



Journalism in a 24/7 World: Decision-making for the Online Editor
Knight New Media Center
University of Southern California
Annenberg School for Communication
Los Angeles, CA
October 22-25, 2006

Program Agenda

Sunday, October 22, 2006

All events are at the Westin Bonaventure Hotel, 404 S. Figueroa St., Los Angeles, CA

6:30-7:00 p.m. Welcome Reception
BonaVista Lounge, 34th floor

7:00-9:00 p.m. Opening Dinner
L.A. Prime restaurant, 35th floor

Introductions and discussion of workshop plan, including what's expected of the content teams, announcement of team members and topics. Topics are: Immigration Reform; Election 2008; National Security and Civil Liberties. Two teams are assigned to each topic, encouraging innovation and diversity in the final projects.

- **Vikki Porter**, Director, Knight New Media Center, USC Annenberg School for Communication

Monday, October 23, 2006

8:00 a.m. **Continental Breakfast Buffet**
Santa Barbara "C" Room

8:30-10:00 a.m. **The Foundation: Who *Is* the Audience?**
Santa Barbara "C" Room
What do you need to know and why about who they are and how they "consume" online news? How do you go about knowing your audience? Review of tools, techniques, data analysis, other strategies, etc. How do you serve and grow your audience?

- **Michael Pond**, Media Analyst, Nielsen//NetRatings

10:00-10:15 a.m. **Break**

10:15-12:15 p.m. **The Foundation: Becoming a Better Online Editor**
Standards, quality and ethics: Manipulation, attribution, verification and deadline decision-making.

- **Howard Finberg**, Director, Interactive Learning, The Poynter Institute, and Director, News University

12:30-2:00 p.m. **Working Lunches**
Los Feliz Room, Los Cerritos Room, La Brea Room
Q&A lunches with teams, topic experts and white paper journalists

- **Immigration Reform: Dan Kowalski**, Editor-in-Chief, *Bender's Immigration Bulletin* (LexisNexis), and Online Editor, *Bender's Immigration Bulletin - Daily Edition*, with **Margaret Stock**, Immigration Legal Specialist
- **Election 2008: William Bradley**, Political Analyst and Writer, with **Garry South**, Democratic Political Consultant; and **Don Sipple**, Republican Political Consultant
- **National Security and Civil Liberties: Bruce Shapiro**, Investigative Reporter and Political Analyst; with **Jason Vest**, Contributing Writer on National Security Issues for *The Nation*

2:15-3:45 p.m. **The Foundation: Becoming a Better Online Writer**
Santa Barbara "C" Room

- **Chip Scanlan**, Senior Faculty in Writing and Director, National Writers Workshops, The Poynter Institute

3:45-4:00 p.m. **Break**

4:00-5:30 p.m. **The Foundation: Lawyered-up**
Online copyright and fair use of copy, images, video and audio, intellectual property rights; privacy, libel and defamation

- **Samuel Fifer**, Partner, Sonnenschein Nath & Rosenthal LLP

6:30 p.m. **Working Dinner**
On your own with your team
Teams will brainstorm an online journalism Web project focused on their topics. The project will require hands-on creation of a content plan and template for both breaking news related to the content topic as well as following story lines, stressing identification of audience and use of multiple interactivity models.

Tuesday, October 24, 2006

- 8:00 a.m. Continental Breakfast Buffet**
Santa Barbara "C" Room
- 8:30-10:00 a.m. The Modules: Best Practices – Programming and Driving Engagement**
How to program front-page news and other content to drive and deepen user engagement, including: Planning content: How is it done? • How to plan portal content on an annual, monthly, weekly and daily basis • Why planning is critical • Can you plan for news? The answer may surprise you. • How do you balance 25+ properties/channels on the home page of a portal? The Thin Green Line (content, marketing and advertising).
• **Don Sena**, Managing Editor, MSN Portal, MSN.com
- 10:00-10:15 a.m. Break**
- 10:15-11:45 a.m. The Modules: Best Practices – Blogs, Mash-ups, Social Media, Wikis and More as Mass Media**
Blogs and UGC movements as agents of change.
• **Elizabeth Osder**, Director, Social Media, Yahoo!
- 12:00-1:00 p.m. Lunch**
Lakeview Bistro
- 1:15-2:45 p.m. The Modules: Best Practices – Digital Storytelling and Online Integration of Multimedia**
• **Ashley Wells**, Creative Director, MSNBC.com
- 2:45-3:00 p.m. Break**
- 3:00-4:30 p.m. The Modules: Best Practices – Online Journalism**
Significant focus on aggregation; tactics for working with breaking news. Roles: Who does what during breaking news? Checks and balances of putting news up quickly. Content juxtaposition issues.
• **Don Sena**, Managing Editor, MSN Portal, MSN.com
- 5:00 p.m. Working Dinner – Practicum Project Launch**
Take-out dinner provided
Teams resume their practicum projects.

Wednesday, October 25, 2006

9:30-12:45 p.m. Team Project and Working Lunch

On your own with your team

Teams work on their Web site projects.

1:00-4:00 p.m. Team Project Presentations

Santa Barbara "C" Room

Presentations with critiques by fellows and faculty

4:00-4:15 p.m. Break

4:15-5:15 p.m. Taking It Back to the Newsroom

Workshop exercise and wrap-up, including evaluation and commencement.

- **Vikki Porter**, Director, Knight New Media Center, USC Annenberg School for Communication

Evening

Dinner

On your own

Thursday, October 26, 2006

Check out of hotel; departure day

Poynter.

Becoming
a
Better Online Editor
Quality, ethics, manipulation,
attribution, deadline decision making...oh, my

Knight New Media Center
Oct. 23, 2006

Howard I. Finberg
Director, Interactive Learning

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Becoming
a
Better Online Editor

*The future arrives too soon
and in the wrong order
Author Alvin Toffler (1927 -)*

Howard I. Finberg
Director, Interactive Learning

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My purpose

Share thoughts about our changing world

1. Why this matters
2. What are you doing about it today? \rightarrow x
3. How might you do it better in the future?

ask

News = commodity
relationships > trust

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Our learning path

1. Macro trends...
2. Specific examples
3. Your participation

This is a conversation, not a lecture

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What is your job?

How do you see your job
in terms of journalism?

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Media credibility

Not a happy trend
(why THIS MATTERS)

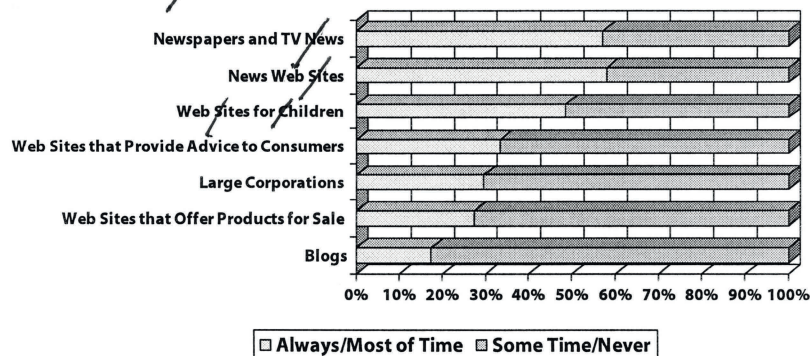
They don't believe

Gallup Poll on media credibility

- 2004 survey
 - ✓ 44% expressed confidence in the media's ability
 - 9% a great deal; 34% a fair amount
 - ✓ 2003 the number was 54%
 - Which was close to average ^{since} for 1997-~~2003~~

They don't believe

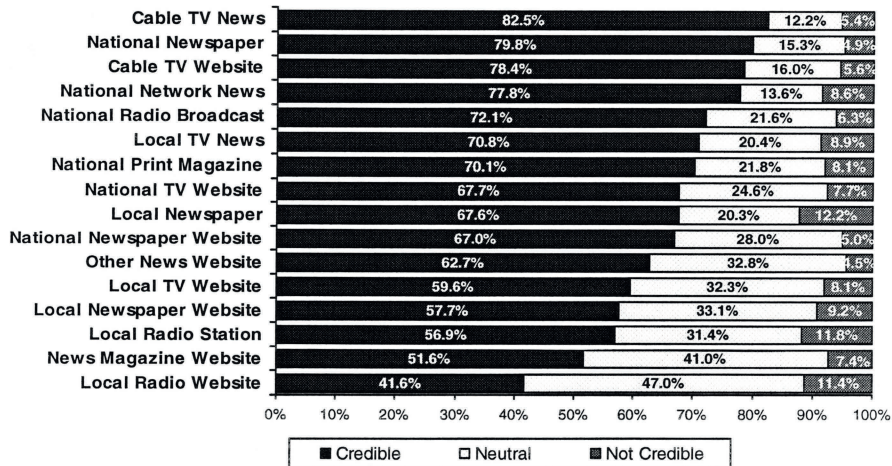
Trust in Organizations for Accurate Information



Source: Consumer Reports Web Watch, "Leap of Faith: Using the Internet Despite the Dangers," October 26, 2005.

Online public's credibility ratings

ONA's project in 2000

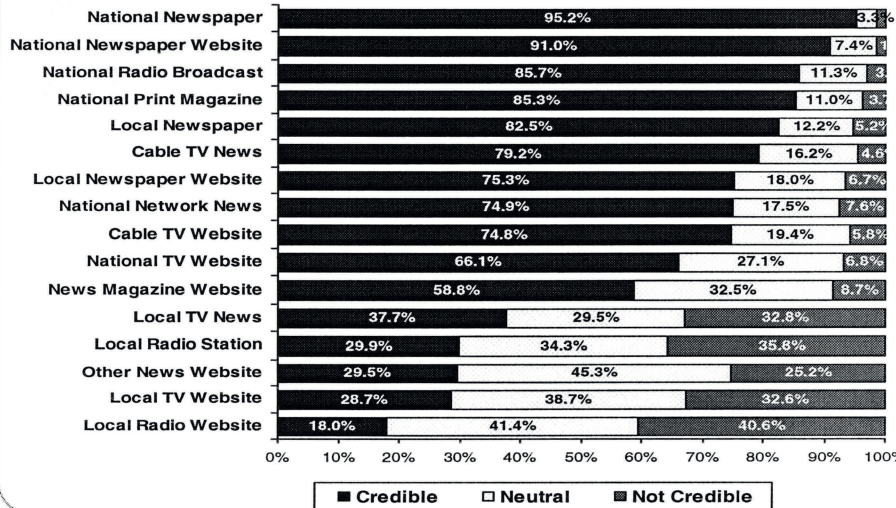


The public vs. media workers

ONA's project in 2000

- We believe in ourselves more than the public believes in us

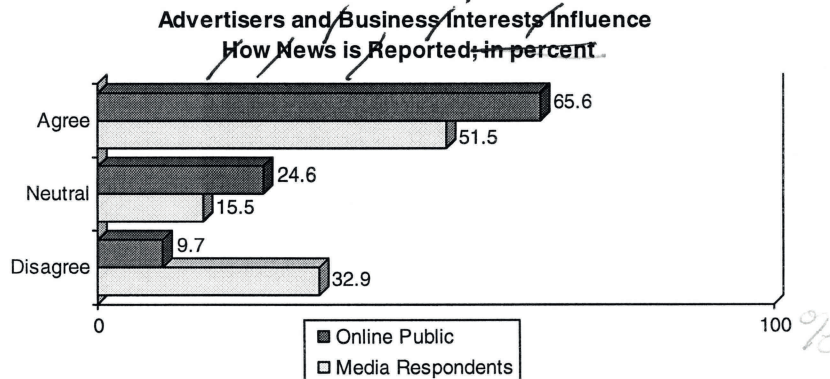
Media workers' credibility ratings



Influence of business interests

ONA study showed public is more skeptical

✓ So are media workers



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Now what?

What's needed?

How will it get done?

Who will do it?

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The Poynter Online Ethics Project

Foundation: Poynter's ethics work

- Led by Bob Steele
 - ✓ He's been teaching ethics for more than 15 years
 - Assisted by others in Poynter faculty
 - » Kelly McBride, Butch Ward,
Howard Finberg, Bill Mitchell

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The Poynter Online Ethics Project

Developing principles and protocols

- Assistance by more than 20 online leaders and newspaper editors

X slide on Principles / Protocols
(X) assertions

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The assertions

For your challenge, amendment and/or agreement)

1. Online publishing has the opportunity for serving the audience in new and meaningful ways. Journalists have an important responsibility to explore that potential as part of their, constitutionally-protected responsibilities to hold the powerful accountable and serve as a public watchdog.

italic

The assertions

For your challenge, amendment and/or agreement

2. Journalism values in such areas as truth, community and democracy should endure only if we embrace dramatic changes in the pressures and competition we face and the products we publish. Journalists should accept the challenge and embrace the opportunity to build new business models that will flourish in the new media age. Journalism's highest values can only endure if they stand on a sound economic foundation. It is essential that the journalists who adhere to those values are proactive – not just reactive – participants in the process of innovation.

The assertions

For your challenge, amendment and/or agreement

3. Written ethics guidelines based on those values are an essential ingredient in the decision-making required in various forms of emerging media. Such guidelines will be most useful if framed as aspirations as opposed to rules and if compiled or revised with the active participation of the audience. Ethics guidelines should not be considered the exclusive province of those who describe themselves as journalists; their usefulness is tied to the act of journalism as opposed to the resume of its creator.

The assertions

For your challenge, amendment and/or agreement

4. Transparency is a necessary dimension of a news organization's and/or individual's relationship with the audience. Transparency must be linked with accountability – institutional as well as individual.

The assertions

For your challenge, amendment and/or agreement

5. Limited resources, the novelty of online publishing or a lack of protocols cannot become an excuse for shoddy work or causing harm.

Our challenge

Identify the key areas of concern

- Develop principles, protocols and questions around the topic
- This isn't about rule making

The 10 issues we identified

- | | |
|--|---|
| <p>1. Revenue and Content
The relationship between advertising and editorial in a world without borders</p> <p>2. Community Generated Content
What role does the media company play?</p> <p>3. The Reporter as Commentator
The voice of the journalist outside the news story</p> <p>4. Credibility, Accuracy
Are the rules different?</p> <p>5. Speed vs. Thoroughness
What are the tradeoffs?</p> | <p>6. Transparency
How much do we explain how and what we do?</p> <p>7. Multimedia & Manipulation
Use of audio, video, images</p> <p>8. Voice, Tone and Attitude
Are the boundaries different?</p> <p>9. Workflow & Staffing Challenges
The Role of Editor & Editing</p> <p>10. Journalism's Role
Watchdog vs. Corporate interests</p> |
|--|---|

DISCUSSION

Our challenge, today

What are the most important issues?

Where would you put your “money”?

- You have 8 dots to spend

10 minutes

Our challenge, today

Let's take the top three issues

- Work together and identify
 - ✓ Key areas of concern
 - What are the problems?
 - ✓ Key things to think about
 - What are the principles we should consider?
 - ✓ Key questions to ask ourselves
 - What kind of FAQ could you build?

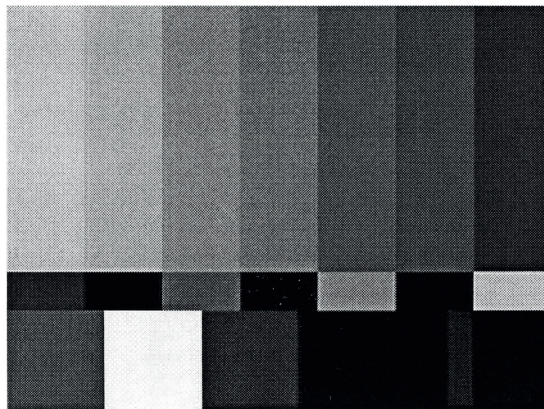
Final thoughts

How does this work at your organization?

How would you like it to work?

Final thoughts

About User Generated Content



Thanks for listening.
Have lots of fun during the week.

Howard Finberg

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Poynter.

Howard Finberg / Knight New Media Center Training 10.23.06

Ethical Case Study Group Work

Group A

The Tribune Review Times recently published a story about a police and school district investigation into the distribution of a sexually explicit 'Top 25' guide to girls in one of the region's highly ranked high schools. From the postings in an online forum, it appeared that people didn't appreciate how graphic and raunchy the guide was. One editor suggests we might inform the community debate by publishing excerpts from the document on the Web site (but not in the paper) and we should link to the guide. Another editor argues that the same standards of taste should apply on the Web and in the paper.

What are the questions you might ask?

What are the policies that should be in place to cover the situation?

Who should be involved in the discussion?

Group B

Suicide coverage has been problematic for us. *The News Sun Gazette*'s policy is not to cover suicides unless there are extraordinary circumstances. But when a suicide attempt occurs downtown (i.e., when someone jumps off a landmark bridge), it creates big crowds and lots of emergency activity. Lots of people have seen the event. Readers come to our site wanting to know what's going on and wonder why we don't have anything. What do we do? Cover the event? Or ignore it? Do we explain why we don't cover the event?

What are the questions you might ask?

What are the policies that should be in place to cover the situation?

Who should be involved in the discussion?

Group C

Our sister paper, the *Southeast Journal*, put up a chat room for locked out auto workers. We linked to it. It made page views shoot through the roof, but I don't believe they were quality page views. They went to the chat room and nowhere else. And the language was vile and there were death threats, addresses posted for hit squads to visit, children attacked. I wanted to take the chat room down, but others argued that we were just reflecting the community's anger. What's our responsibility?

What are the questions you might ask?

What are the policies that should be in place to cover the situation?

Who should be involved in the discussion?