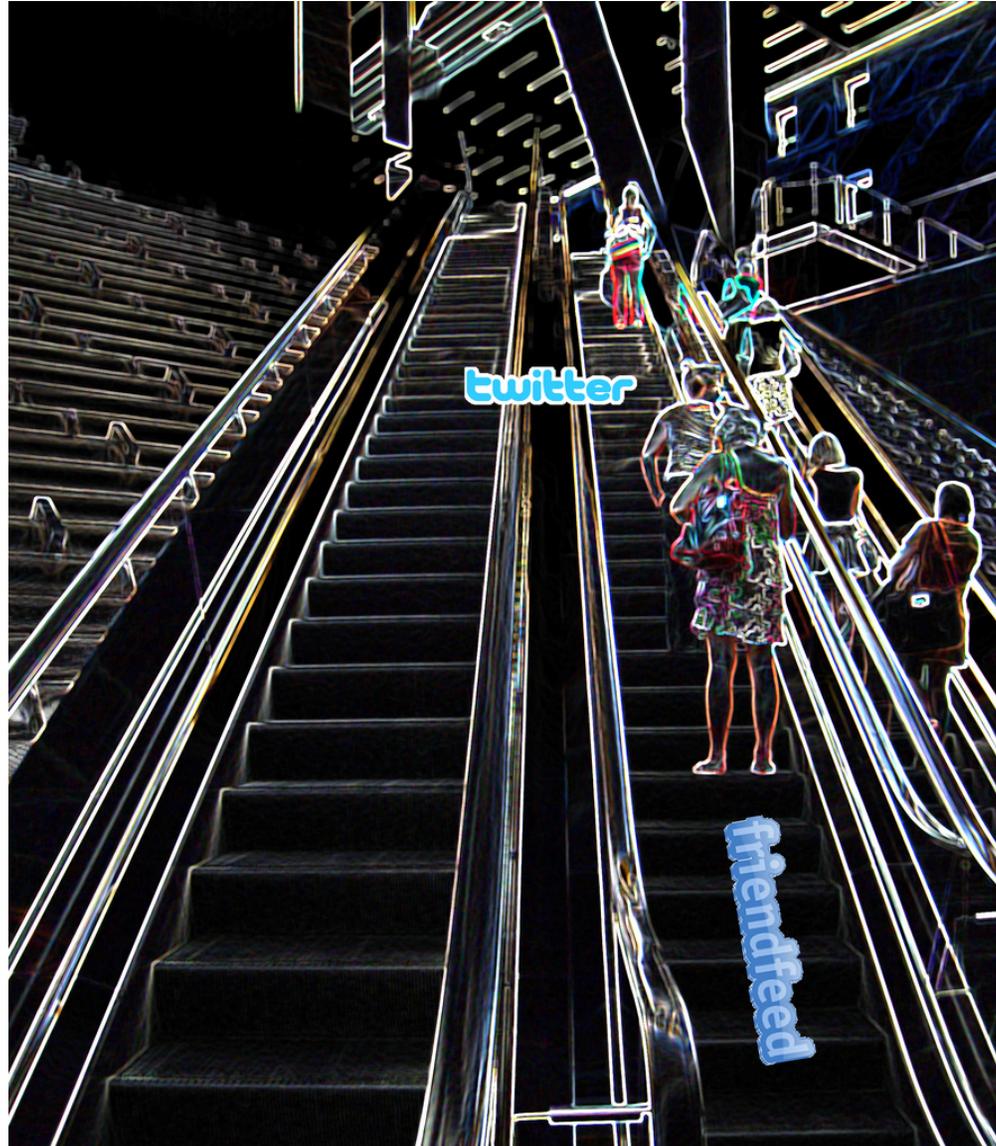
- Steve Outing of Editor & Publisher (Jan. 28, 2009)
- <http://steveouting.com/2009/01/29/what-a-surviving-newsroom-will-look-like-when-the-presses-go-silent/>
- Integration of Purpose: Newspapers, Broadcast TV & Popular Mechanics
- Skill & Focus for Digital Media Journalists
  - Understanding & enthusiasm for new forms of media & Storytelling
  - Ability to perform multiple functions: carry a camera or video camera
  - Routinely record audio for podcasts & multimedia sound clips
  - Regularly use social media & understand how to leverage them for promotion
  - Comfortable with engaging and communicating directly with readers/viewers
  - Photojournalists: photo & video, plus editing & producing multimedia content
  - Extremely flexible with a learning and taking on new challenges
  - An understanding of how digital media efforts are monetized

# Tools

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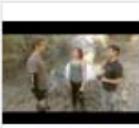
# Conversations on Social Networks



# Fragile Nature of Social Media



## Timeline

2008	2007	2006	2005	2004	2003	All
<p><b>Sat »</b> <b>5</b> Jul '08</p>  <p>Status The Bucket List (via Netflix) <a href="http://tinyurl.com/5hoo7v">http://tinyurl.com/5hoo7v</a></p>	<p>Status during yesterday's mtb ride w/ my jrt teagan she must</p>	<p>Link A Sample Blogging Workflow I <a href="http://tinyurl.com/65yqj9">http://tinyurl.com/65yqj9</a></p> 	<p>Status fireworks (via Flickr) <a href="http://tinyurl.com/65yqj9">http://tinyurl.com/65yqj9</a></p>	<p>Status my twitter updates for 2008-07-04 (via Blog) <a href="http://tinyurl.com/65yqj9">http://tinyurl.com/65yqj9</a></p>	<p><b>Fri »</b> <b>4</b> Jul '08</p>  <p>Status pad 182 (via Flickr) <a href="http://tinyurl.com/5q5z84">http://tinyurl.com/5q5z84</a></p>	
  <p>Status @alexiskold incredibles is one of my personal</p>	<p>Status getting ready to go shoot off some fireworks in our driveway</p>	<p>Status @pacificFT absolutely silly - we're due to have</p>	<p>Status mtb (via Flickr) <a href="http://tinyurl.com/5jjeho">http://tinyurl.com/5jjeho</a></p>  	<p>Status @mathewi my 16 y/o son saw it w/ his friends and</p>	<p>Status glemak's timeline on Swurl (via FriendFeed) <a href="http://tinyurl.com/6zo5ow">http://tinyurl.com/6zo5ow</a></p>	<p>Status 64 bit h20 cooled - uh ah (via Flickr) <a href="http://tinyurl.com/6zo5ow">http://tinyurl.com/6zo5ow</a></p> <p><b>Thu »</b> <b>3</b> Jul '08</p> <p>Status @PGHolyfield yup that's a good one, i didn't mean</p>
    <p>Status @itafroma big lebowski - one</p>	<p>Status watched cloverfield w/ the family</p>	<p>Status 64 bit h20 cooled - uh ah (via Flickr)</p>  	<p>Status @chrisieb lol - for those of</p>  	<p>Status @gregory /irony works too ;)</p>	<p>Status @stevemann thanks steve</p>	<p>Status @codeshaman about time</p>

# Semantic Technologies

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- John Cass, former Community Manager for Forrester Research, wrote an interesting post regarding the potential use of Semantic Technologies in the Newsroom of the Future.
- Semantic being the study of meaning in communication - when leveraged via the Internet it becomes a way for information and services on the web to be defined, making it possible for the web to understand and satisfy the requests of people and machines to use the web content.
- Simply stated it is the ability for social media mining tools to be used to determine the stories that are of most interest to a community, giving journalists the incentive to investigate in greater detail.
- Knowing a story has legs because a community is continuing the discussion will help newsrooms focus in on a story that is worthwhile investigating.
- Reporters can compete with bloggers and other social media creators by spending more time investigating a story, yet they cannot easily compete on the immediacy of publishing the news because of the number of publishers now on the web.
- <http://mediageeks.ning.com/profiles/blogs/using-semantic-technologies>
- [http://en.wikipedia.org/wiki/semantic\\_web](http://en.wikipedia.org/wiki/semantic_web)

# *Identity Issues*

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- Profile Issues
  - Facebook Connect
  - OpenID
  - Google Profile
  - One for every major and minor social network you belong to
- <http://checkusernames.com/>
  - See what you already have or when someone may have already snagged your preferred username
- News organizations that require registration, sometimes in numerous locations with different authentications required
  - Makes it frustrating and challenging for communities to participate

***Please feel free to Follow or Contact me...***

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**<http://glemak.com> has links to all my online activities**

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**“the meeting on time travel will take place last week.”**