

You know print. But what happens when you want to take your journalism online? Do the rules change? And why would you want to publish online anyway? Join an editor from The Online NewsHour, as he delivers practical and free tools for moving your journalism program online.

## **Take Your Newspaper Online**

Adnaan Wasey

The Online NewsHour

None of the companies/products mentioned has been endorsed by the Online NewsHour or MacNeil/Lehrer Productions

# If these halls could talk...

## **Principal**

How can we use the newspaper to engage our community?

## **Teacher**

How can we get our students interested in school events and student issues?

## **Student**

How can I get into college?

# Examples of Transitioning Media

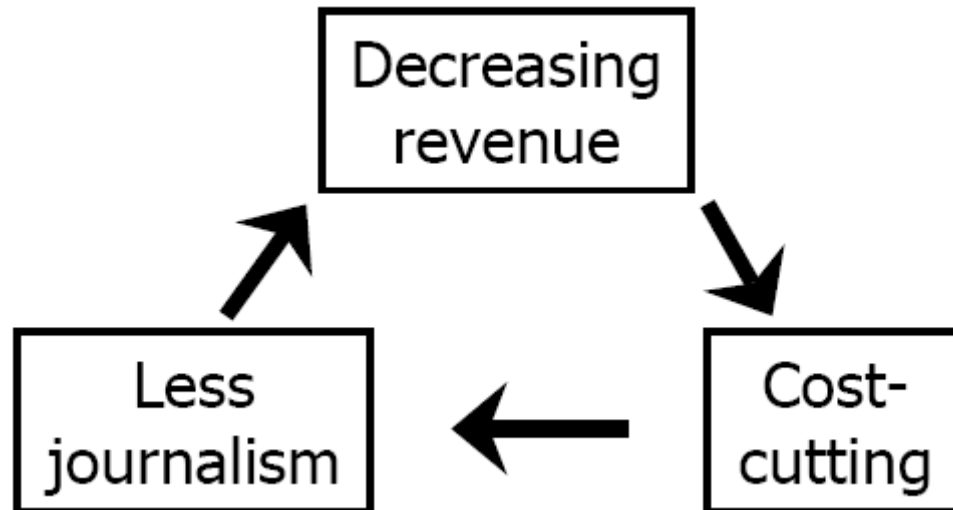
nytimes.com

washingtonpost.com

usatoday.com

cnn.com

# A small problem...



# Examples of Transitioning Student Media

## **Paly Voice**

<http://voice.paly.net>

## **Grizzly Gazette**

<http://www.grizzlygazette.net/>

## **Gargoyle**

<http://www.uni.uiuc.edu/gargoyle/>

# Top News Sites

Yahoo!

MSNBC

AOL

CNN

(i.e., not newspapers)

# Online Journalism Vocabulary

## Web 2.0

Web sites that emphasize & support online collaboration  
They are data-driven, always in flux and commonly free  
*Wikipedia, Facebook, del.icio.us, Digg, blogs*

## Blogs

A shared online journal  
*Wordpress, Movable Type, Blogger*

## Podcast

iPod + Broadcast + automatic audio file delivery  
*iTunes, Audacity*

# Online Journalism Vocabulary

## **HTML**

HyperText Markup Language; the language of the Web

## **Content Management System**

A tool for publishing articles from a database

*Blog software*

## **Photoshop**

Adobe's image editing software

# New Game, New Rules

## **Metadata is critical**

This “data about data” helps you organize information and make it accessible online  
*title, author, date posted, mp3 link*

## **Google is your index**

An audience of nibblers will find search results to be more important than the front page

## **Control freaks will freak**

The Web shifts editorial to the readers

# How do I get online? Software!

## Publishing

#1 Wordpress

#2 Wordpress Themes

#3 CoffeeCup / Dreamweaver

## Images

#4 Flickr

#5 Picnik / Photoshop

## Multimedia

#6 Audacity / Garageband

#7 Soundslides / iMovie

#8 YouTube

## Social Tools

#9 Del.icio.us / Facebook / MySpace

#10 The Internet

# Publishing #1: Wordpress

A basic blog publishing system  
for publishing (or supplementing)  
your newspaper

## **Wordpress.com**

<http://www.wordpress.com>  
(free)

## **Wordpress.net**

<http://www.wordpress.net>  
(\$, needs a server)

## **Publishing #2: Wordpress Themes**

Select a “theme,” the look and feel of your site  
A computer whiz can edit these “themes”

**Wordpress.net**

<http://themes.wordpress.net>  
(free)

## **Publishing #3: CoffeeCup / Dreamweaver**

HTML editing software that helps manage your files  
You don't need to know HTML, but it doesn't hurt.

### **CoffeeCup**

<http://www.coffeecup.com/free-editor>  
(free)

### **Dreamweaver**

<http://www.adobe.com/products/dreamweaver>  
(\$)

# Images #4: Flickr

Image storage, slide shows and sharing

**Flickr**

<http://www.flickr.com>  
(free or \$)

# Images #5: Picnik / Photoshop

Image editing software

## **Picnik**

It works with your Flickr account

<http://www.picnik.com>

(free)

## **Photoshop**

<http://www.adobe.com/products/photoshop/index.html>

(\$)

# Multimedia #6: Audacity / Garageband

High-quality audio editing software

Try reading print stories before becoming “This American Life”

## **Audacity**

<http://audacity.sourceforge.net/>  
(free)

## **Garageband**

<http://www.apple.com/ilife/garageband>  
(free, on Macs only)

# Multimedia #7: Soundslides / iMovie

Slide shows and audio slide shows  
Easy and fun!

## **Soundslides**

<http://www.soundslides.com>  
(\$)

## **iMovie**

<http://www.apple.com/ilife/imovie>  
(free, on Macs only)

# Multimedia #8: YouTube

Post your videos

**YouTube**

<http://www.youtube.com>  
(free)

## Social Tools #9: Del.icio.us / Facebook / MySpace

Share your content where students live!

### **Del.icio.us** (free)

A place to post article links and let others discover them

<http://del.icio.us>

### **Facebook** (free)

Create a Facebook group and link your content

<http://www.facebook.com>

### **MySpace** (free)

Create a MySpace profile and link your content

<http://www.myspace.com>

# **Social Tools #10: The Internet**

## **Google**

<http://www.google.com>

## **Blog: Teaching Online Journalism**

<http://mindymcadams.com/tojou/>

## **Poynter High School Journalism Tip Sheet**

[http://www.poynter.org/content/content\\_view.asp?id=73952&sid=2](http://www.poynter.org/content/content_view.asp?id=73952&sid=2)

# Why go online?

Increased timeliness / relevance / educational value

More visibility in the community

Online format gives readers control they seek

Multimedia and feedback increases engagement

New opportunities to learn outside of class

Preparation for the real world

## Why go online?

"Students do not relate to newspapers at all -- any more than they would to vinyl records."

-- a teacher (in "Carnegie-Knight Task Force on the Future of Journalism Education", 2007)

"For journalism in 2007, 'mindset' means a reporter who is more concerned about the **journalism** and not the medium that it will appear in."

- Rob Curley, WashingtonPost.Newsweek Interactive  
(in Innovation in College Media)

NewsHour Extra publishes student work!  
Teacher tools coming soon...

**<http://www.pbs.org/newshour/extra>**

Resources for this session

**<http://wasey.name/jea>**

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