

Is Content still king?

Internet Media: Freedom,
Professionalism, Sustainability

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- Provide original content or information, original reporting, research or analysis.
- Content needs quality control.
- Content should provide complete and comprehensive coverage of the topic.
- The content should be something you'd want to share, recommend or bookmark.

- Premise 1: Content wants to be free.
- Premise 2: Content creators and owners need to make money in order to produce more content.
- Paid experience (as opposed to paid content)
- Really understanding audience needs Creation of “New Value”

How do we write for web?

- Have informative subheads.
- Use bold type on proper nouns or important points.
- Use bulleted lists.
- Keep paragraphs short (one idea).
- Have pictures or graphics. Remember the broadcast maxim: “See cow, don’t say cow.”

How Users Read on the Web

- Web pages have to employ **scannable text**, using highlighted **keywords** (hypertext links serve as one form of highlighting; typeface variations and color are others)
- meaningful **sub-headings** (not "clever" ones)
- bulleted **lists**
- **one idea** per paragraph (users will skip over any additional ideas if they are not caught by the first few words in the paragraph)
- the [inverted pyramid](#) style, starting with the conclusion
- **half the word count** (or less) than conventional writing

Get to know your audience

- First suggestion: **Make it tight and bright!**
- 2nd suggestion: **Explain!**
- 3rd suggestion: **Avoid grey areas**
- 4th suggestion: **Link, link, link!**

- “News organizations today are experiencing a continuing crisis of value destruction ...They must find ways to create new value to replace that which is being destroyed. If they do not, they risk their demise.”
- -- Media economist Robert G. Picard, 2006



Social media opportunity as the flipside of...

the destruction caused by forces that enabled
social media
in the first place...

Dimensions of traditional media destroyed by digital media

Scarcity

Hierarchy

Exclusivity

Opportunities created by social media in place of what was destroyed

Scarce gives way to *abundant*

Hierarchical gives way to *egalitarian*

Exclusive gives way to *accessible*

Next Step Media: Where it begins



THE GOLDEN HOUR

Before long, most of the world's
7 billion people will have
cameras in their pockets





THE GOLDEN HOUR

Tampa Bay Times
PolitiFact[®]com
 Winner of the Pulitzer Prize

National States ▾ Articles Truth-O-Meter™ ▾ Pro

Wednesday, October 3rd, 2012

How to get the facts during the presidential debate

We're planning special coverage for the presidential debates. Here are some tips on how to use PolitiFact as you watch the debate.



Storyful tips and tools: Locating videos on a map

One of the newer skills to be required in journalism is verifying amateur videos. When watching a video from YouTube for example, you still have to approach it journalistically and[...]

September 25th, 2012



Social media and the silent majority: young Muslims take 'their turn to speak'

After a tumultuous two weeks in the Muslim world, all sparked by a now infamous YouTube video, a different narrative has emerged on YouTube. 'Now our turn to speak' shows[...]

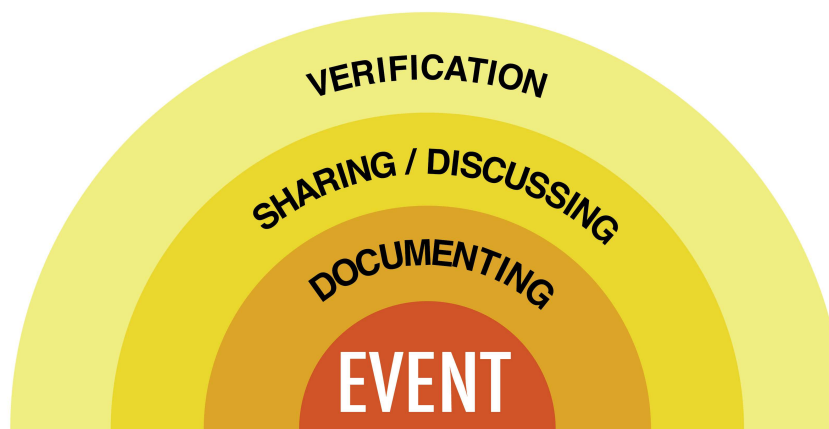
September 24th, 2012



Can startups and traditional news media get it together?

One the eve of the Online News Association's 2012 conference Storyful and SoundCloud presented 'News from Noise: how startups are helping savvy publishers get social.' The panel was made up of individuals[...]

September 21st, 2012



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Nieman Reports

SEARCH

Summer 2012

Cover Story: Truth in the Age of Social Media

From the Curator: Facts and Friction
By Ann Marie Lipinski

A New Age for Truth
By Craig Silverman

Getting it Wrong
By Jonathan Seitz

Detecting the Truth in Photos
By Santiago Lyon

Inside the BBC's Verification Hub
By David Turner

Vetting Information
By David Turner

The Process of Verification

In March, Storyful's sources in Syria tweeted that security forces were moving through Idlib province. In searching for visual evidence, the Storyful team found a 30-second YouTube clip which claimed to show troops in the Idlib town of Darkoush. News editor Malachy Browne explains a number of details that were checked to verify that the town shown was, in fact, Darkoush.

THE LONG and LUCRATIVE TAIL



THE GOLDEN HOUR

Next step media



THE GOLDEN HOUR

- Creating content people will find it useful.
- Done right, the content you create will position your company not just as a seller of stuff but as a reliable and consistent source of information.
- "The ultimate gift that keeps on giving."

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