1 ONLINE NEWS IS DIFFERENT

In this chapter, you will learn:

- What makes online journalism different.
- How to identify different kinds of multimedia formats.
- The role of interactivity in journalism.
- Why on-demand delivery is putting the audience in control.

It is March 21, 2010, a little after 10:30 p.m. Eastern time. The place is any living room in America. Mike, an avid college basketball fan, is watching highlights of the day's NCAA Tournament games on television. At a break for commercial, he picks up the laptop sitting on the couch next to him and sees this update from Jessica, one of his friends on Facebook: "We did it, teddy. The house passed it and health care for every American is on its way to becoming reality. #hcr."

The U.S. House of Representatives had just approved a bill that many were calling the most sweeping piece of social legislation in 40 years. It was the cornerstone of President Barack Obama's domestic agenda, widely opposed by Republicans and an uncertain prospect among Democrats until moments before its passage. The conclusion of a year-long national public debate was a real cliffhanger. And while it may not have been as popular a news story as Michael Jackson's death or the H1N1 flu, "health care" was one of 2009's most widely covered stories. It was also one of the most searched terms on Google News and one of the most discussed topics on blogs.

A generation earlier, millions of Americans might have learned about the late-breaking House vote from a network TV anchor like Tom Brokaw. But on this night, millions of Americans each played the role of Brokaw—breaking the news to their own online friends and followers. How did amateur anchors like Jessica know what had happened? Before the message reached Mike, where did it come from? The answer to this question is the story of how news is created and distributed for, by and among the more than 225 million Americans who are part of a digital, networked world. Let's trace the sources and see how we experience news a little more than 15 years into the digital revolution.

Like millions of news junkies, Jessica subscribes to e-mail news alerts from The New York Times. Less than a minute before she updated her Facebook status, she had received

From: NYTimes.com News Alert <nytdirect@nytimes.com>
Date: Sun, Mar 21, 2010 at 10:49 PM
Subject: News Alert: House Approves Landmark Bill to Extend Health Care to Millions

Breaking News Alert
The New York Times
Sun, March 21, 2010 -- 10:49 PM ET

House Approves Landmark Bill to Extend Health Care to Millions

Congress gave final approval on Sunday to legislation that
would provide medical coverage to tens of millions of
uninsured Americans and remake the nation's health care
system along the lines proposed by President Obama.

For Consumers, Some Clarity on Health Care Changes
http://nyti.ms/927aP5
11:46 PM Mar 21st via web

Health Care Bill Approved: A timeline -- nearly 100 years of
legislative milestones and defeats - http://nyti.ms/HJJ7k
11:23 PM Mar 21st via TweetDeck

Health care bill results: An interactive map of the U.S. that
shows where and how your Representative voted.
http://nyti.ms/aO6YlH
11:10 PM Mar 21st via TweetDeck

Health Care Bill Passes House by 219 to 212. Complete story
and coverage here: http://nyti.ms/d78YT0 .
11:05 PM Mar 21st via TweetDeck

Health Care Bill approved with what looks like 219 votes to
extend health care for millions. #hcr http://nyti.ms/b3cWXf
10:52 PM Mar 21st via TweetDeck

NYT NEWS ALERT: House Approves Landmark Bill to Extend
Health Care to Millions
10:50 PM Mar 21st via API

Health Care Vote Approved by House of Represenatives. #hcr
261 votes in favor. Full coverage - http://nyti.ms/b3cWXf
10:45 PM Mar 21st via TweetDeck

The House of Representatives is voting now on health care
legislation. #hcr. Live blogging. http://nyti.ms/9iWfdU
10:36 PM Mar 21st via TweetDeck

News Analysis: Obama's Health Care Victory Carries a Cost
http://nyti.ms/cRKzJo
10:20 PM Mar 21st via web

Thousands Call for Immigration Reform in Capital
http://nyti.ms/9PG2Dn

Producers at nytimes.com write a headline
once and send it to many places. The con-
venience comes with a caveat: The head-
line must work well in all contexts—for
example, as an email subject (top) and a
Twitter update (bottom).

an alert on the mobile device she affection-
ately calls her "Crackberry." But where did
this alert come from? Who wrote it? Who
decided that this news was big enough that it
was worth causing mobile phones around the
world to start vibrating?

As soon as the Times' reporters on Capi-
tol Hill confirmed that Democrats had the
votes needed to pass the bill, an online pro-
ducer in the newsroom began crafting the
message in the content management system.
She carefully worded a short, snappy headline
designed to catch the audience's attention in
all the places it would instantly appear as soon
as she was ready to release it. These places
included a story on NYTimes.com, a Twitter
feed and the subject line of the e-mail alert.

While cable news networks have been in
the 24-hour news business for decades, the
breaking news operations at newspapers are
still teenagers. Until the late 1990s, Monday
morning papers on the East Coast wouldn't
have included a story that broke at 10:30 on
a Sunday night. Print reporters and editors
would have had 24 hours to engage in deeper
reporting. But no more. Newspapers are now
part of the 24/7 news cycle; today, editors
must use their judgment to make minute-by-
minute decisions about how to cover break-
ing news and where to play it on the Web.

As the editors and producers at The New
York Times were exercising their news judg-
ment, Google News and Yahoo News were
turning decisions about what to publish over
to a machine. Still others were letting the
crowd determine what should be published:
both the 5-year-old online liberal news and
commentary site The Huffington Post and the
online site of the 133-year-old newspaper The
Washington Post automatically published
comments about the health care debate posted
by users of Twitter.

Jessica's post would have appeared on both of these sites. At the same time she broke the news to her Facebook friends, she also sent the post to Twitter, a microblogging service that in just three years has become a news source for more than 14 million Americans. And because the post included the health care reform hashtag "#hcr," it was automatically picked up on washingtonpost.com and huffingtonpost.com.

Support for publishing readers' comments, untouched by journalists, isn't something you'd have found in the newsrooms of your parents' generation. Neither are the skills and tools that it took to get those comments up on the site. Today, computer programmers and journalists work in tandem. After journalists decided what keywords to grab from Twitter and place automatically on their news sites, programmers pulled data either directly from Twitter's application programming interface or from an RSS feed published by Twitter. To make sure that the words posted to Twitter appeared on The Washington Post's site in the right font and location, the computer programmers used cascading stylesheets, or CSS, and HyperText Markup Language, or HTML.

Newsroom Web developers were part of the coverage of the health care debate from the start. Over at The New York Times, programmers had created a database of congressional votes and built an interface on the Web so that users could search and sort information on demand. The database of the health care vote wasn't a resource only for visitors to NYTimes.com; it was also a resource for Times reporters. On its Prescriptions blog, dedicated to the narrow topic of the health care debate, reporters at NYTimes.com were able to post the final vote at 10:44 p.m. ET, almost as soon as it was tallied. The Times' reporters had been blogging fast and furiously all day, posting each detail as it happened. Within 23 minutes of the vote, the site's

Live health-care vote updates from Twitter

Scroll for streaming news on the House health-care reform debate happening now. A vote is expected to happen tonight.

> RT @FreedomofLies: glenn beck lie: #hcr is about reparations. yes he did say that. YES.
>
> **panndder** - 12:48 a.m.
> RT @UMN_Health_Talk: Join Senator @alfranken for Public Health Week at #UMN School of Public Health for talk on #hcr impact on Minnesota http://ow.ly/1vEFJ
>
> **KEder** - 12:48 a.m.
> RT @Mattphilbin: Ha! Wonder if woman who thought BHO would pay her mortgage & gas is 1of the dopes asking where they get their free hcr
>
> **FoxNewsMom** - 12:48 a.m.
> "Private Health Insurance Death Spiral Begins Sept 23" (@NCPA) http://bit.ly/c7IRzl #hcr #tcot #tlot #teaparty #sgp via @ucbook
>
> **mmaction** - 12:48 a.m.
> @RepJoeBarton: "We're Not Gonna Repeal Everything" in The Affordable Care Act http://bit.ly/amwn1N #p2 #tcot #hcr
>
> **RNCResearch** - 12:48 a.m.
> #HCRFallout: FL medical device firm CEO says Obama's #hcr taxes will lead to "layoffs and less investment" http://bit.ly/a3R8LP #tcot
>
> **alaskan** - 12:48 a.m.
> #HCRFallout: FL medical device firm CEO says Obama's #hcr taxes will lead to "layoffs and less investment" http://bit.ly/a3R8LP #tcot
>
> **hudsonryan** - 12:48 a.m.
> @arthurwerry People in favor of HCR have done their research - we know where the $ comes from. No need to speculate. Facts are out there.
>
> **marclaitin** - 12:48 a.m.
> @judicialabuse i'm sure your rates haven't ever gone up before, right? /snark #hcr
>
> **alaskan** - 12:47 a.m.
> #HCRFallout: ObamaCare victimizing job creators and care providers. http://bit.ly/9VkYXR #tcot #hcr #handsoff #firepelosi

real time twitter by: monitter.com

By Rachel Weiner | March 21, 2010; 2:49 PM ET
Categories: 44 The Obama Presidency

The Washington Post used JavaScript, CSS, HTML and code that is freely available from monitter.com to create this live feed of comments related to health care legislation that were posted on Twitter.

readers knew that the bill had passed. Times staffers then updated the news with a link to the site's database of the vote. The brief post at 11:07 p.m. ET read as follows: "Here's our breakdown of the first vote on the Senate bill, known as HR 3590. This will show you by party, by region, who voted how." The link to the database also appeared in the full story that was posted on The New York Times' site. Reporters Robert Pear and David M. Herszenhorn wrote the words, "With the 219-to-212 vote, the House gave final approval to legislation passed by the Senate on Christmas Eve." Web producers decided to link the words "the 219-to-212 vote" to the congressional votes database on their site.

Users of The New York Times' database of congressional votes could identify supporters and opponents of the bill by district, read the full text of the legislation and follow all major actions as the bill moved toward the president's desk.

Analysis of the political fallout of votes on the bill began almost as soon as it was passed. There were 431 votes, but many Americans cared about only one—the vote cast by their district representative. Visitors to NYTimes.com could read the story, click on the link to the database and quickly answer the question that mattered most to them. The stenographic information about where each representative stood on the bill was readily accessible at The New York Times' site; context from which to draw wider conclusions, however, might be sought elsewhere. People who chose to could seek context from the array of partisan blogs that had sprung to life over the past decade. Most Americans—even those who

On the Web, news sites can make their reporting more transparent by showing readers the documents and other sources on which their stories are based. ProPublica created a service that helped readers compare two versions of health care reform legislation.

look only online for their news—rely primarily on traditional news companies for information. Yet Americans remain suspicious of these sources. To balance the perceived bias in the mainstream media, many news consumers—ironically—turn to partisan blogs on both the left and right. These partisan bloggers, with a simple link back to a story on The New York Times' site, CNN site or thousands of other news sites, can quickly and effortlessly direct their readers to a news story before spending the bulk of their effort on commentary.

And that takes us back to those Twitter links on The Washington Post's site. It wasn't just bloggers who were posting their opinions about "#hcr" to Twitter. Journalists were posting comments as well. A few days earlier, "DevnaCNN"—Devna Shukla, a 22-year-old assistant producer on CNN's "AC 360°" show—had posted a link to ProPublica.org, an online nonprofit reporting organization that was launched in June 2008 to help fill a perceived gap in in-depth reporting following the layoffs of thousands of journalists amid shrinking revenues in the late 2000s. DevnaCNN wrote: "Pro Publica's side by side of the health care bills—really cool! http://hcr.propublica.org/document/show/1.html #HCR."

ProPublica had obtained copies of the House and Senate versions of the bills and compared them side by side, providing depth and transparency to the site's coverage of the health care debate. Visitors to the site could read ProPublica's analysis, but they could also see the original source documents for themselves. Mainstream news sites as well as partisan blogs on both the left and right linked to ProPublica's comparison. Armed with the same set of facts, journalists, advocates and citizens were equally able to come to their own conclusions about what the facts meant.
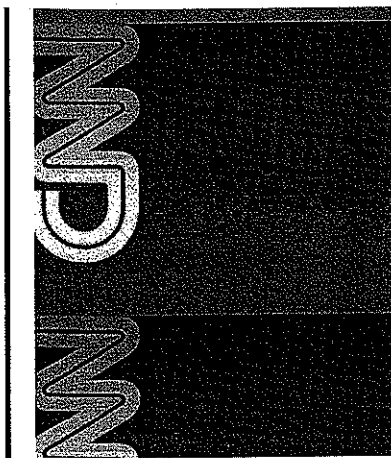
#AC360
11:43 PM Mar 19th via UberTwitter

Approaching my 14th hour with #AC360 aka POWER HOUR!!!
10:45 PM Mar 19th via UberTwitter

@joneilcnn @newsjunkie365 I'll do it! I was trying to get Joneil to take a video this evening...#keepingthemhonest
9:24 PM Mar 19th via UberTwitter in reply to joneilcnn

Pro Publica's side by side of the health care bills - really cool!
http://hcr.propublica.org/document/show/1.html #HCR
4:41 PM Mar 19th via web

#TGIF fashion tip: wearing @toryburch always puts a pep in my step!
3:26 PM Mar 19th via UberTwitter

Thank you #AC360 viewers for your feedback! TGIF!
1:01 PM Mar 19th via UberTwitter

This story about the homeless family in Georgia is heartbreaking. What do you think? #AC360

DevnaCNN wrote posts on Twitter about health care reform legislation as well as her thoughts about television comedies, Beltway socializing and messages back to her followers, including: "Thank you #AC360 viewers for your feedback! TGIF!" Journalism was becoming a conversation, but many consumers wondered if that was making news any better.

While Jessica and Mike may have been among the millions of Americans to receive the breaking news on Sunday night, many millions more first became aware of the news when they woke up Monday morning and heard TV and radio anchors talking about the dramatic conclusion. What was everyone talking about? Cameras had caught a bit of incivility on the House floor. As Michigan Democrat Bart Stupak addressed his peers, a voice called out, "Baby Killer!" It was the kind of dramatic video that everyone wants to see. The most common search term on Google that day was "baby killer." While many of Monday morning's newspapers included a description of the scene, and video of the outburst played repeatedly on Monday morning's television news shows, it was on the Web that audiences could experience the event in its entirety. There, where television news and newspaper sites vie with each other in multiple media, visitors could see, hear and read all about it. Television sites were able to present text alongside the video to put events into context while newspaper sites were able to include with their text video that allowed visitors to experience the scene for themselves.

POLITICO

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Navigate: POLITICO | Congress | Bart Stupak called 'baby killer' on House floor

Bart Stupak called 'baby killer' on House floor

TAGS: Congress, Health Care Reform, Bart Stupak

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By JAKE SHERMAN & MEREDITH SHINER | 3/21/10 11:27 PM EDT   Text Size
Updated: 3/22/10 12:13 PM EDT

A health care debate marked by episodes of ugly rhetoric took another turn for the worse late Sunday night when a voice on the Republican side of the House shouted "baby killer" at Rep. Bart Stupak.

Stupak – a leader among anti-abortion Democrats – was speaking at the time in opposition to a Republican motion to recommit that would have added the text of the so-called Stupak Amendment to the Democrats' reconciliation bill.

Reporters in the House chamber said the "baby killer" shout seemed to come from a group of lawmakers that included Rep. John Campbell (R-Calif.), but he said it wasn't him. "I don't think it's appropriate at all," Campbell told POLITICO.

49   Digg this Story!

On the Web, journalists can mix multiple media to tell stronger stories. This video allowed visitors to Politico to see and hear the events on the House floor; the accompanying text provided context.

If you've grown up with the Internet, you probably recognize some of your own news consumption patterns in our example about the health care bill. Other patterns might surprise you. News in a networked world is challenging and exciting. Audiences have unprecedented choices and control over what news they receive and when, where and how they receive it. As you read this book, you will be moving from news consumer to news producer, but you will also come to understand that the distinction between the two is blurring.

In a world where anyone can publish, what does it mean to be a journalist? Today, as always, it means understanding what news is and why it matters. It means understanding what the audience wants and needs to know, figuring out where to get the facts and sorting through all the options for presenting a story so that the audience feels its impact. Online journalism is more than a montage of existing media. The technology that forms

its backbone is different. The time, manner and place that people use it are different. Its capabilities to make stories more relevant and more memorable to its audience are different.

As an online journalist, you'll still work with the traditional elements and values of news. But you'll also take advantage of the three attributes of online communication that make reporting, producing and distributing your stories via the Internet fundamentally different from working in any other medium. It is these three pillars of online journalism that have taken "the news" from something that people passively consume to something that people actively experience:

- Multimedia. Journalists have a variety of choices about how to combine storytelling techniques to tell different elements of a single story.

- Interactive. Sources, journalists and members of the audience all take part in the creation of a common story.

- On-demand. The audience has unprecedented control over the time, place and subject matter of the news it consumes.

Online Module 1

Identify the 3 pillars in news stories

Jaron Lanier, one of the founders of virtual reality technology, characterized information as "alienated experience." No medium can perfectly replicate the experiences that it describes, but for millennia humans have tried their best to make their stories as rich as possible. This is what it means to "show, not tell."

It is no longer enough for journalists to "show" their audience the news. Journalists now have the tools to help the audience create its own experiences with and around current events. In their book "The Experience Economy," Joseph Pine II and James H. Gilmore argue that experiences must be three things: engaging, personal and memorable. Your audience isn't turning to online news just to watch TV on another kind of screen. The audience wants to climb inside, look around, jump into action and better understand both themselves

Online Module 1

Perform comprehensive site review

and the world we all share. When used together in the appropriate settings, the three pillars of online journalism—multimedia, interactivity and on-demand delivery—help journalists create a better news experience, one that is engaging, personal and memorable.

MULTIMEDIA

In the context of this book, **multimedia** means the use of more than one technique (text, audio, still images, moving images) to tell a single story. A multimedia news story, then, is any piece that uses two or more media to tell it.

What's **"media"**? It's the plural of **"medium."** What's a "medium"? It's the substance through which information is stored and transmitted. Paper is a medium. Computer screens are a medium. DVDs are a medium. Even cave walls have served as a medium.

In the context of journalism we think of a medium as a storytelling technique rather than the actual substance on which a story is conveyed. We think of newspapers and magazines as "print" media because they are printed on paper. Books, pamphlets and fliers are also print media, although they are rarely used for journalism. Print media uses text and static images to convey information. Paper, of course, cannot transmit moving visual information or audio. There are many styles of telling stories in print media with text and pictures. A nonfiction book is written in a different style than a news story, which is written in a different style than an instruction manual or a greeting card.

Video and audio are also examples of media. Moving pictures and audio can be broadcast over the air, via satellite or through cables. They can be sent over the Internet or stored on a DVD or CD-ROM. There is a wide combination of computer code, physical media and delivery channels that can be used for audio and video. Like text, video and audio have a variety of styles. A 90-second story about crime in your city uses a different style than a 90-minute documentary about penguins, which has a different style than a call-in sports talk radio show or a segment about natural sounds on public radio. And all of these are different from an animated political cartoon on JibJab.com.

There are degrees of multimedia integration. The degree of multimedia integration is called **convergence.** When journalists use one medium to tell one aspect of the story and other media to tell other aspects of the same story, they are achieving high levels of media convergence. For example, a story about the local high school football game might use text to summarize the game stats, videos and photos to show the top plays and audio for a post-game interview with the coach. These components combine to form the story's core. The story wouldn't be complete without each element, and no one element would make much sense without the context provided by the others.

When CBS and other broadcasters transmit the same programs over the Internet as they do over cable, satellite and airwaves, they are delivering the same product via multiple channels rather than telling a single story with multiple media.

THE SWAN PROJECT

The end of the evening, one of the four parents loudly congratulated herself. What a group of children all dressed up and then sat down at a table to practice eating a salad or putting on makeup.

Not one of them had ever wanted to come. Now teenagers, they were all classmates at a school for troubled girls. When a counselor told them they had to take an etiquette class they protested.

Why would someone who was always hungry want to know how to throw a dinner party? If you weren't sure you wanted to go on living, why would you care about being a lady?

In this special report, writer Lane DeGregory and photographer Kathleen Flynn show what happened when an idealistic teacher tried to make diamonds out of coal.

Can knowing which fork to use change a girl's life?

READ THE STORY

Story by Lane DeGregory | Photography by Kathleen Flynn

The story

- The swan project
  For teenagers at a school for troubled girls, etiquette classes open another world
- Etiquette 101:
  Tips for table manners
  Excerpts from handouts Miss Kedine passed out in class
- More special reports

  ShareThis

ETIQUETTE (et'i kit; *also*, -ket') n. (Fr *étiquette*, lit, TICKET) 1. the forms, manners and ceremonies established by convention as acceptable or required in social relations, in a profession, or in official life

— *Webster's New World College Dictionary*

How to help

Most students at the PACE Center for Girls struggle with poverty. They need everything from clothes and shoes to deodorant and magic markers. You can send a check to any of the schools, or send supplies including:

Clothes and shoes for teenage girls
Personal hygiene items including shampoo, deodorant, body lotion
Hair accessories and hair dryers, curling irons
Art supplies
School supplies, journals, paper, pens and pencils
Gift cards
Computers or electronic equipment

School locations include:

- Pasco
  5462 Grand Boulevard
  New Port Richey, FL 34652
  727-849-1901
  chris.lemon@pacecenter.org
- Pinellas
  5540 Park Boulevard
  Pinellas Park, FL 33781
  727-456-1566
  Sally.Zeh@pacecenter.org
- Polk (where the story is set)
  440 South Florida Ave.
  Lakeland, FL 33801
  863-688-5596
  Michele.DeLoach@pacecenter.org
- Hillsborough
  1933 E. Hillsborough Ave, Ste. 300
  Tampa, FL 33610-8253
  813-739-0410
  Chantel.Griffin-Stampfer@pacecenter.org
- Manatee
  3508 26th Street West
  Bradenton, FL 34205
  941-751-4566
  Amy.WickNevis@pacecenter.org
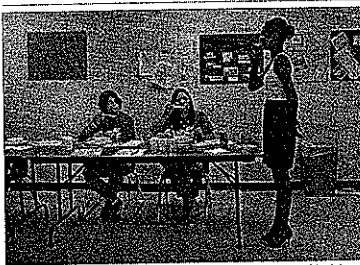
Kedine Johns -- Miss Kedine to her girls -- instructs Savannah Kowalski, left, and Lindsey Kennedy on how to eat soup properly. "Scoop the spoon away from you; don't slurp," she said.

ABOUT THIS SPECIAL REPORT: Last fall, a counselor at the PACE Center for Girls in Lakeland, Fla., came up with an idea for a class in etiquette.

At PACE, counselor Kedine Johns worked with disadvantaged girls who knew nothing about manners and social etiquette. Many of the teenagers didn't own dresses, had never worn makeup, had never been to a sit-down restaurant, and didn't know anything about table manners, phone etiquette, or how to behave in a social situation. Johns believed the girls would be better prepared for work and social life if they learned basic rules of etiquette.

Johns' etiquette class lasted eight weeks. Two St. Petersburg Times journalists, Lane DeGregory and Kathleen Flynn, observed the classes, where the girls studied dinner etiquette, proper grooming, table manners and first date etiquette. The etiquette class culminated with a sit-down luncheon at a fancy restaurant, which served as the girls' final exam.

DeGregory, winner of the 2009 Pulitzer Prize for feature writing, joined the St. Petersburg Times in 2000. She can be reached at degregory@sptimes.com. Flynn joined the St. Petersburg Times in 2002 and can be reached at kflynn@sptimes.com.

The Swan Project: Girls, please meet social etiquette and good manners

By Lane DeGregory, Times Staff Writer
In Print: Sunday, March 28, 2010

Counselor Kedine Johns — Miss Kedine to her girls — instructs Savannah Kowalski, left, and Lindsey Kennedy on how to eat soup properly. "Scoop the spoon away from you; don't slurp," she said.
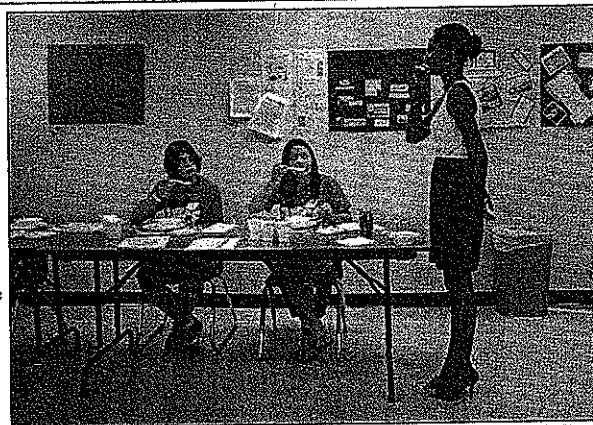
[Kathleen Flynn | Times]

LAKELAND

They had just finished lunch, were just crumpling paper napkins into trash bins, when the call came through the school speakers:

"Will the following girls please report to the conference room . . . "

The teenagers looked at each other. What was going on?

"Lindsey," said the voice coming through the speaker. A girl with green bangs hung her head.

"Spring," the voice continued. In the corner of the lunchroom, a 15-year-old huddled behind her black curtain of hair. Dark liner smudged her eyes. She looked as if she had been crying.

The voice called several other names. Finally it said: "Chayna." A girl with a short ponytail cringed. The look on her face said: What did I do now?

They trudged into the conference room, 10 girls wearing a kind of slacker uniform — jeans and flip-flops and baggy school

St. Petersburg Times reporter Lane DeGregory, a Pulitzer Prize–winning feature story writer, teamed up with photographer Kathleen Flynn, photo editor Ted McLaren, video assignment editor Catriona Stuart and senior online designer Desiree Perry to tell in audio, photos and text the story of an etiquette school for girls who "had grown up poor, lost their parents to drugs and jail and God knows what."

It is important to distinguish what is *not* multimedia journalism. Sometimes news organizations will have one reporter write a story about a local protest against income taxes at the same time another reporter produces a video story about the same protest. The text story might be sent to a print publication and the video story might be sent to a broadcast television news outlet. Perhaps both end up on a website that is a partnership between a paper and a TV station. While the story in this case is being told in multiple media, the two stories are being distributed via different channels to different audiences. Even on the website they are not intended to be used together. One of the stories is for an audience that prefers video and the other is for an audience that prefers text. The two media have nothing to do with each other aside from the common subject. The journalists who created these stories considered the best way to tell the story in each of their given media, but they didn't start with the story and pick one media to tell each aspect of the story. This is an example of **parallel reporting and presentation**, but not multimedia convergence.

Another example of multichannel delivery that is not multimedia journalism is a video news story that is both transmitted over the air and posted to a news website. Multichannel delivery often has nothing to do with storytelling. It has to do with the economics of aggregating the largest possible audience with the smallest possible effort.

When Philly.com covered the Pennsylvania state football championships in 2009, a writer wrote a game summary story and a photographer put together a photo story that also told the story of the game. Although they were linked to each other, each story could stand alone. They offered the same information, but through different media.
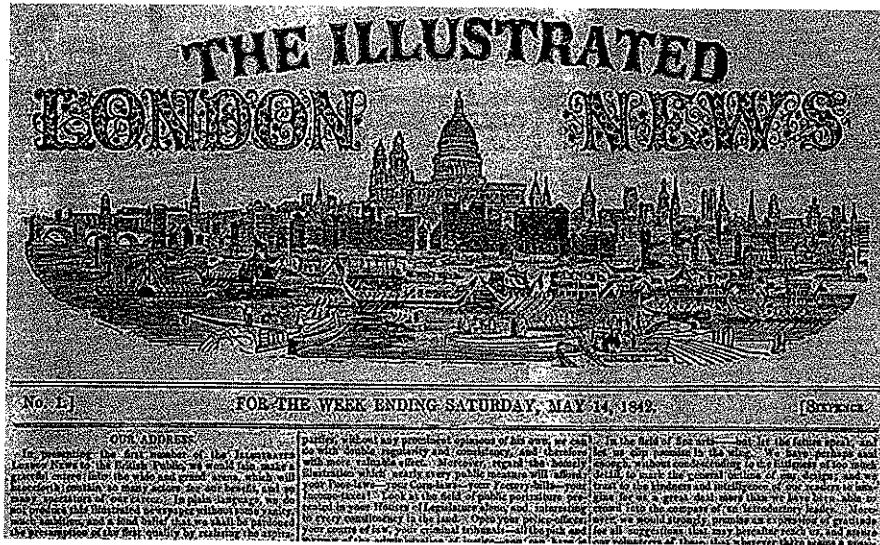
The Illustrated London News was the world's first illustrated newspaper. It was first printed as a weekly in 1842.

Multimedia Then . . .

Newspapers and print magazines have been telling stories with words and pictures for a long time. In fact, even before the advent of photography, newspapers printed drawings or illustrations of newsworthy events. In the 19th century, the combination of text and photos was so innovative that the newspapers used it as a selling point; P. T. Barnum called his publication the "Illustrated News." Today, designating news as "illustrated" seems silly; we take it for granted that newspapers will include pictures with the words. Perhaps one day the designation "online" in referring to news will seem as silly.

Television news also contains examples of multimedia. While video and audio most obviously tell the story, consider how television news uses text on the screen. Often words and numbers are displayed to help viewers remember specific information, such as telephone numbers, dates and addresses, or to clarify the spelling of a word, such as a name, or to make clear distinctions between two similar-sounding words, such as "million" and "billion" in a piece about the state budget. Text is good for conveying some kinds of information while video is good for conveying other kinds.

. . . and Multimedia Now

Journalists can choose from any of the following multimedia categories when deciding how to best present the news:

C-SPAN offers three channels of live online video as well as a stream of live audio. It also offers a deep library of video related to politics and government.

Talking to the Taliban

Graeme Smith, a reporter for The Globe & Mail, in Toronto, led the production of a documentary based on video interviews with Taliban fighters in Afghanistan. The entire project included more than 45 minutes of video.

- Live audio/video. Audio and video can convey information as it happens. Typically, news sites use this technique to cover events of great significance, especially those that occur during the workday, when many people are away from televisions or radios. Some news sites also transmit online live events that perhaps do not have a broad enough audience to justify their transmission via mass media such as television or radio.

- Archived audio/video. News organizations post audio or video that was previously recorded. The material may have been recorded hours before, or perhaps years before. It is posted on the site and stored there for audiences to recall at their leisure. Examples of this type of multimedia include full interviews; clips that highlight the most important moments in a speech, game or meeting; or even information conveyed by a reporter in the field.

- **Feature story.** As in print, a feature story in news audio and video tends to

be lengthy and **evergreen**—that is, it retains its relevance to the audience for longer than the week or so that is typical of an event-based story. Feature multimedia presentations—sometimes called documentaries—give the audience a chance to spend more time with a subject and achieve a deeper understanding of an issue. Feature stories often strive for emotional impact, putting an emphasis on the news values of who, where, why or how.

Editors of The Root, an online magazine published by The Washington Post Company, discuss issues in the news every week and distribute audio of the conversation as a podcast.

- **Podcast/vodcast.** A podcast and its video counterpart, the vodcast, is a series of recorded presentations available through subscription. New episodes are delivered upon request. The fundamental element of these forms of multimedia is their episodic nature—the content unfolds in a specific order with common elements that connect each episode to the next.

- **Photo gallery.** A photo gallery is a collection of photos that tells a story. There are several different subcategories of photo galleries. Some include audio to which the display of the photos is timed. Some have a narrative arc. Amateur photographers may be familiar with the concept of a photo-gallery if they have created an album on a photo-sharing website.

- Animated graphics. Often produced with a program called Flash, animated graphics can be used to explain a process or can provide simple navigation among several multimedia elements. Many animated graphics also allow the user to manipulate and control the narrative, a technique that we will discuss in more detail in Chapter 7.

INTERACTIVITY

The history of media is dominated by the one-way flow of information. Going back to the days when early humans wrote on the walls of caves, the process of reporting news has been basically the same: event happens, person observes event, person relates the observation to

Green Inc.

Energy, the Environment and the Bottom Line

April 5, 2010, 10:55 AM

Q.&A.: Transportation Secretary on Biking, Walking and 'What Americans Want'

By LEORA BROYDO VESTEL

Agence France-Presse/Getty Images

"It's what Americans want to do," said Transportation Secretary Ray LaHood, of his emphasis on the role of bicycles and walking in good transportation policy.

The United States transportation secretary, Ray LaHood, recently caused a stir when he proclaimed that bicycling and walking should be given the same consideration as motorized transport in state and local transit projects.

Supporters, who continue to post notes of adulation and thanks on Mr. LaHood's Facebook page, say the acknowledgment of biking and walking as legitimate modes of transportation is long overdue.

Critics, conversely, believe the secretary is taking the country in the wrong direction.

Mr. LaHood, formerly a Republican congressman from Illinois, spoke with Green Inc. about his reasons for introducing the new policy, the impact it will have on transportation financing, and why bike paths are a good bang for the buck.

Q. Bicycling and walking advocates had a very positive reaction to the policy change. But here at Green Inc., we heard mostly from critics who said it showed you were "delusional" or reflective of some sort of "Maoist" bent. What's your response to the response?

A. My response is that this is what Americans want. Americans want alternatives. People are always going to drive cars. We're always going to have highways. We've made a huge investment in our interstate highway system. We'll always continue to make sure that those investments in the highways are maintained.

Markets

At close 04/07/2010

ENERGY AND POWER INDEXES

NASD Clean Edge	ISE Green Energy	NYSE Energy
212.31	28.56	11,632.33
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The United Nations Framework Convention on Climate Change has made available all of the important documents related to the climate summit in Copenhagen — including a final draft of the accord.
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THE OIL DRUM
The Mining Disaster in West Virginia

ALTERNATIVE ENERGY STOCKS FROM SEEKING ALPHA
Will Rising Oil Prices Make the Solar Industry Shine?

IT'S GETTING HOT IN HERE

After his interview with The New York Times in April 2010, Transportation Secretary Ray LaHood used his own blog to expand on remarks he made to the journalists. A few months earlier, LaHood had used his blog to criticize—but also link to—Wall Street Journal stories.

another person. The medium through which news was related stood between reporter and audience.

The invention of printed words allowed the separation of the story from the storyteller, making it possible to spread information across great distances and even across time. These chasms of space and time made it difficult for the audience to interact with the reporter. The best that many of our ancestors could do was write a response and have that response carried back to the original sender by foot, horse or boat.

Today, **interactivity,** or the multidirectional flow of information, has changed the media game once again. With the rise of the Internet as a news medium, the possibilities for creating instant interaction between the subject of a news story, the reporter and the audience have risen so dramatically that some media critics no longer draw a distinction between the three. In most cases, posting a firsthand account of a news event online is as easy as reading or watching the firsthand account of someone else. CNN, the White House press office and a political blogger in Alaska can all publish to the same platform. Their reports, sitting side by side, are equally accessible, both to one another and to everyone else with Internet access.

News is becoming less of a lecture and more of a conversation. The use of e-mail, links between websites and comments on articles means that the reporting of news is done by journalists, sources and the audience alike. Interactivity is about more than getting a television to respond to a viewer's remote control. It is about creating connections between people in pursuit of a more complete and accurate view of the world.

To understand how interactive journalism works, think about what happens when you tell a story to a friend. The friend might add details or a different perspective. Then you likely ask questions of each other. You respond to the questions raised by the other person. This sequence of questions and responses might slowly change the focus or direction of the conversation. While one of you probably plays a greater role in guiding the conversation than the other, both you and your friend are actively playing a role in the process.

Now imagine that same conversation occurring in front of 20 people, some of whom you know and some of whom you don't know. Now imagine it happening in front of 20 million people, as it might on Twitter or Facebook. Here is both an opportunity and a challenge for interactive journalists. At its best, interactive journalism gives a voice to the voiceless. At its worst, interactive journalism is littered with ignorance, lies and hatred. It is up to you to sort it out.

Interactivity Then . . .

The idea of composing letters intended for a mass audience can be traced back through the roots of the American Revolution to as long ago as the writing of the New Testament of the Bible. If letter writers seek to sway the opinion or behavior of their audience, then broad distribution is a prerequisite for success. For centuries of letter writers, paper was scarce and costly, and broad dissemination required both time and money. With the advent of the Internet, letter publishers are now able to avoid the incremental costs of each copy. In fact, letter writers themselves can be their own publishers for almost no cost.

In broadcast media, interaction with the audience has become a staple of talk radio. Common topics for talk radio are politics and sports—subjects about which many people can voice an opinion, sometimes informed and sometimes not. Political conservatives especially have taken advantage of this technique to circumvent what they regard as a liberal bias in the so-called mainstream media originating in the big cities of New York and Los Angeles. Radio station owners have found too that they can fill airtime at a very low cost by allowing the audience to provide much of the content of a radio program. In online media, this is referred to as **user-generated content.**

... and Interactivity Now

Researchers for decades have been trying to describe, classify and order different levels of interactivity in settings ranging from digital video to classroom instruction. To summarize their findings very simply, levels of interactivity are based on three things: (1) how much people control the content they consume; (2) how easy it is for people to create, publish and share their own content; and (3) the degree to which content creation is shared.

Following, from least to most interactive, are some examples of what you will find online:

- **Tip line.** Reporters sometimes use the Internet to find sources who have firsthand knowledge of specific topics that the reporters want to cover. Many news websites allow visitors to send a message via a tip line to each of the journalists on staff. Such messages, however, are not published on the website.

The Center for Public Integrity celebrated Sunshine Week in 2010 by asking readers to send in tips about their experiences accessing public documents.

Comments: Displaying 1 - 5 of 6

beaglemom said on April 7, 2010 at 1:30 PM

MODOT has done alot for Hwy 44 and that stretch of road. If your familiar with the area, you will see the hwy is straight were the accident acurred. If you read the statement above you will see it says the driver lost control of his vehicle. If you also look at the pics. The gentleman was driving a pickup truck. He had to be going really fast to hit a tree that hard and do the damage he did to the truck. Its a shame to lose a young man like that and also for the driver to lose a friend and to live with the death of a friend. We should all pray for the family.

missyriver said on April 7, 2010 at 1:00 PM

I-44 at Eureka has taken so many lives, I think the D.O.T. should do something about that scretch of the highway.

larson0357 said on April 6, 2010 at 4:44 PM

the one killed is named merrill. he went to eureka high school. he will be missed greatly

nonamesleft said on April 6, 2010 at 4:27 PM

Arched means that the patient was air lifted by helicopter to the hospital. ARCH Air Medical Services is the name of the company.

freemb62 said on April 6, 2010 at 3:29 PM

"The Driver Was Arched to St Johns"....What does this mean ? and NO one know's a F'ing Thing ?.........Weird !!!

Like many news sites, KMOV in St. Louis allows registered site visitors to comment on stories. And just like the comments on many news sites, the quality of comments on KMOV.com varies widely.

- Article **comments.** Some news sites allow visitors to post comments about individual stories. Sites have different standards of verification for these comments, but all comments are intended for publication. Each comment often stands as its own piece of content, much as a letter to the editor.

- **Discussion board.** On a discussion board, also sometimes called a forum, readers engage with each other to create a common conversation, sometimes unprompted and untied from a specific article created by the site's staff.

- **Live chat.** Newsmakers and journalists in live chat rooms directly answer questions from the audience. Because these chats are often limited in time, the collaboration effort gets compressed and is usually more focused than in formats that are not restrained by time.

forums

Welcome to the Mom2Mom forums! All registered members can post comments and start new discussions in this section. Log in or create an account to get started.

[Click here to start a new discussion]

A few ground rules: We love a good debate, but as you chat with others, please be respectful and considerate. Please remember that we all love the kids in our lives and are doing the best we can. No personal attacks or profanity, please. And, if you'd like to list your business or service, please be sure your post meet Mom2Mom's rules, then go to our "offers and deals" forum or contact our advertising staff. *Happy posting!* Log in or create an account to get started.

Login to post a new forum topic.

Forum	Topics	Posts	Last post
Welcome			
New member introductions	107	344	2 days 5 hours ago by Patinchapelhill
Questions about the site	12	26	6 weeks 5 days ago by tleonard
Offers and deals	51	65	3 days 14 hours ago by discoverycdcenter
Becoming a mom			
Trying	14	56	1 week 7 hours ago by brickpuzzle
Pregnant	53	290	6 days 13 hours ago by dineer526

The News & Observer in Raleigh has created a site on which moms living in the area can share their experiences and exchange advice.

- **User-generated content.** Some websites allow visitors to tell their own stories in text, photographs, video or audio. In many cases, this user-generated content has little connection to the content created by the site's staff. The user-generated stories are meant to augment but not necessarily complement staff-generated stories.

- **Distributed reporting** and **crowdsourcing.** In addition to using the Internet to find a source, some reporters assign reporting tasks to the audience. These journalists are hoping to distribute the work across a broad group of people in order to compose a story that is either more complete or produced more quickly than if just one person were working on it alone.

- **Third-party social site.** Rather than waiting for the audience to come to them, some journalists actively seek out conversations by posting comments to stories on other sites or by joining online social networks that are not controlled by the publishers of the sites for which they work.

HTO LIVE DISCUSSIONS »   » Return to HTO live discussion page

Steve Kain, Richland-Bean Blossom Community School Corp. superintendent

Monday, August 10, 2009 at 11:00 AM

QUESTION: *MODERATOR: Good morning everyone, thanks for joining us. Richland-Bean Blossom school superintendent Steve Kain is here to answer your R-BB and back-to-school questions. Feel free to ask to Steve now.*

Steve, thanks for visiting. Are you ready to get started?

STEVE KAIN: I am ready with the brave new world of on line media. Thanks for involving RBB in this process.

QUESTION: *Is it too late to consolidate with Monroe County. It is obvious that the town of Ellettsville does not want to cough up the cash to support and build a good school system so I say lets consolidate so we have a bigger tax basis.*

Leslie

STEVE KAIN: It would be legally possible but it is unlikely that RBB or the MCCSC boards would ever entertain such a proposition. Indiana law does allow such a consolidation. The school corporation includes much more than the town of Ellettsville. The population of the school district is about 18,000 and only about 6,000 live in the town of Ellettsville. Our tax base includes GE and Cook and everything north and west of the intersection of Third Street and Smith Pike. Our student population includes about 2,600 students compared to MCCSC's 11,000.

About once a week, The Herald-Times in Bloomington, Ind., moderates a live online discussion with a newsmaker.

Visitors to Cincinnati.com can upload their own news stories, photos and event listings to the website of The Enquirer.

Off The Bus

BIO · Become a Fan · Get Email Alerts · Similar Bloggers

DNC New York Superdelegates

Posted February 26, 2008 | 03:56 PM (CST)

Home News

HuffPost's OffTheBus members produced these superdelegate profiles as part of its Superdelegate Investigation. You can find all profiles here.

SHARE · PRINT · COMMENTS

Vivian Cook Assemblywoman representing 32nd Assembly District, Queens New York

Basic Bio

* Cook was born in Rock Hill, South Carolina on May 23rd 1937 (making her 70 years old.)
* Married to John Cook, 76, and has a son, Reginald Cook, and a grandson, Reginald D. Cook.
* Listed as currently residing on Rockaway Blvd, Jamaica, Queens. Previous Addresses include one Spring Hill, FL, two in South Ozone Park and four other addresses in Jamaica, Queens.
* Graduate of the Defrans Business Institute and had a previous career as a businesswoman. She also has professional experience as a legislator.
* Civic role began more than 30 years ago when the Kennedy Airport and airfreight expansion threatened her community.
* First ran for 32nd Assembly District seat in 1984 as a member of the Liberal Party. In that election, she gained 4,171 votes compared with Democrat Edward Abramson (at that point

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As part of The Huffington Post's coverage of the 2008 Democratic presidential primary, 214 people wrote up individual profiles of influential superdelegates to the party's national political convention.

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Re: Challenge: "What is Second Life?" in three sentences or less...
Testing the new forums/bloggy thing
Re: How to get rid of morons for good?
Re: does anyone know if this could hurt sales and cause new people joining SL to think twice?

This Question is Possibly Answered   1 "correct" answer available (4 pts) · 2 "helpful" answers available (2 pts)

6 Replies   Last post Mar 1, 2010 10:17 AM by Vick Forcella

MikeR1717 Soup   Mar 1, 2010 7:13 AM

WashPost reporter looking for DC area merchants

I'm working on a story about the Second Life economy and looking for DC area merchants. If this is you, could you contact me at rosenwaldm@washpost.com? Thanks.

Tags: commerce

Washington Post reporter Michael Rosenwald utilized a blog hosted by Second Life to hunt for sources.

ON-DEMAND DELIVERY

One of the jobs of a journalist is to get the right information to the right people at the right time. If news is information that is meant to be useful, then it is important to get news to people at the moment they can most effectively use it. The Internet, with its 24/7 capabilities, is uniquely suited to help them do just that. **On-demand delivery** allows an audience to control the time, place and subject matter of the news it consumes.

For example, voters tend to place greater emphasis on political information they receive as Election Day draws nearer than on information received earlier in a race. In the final week or two of a race, attention to political news jumps markedly. And the Internet, via on-demand delivery, is always ready to provide it. Likewise, when people are looking for news and information online, there are some kinds of content they seek only when they need it. Traffic to dining and entertainment sections of news sites spikes on Friday afternoon. Most people tend to seek information about the latest medical research only when they or someone they love is faced with a specific disease or condition.
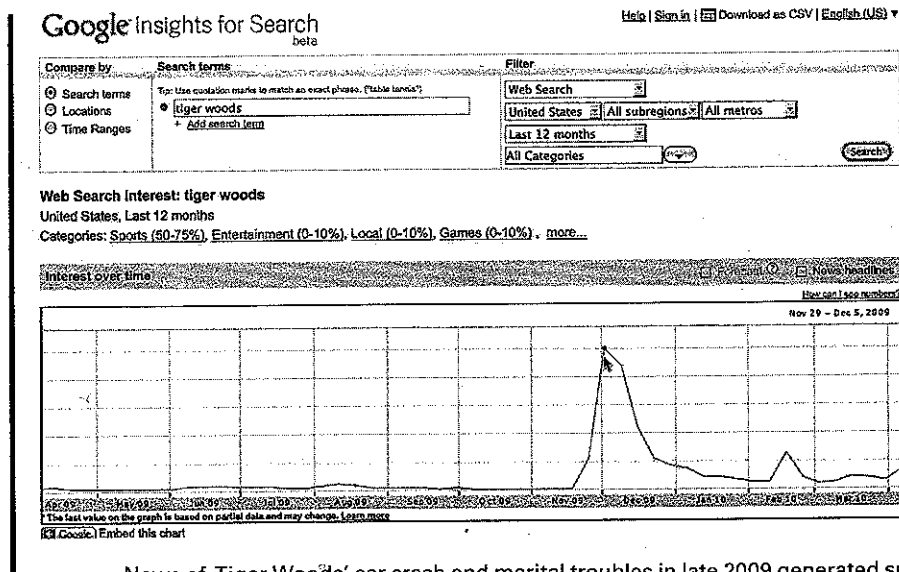
News of Tiger Woods' car crash and marital troubles in late 2009 generated sudden interest in the golfer and an accompanying jump in searches on his name.

On-Demand Delivery Then . . .

The idea that people can turn on a box and get instant news at any hour of the day or night didn't begin with the Internet, but with the birth of the Cable News Network on television

in 1980. For the first time, Americans didn't have to wait until the anchors of the three major television networks were ready to tell them about the events of the day during a nightly news broadcast. But on-demand delivery is more than just being able to always access the information that someone else is sending you. It's about having the ability to seek out the information you want in the time and place you want it.

The invention of writing and the subsequent spread of literacy made it easier to convey information reliably across space and time. Information could be delivered to its audience, rather than forcing the audience to go to the source. You can read a book—even one written thousands of years ago—in any place and at any time you want. As technological innovation progressed, the factors of time and distance became less and less relevant for audio and video communication. The telephone, radio, television and satellite all allowed the audience to be in one place while experiencing the sights or sounds that were being created in another place at exactly the same time. Today, you can watch a riot unfolding on the other side of the globe even as you pet your dog while sitting in front of your television in your own living room. This kind of audience-controlled place-shifting is an example of on-demand delivery.

With the arrival of digital video recorders, or DVRs, people gained the ability to watch TV news whenever they wanted. Expect to be stuck in traffic when the nightly news comes on? Simply remember to program your recorder in the morning before you leave and then watch it later at a more convenient time. Some DVRs have evolved so far that they can now guess the programs each viewer is likely to want to see. Based on the patterns of a user's viewing behavior, DVRs can suggest other shows that might be of interest to the user.

Children born today into families with MP3 players in their cars, DVRs in their living rooms and search engines on their computers will never know a world in which people had to wait to get generic news. They will always be able to get exactly the news they want in exactly the place they want it at exactly the time they want it.

... and On-Demand Delivery Now

Audience control over the subject, time, place and format of news reception, which has been built into the foundational technology of the Internet since the Web's inception, represents the lowest level of interactivity. However, news organizations have followed the lead of other industries toward mass customization. Following are some common tools of on-demand delivery and audience control found on news websites:

- **Hyperlinks.** The technology that allows every piece of content on the Internet to be connected to every other piece of content creates the fundamental "web" of information that gives the audience a high degree of control over the order in which they encounter information. The ability of users to choose their own path results in a nonlinear experience.

Oklahoma House panel OKs changes to workers' comp

BY THE ASSOCIATED PRESS   💬 3 Comments
Published: April 7, 2010

A House panel on Wednesday approved a bill to overhaul the state's workers' compensation system, a key item on the GOP-controlled Legislature's agenda.

Meanwhile, as the state grapples with an estimated $1.2 billion hole in the budget for the upcoming fiscal year, nursing home owners rallied at the state Capitol to protest deep cuts in Medicaid reimbursement rates they say will lead to the closing of facilities across the state.

The Senate bill approved by the House Economic Development and Financial Services Committee would reduce the number of judges on the Workers' Compensation Court, limit judges to one eight-year term and require Senate confirmation of new judges.

The bill also would create a new position of medical director for the court to oversee the medical care of people making claims. It also redefines the term "objective medical evidence" to state that complaints of pain cannot be considered when determining an injured worker's impairment.

"Our workers' compensation system is broken, and we must make changes or risk driving businesses out of our state," said Rep. Dan Sullivan, House sponsor of the bill.

Nursing home owners also expressed concern about facilities closing their doors as state leaders consider budget cuts that could amount to a 10 percent reduction in Medicaid reimbursement rates, said Don Greiner, president of Grace Living Centers and a board member of the Oklahoma Association of Health Care Providers.

Reimbursement rates already were slashed 3.25 percent last week, but Greiner said lawmakers expect further reductions for the fiscal year that begins July 1.

"A lot of rural homes will close," Greiner said. "We're already losing homes right now."

Association Executive Director Rebecca Moore said Oklahoma already has lost about 6,000 nursing home beds as the number of homes has declined in the last 10 years from 435 to 315 homes.

"It's really a train wreck coming," Moore said.

Readers of a news story on NewsOK.com, the website of The Oklahoman newspaper, can follow links within the text of a story to delve deeper into a topic.

- **Complete uptime.** Online publishers don't take their websites off the air. Even news-paper sites that only update once a day remain available to visitors whenever they want them.

- Search tools. All of those Web pages out there have made organizing them in a meaningful way a lucrative business. With the ability to search online content, people can cherry-pick information.

- Archives. The incredibly low cost of storing digital information has meant that there is little financial reason ever to delete anything from the Web. Combined with search tools, every item in this vast archive is instantly available for global consumption.

- iPods. Mobile digital audio players mean that news and information are no longer tethered to one place. As wireless Internet access becomes more widely available, users will have increased control over the places where they get online news.

From any one of the hundreds of newspaper sites that have partnered with Legacy.com to publish online obituaries, visitors can search for death notices by name, date, location or source.

A massive database sits behind ESPN.com, allowing visitors to the site to view a 10-year archive of basketball scores for the University of Connecticut women's bas-ketball team that includes every game of the team's two consecutive undefeated seasons.

VIEW SOURCE

THE PEOPLE BEHIND THE PILLARS

The three pillars of online journalism—multimedia, interactivity and on-demand delivery—have ushered in entire new categories of jobs, both inside and outside of traditional newsrooms. Meet some of the people who are making decisions today about which tools to use to tell a stronger story.

From Text to Video
Christina Pino-Marina, Journalism Lecturer, University of Maryland
Video journalist, washingtonpost.com, 2003–2008
Text reporter, washingtonpost.com, 2000–2003
Reporter, El Paso Times, 1999–2000
News Assistant, USA Today, 1995–1999

As the Internet grew as a news medium, so did the breadth of Christina Pino-Marina's reporting skills. When she graduated from the University of North Carolina at Wilmington in 1993, the Internet had just been born. Fluent in Spanish, Pino-Marina brought her language skills to her first encounter with a broadcast newsroom as an intern at Univision. Almost a decade passed before video journalism became her primary medium of communication. When it did, she was working for a newspaper company. Pino-Marina joined washingtonpost.com in 2000 to boost the site's speed at posting text reports, especially about local news. Soon after she began to carry and use a video camera in filing her reports; eventually, it became her medium of choice.

"A real turning point for me was, I was working on this long-term project ["A Life Lived in 4-4 Time," 2005]. I had something on the back burner for a long time, and I wasn't really sure what I wanted to do with it. . . . For a while I thought it was going to be a magazine piece, you know, something long-form. Maybe online it would have some sidebar elements, some audio from the musician's performance or some video clips of him performing. The more I thought about it, the story was very layered, there were all these elements of history and music. These layers—it didn't make sense to me to divide them up, to split that effort, and also fragment the user experience. So I was like, 'Why would I have someone read one article here and click over there for this little bit of music?' It seemed like the type of story that needed to be pulled together in a different way. So that piece, the magazine piece, became an online video documentary."

Tech Helping First
Chris Wilson, Associate Editor, Slate.com
U.S. News & World Report reporter and Blogger, 2007
Congressional Quarterly graphics reporter, 2006

"What to do next when your cross a physics major with the editor of The Cavalier Daily at the University of Virginia? A writer and reporter who looks for ways to use computer programming to tell stories. With a math and science career, Chris Wilson has been a writer who sees the technical stuff as a supplement to his reporting. He's always looking for numbers to it...

Making Links
Ryan Sholin, Director of News Innovation, Publish2.com
Director of Community Site Publishing, GateHouse Media, 2007-2009
Online Editor, Santa Cruz Sentinel, 2006-2007
Reporter, Oakland Tribune, 2006

Ryan Sholin started his career in journalism...

ONLINE LEARNING MODULE 1

ACTIVATE THIS MODULE: journalism.cqpress.com

Now that you are familiar with the three pillars of online journalism, you are ready to start learning how to use them to tell stronger stories. A good first step is to begin looking more analytically at online news packages—as a journalist rather than as an audience member.

On my blog, I am facilitating an ongoing conversation about the use of the three pillars as well as writing about and linking to examples of online news organizations using multimedia, interactivity and on-demand delivery.

When you buy or activate this chapter's online learning module, you will have access to:

- A digital version of this chapter's text.

- Interactive flashcards for the terms used in this chapter.

- A printable one-page tip sheet outlining how to make a website a platform for telling strong stories rather than a pipe for delivering material from traditional media.

- A quiz to test your mastery of the material in this chapter.

- Exercises to help you identify online news pillars.

As you complete the module's online exercises, you will:

- Identify and describe the three pillars of online news as they appear on professional news sites.

- Recognize the three pillars of online journalism in award-winning professional journalism.

- Reflect on your own experiences with the three pillars of online journalism.

- Critique and discuss a professional news organization's online journalism.