



Poynter.

INTEROFFICE MEMO

Wednesday, December 15, 2004

TO: Karen Dunlap, Keith Woods Paul Pohlman, Bill Mitchell, Leslie Pelley, Chip Scanlan
FROM: Howard I. Finberg
SUBJECT: Agenda for Interactive Learning Meeting, Dec. 15

The following is the agenda for Interactive Learning Steering Committee meeting for Wednesday, Dec. 15 at 2 p.m., in the Baldwin Conference Room.

PROJECT OVERVIEW

Update on major elements of the NewsU project

- Registration update plans

- Course development opportunities

Update on development of 3rd phase of NewsU technology

- Transition to NewsU servers; need to have Poynter "buy us out"

- Fee payment system working

- Site redesign

Update on internal challenges with self-exploration

- Half of faculty has registered

LAUNCH PLANS

Update on plans for NewsU launch at ASNE

- Marketing planning

- Slogan: *It's All About U*

- Key promotional elements being planned for 2005

STAFFING

Plans for additional intern

- Diversity consideration

- Space consideration

COURSE UPDATES: THE ON DECK LIST

- Drinking Water Quality [SEJ]

- Beat Basics and Beyond [NewsU, Steve Buttry]

- Clean Copy; v2 [NewsU/Vicki Krueger/ACES]

- Sound Storytelling [NewsU/Andrew DeVigal]

- Understanding Numbers [NewsU/Debbie Wolfe]

- Plagiarism [NewsU/Kelly McBride]

- Revisions [NewsU/Chip Scanlan]

- Video Story Telling Ethics [NewsU/Al Tompkins]

- Better Listening [NewsU/Jill Geisler]

- Writers Toolbox [NewsU/Roy Clark]

Webinar MP3
DVD
1

OUTREACH / PARTNERS

~~Update on plans for Knight Chairs meeting in November~~

Update on groups working with Poynter/NewsU

AAJA

Online News Association

Society of Environmental Journalists

Association of Health Care Journalists

Education Writers Association

American Copy Editors Society



Dart Center

REZ Net

Kaiser Foundation

Cc: Paige West, Casey Frechette, Vicki Krueger, Elizabeth Ferris



Student Enrollment by Course As of 12 pm /// 12.15.04

	COURSE TITLE	# OF STUDENTS
1	ONA Training Project	410
2	Language of the Image	260
3	The Interview	249
4	The Lead Lab	158
5	Handling Horrible Images	110
6	Color in News Design	78
7	Same-Sex Marriage: A Conversation About Coverage	49
8	Crafting a Course: Developing eLearning for NewsU	13



Users by Country As of 12 pm /// 12.15.04

COUNTRY	USER COUNT	PERCENTAGE
United States	309	23.53
Portugal	45	3.43
Phillipines	16	1.22
India	15	1.14
Canada	13	0.99
Brazil	12	0.91
Australia	9	0.69
United Kingdom	6	0.46
Spain	5	0.38
Afghanistan	4	0.30
Albania	3	0.23
Nigeria	3	0.23
China	3	0.23
Poland	2	0.15
Romania	2	0.15
Chile	2	0.15
Ireland	2	0.15



How Users Heard about NewsU

As of 12 pm /// 12.15.04

HOW THEY HEARD	USER COUNT	PERCENTAGE
Poynter Online Web site	135	10.28
From a colleague or friend	57	4.34
Other	53	4.04
Search Engine	24	1.83
Poynter Institute mailing	15	1.14
From another NewsU participant	14	1.07
Conference or convention	13	0.99
NewsU e-mail	8	0.61
Advertisement	7	0.53



Users by Medium

As of 12 pm /// 12.15.04

MEDIUM	USER COUNT	PERCENTAGE
Print	728	55.45
Online	575	43.79
Television	176	13.4
Radio	119	9.06