

Online News Production

The Big Kahuna

Old Media...

Old Media... Is Dying

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- ✦ New York Times Q1 2009 **lost** \$51 Million
- ✦ Rocky Mountain News, founded in 1859 closes
- ✦ Seattle P-I, after 146 years is web only
- ✦ 174 years later, Ann Arbor News closed in July
- ✦ twitter.com/themediaisdying

Old Media Model

- ✦ What did it have in common?
 - ✦ Centralized Production and Distribution
 - ✦ One to Many Model

New Media

- ✦ What is it?
- ✦ How do you consume news?
- ✦ Where do you think it's going?
- ✦ Who isn't on a Social Network?

New Media Model

- ✦ Collaborate
- ✦ Feeds/RSS
- ✦ Many to Many
- ✦ Engagement not viewers or eyeballs



The Numbers

Years to Reach 50 Million



The Numbers

Years to Reach 50 Million

38



The Numbers

Years to Reach 50 Million



38



13



The Numbers

Years to Reach 50 Million



38



13



4

The Numbers

Years to Reach 50 Million



38

13

4

3



The Numbers

Years to Reach 50 Million



38

13

4

3



100 Million in 9 months



The Numbers

Years to Reach 50 Million



38

13

4

3



100 Million in 9 months



1 billion in 9 months

Your Future

- ✦ One man band
- ✦ Multiple reports for multiple mediums
- ✦ Your Name, Your Face, Your Business
- ✦ Editorial **AND** Technical skills are basic to any position

Register, Register, Register

- ✦ YouTube (UGC)
- ✦ LinkedIn (resume)
- ✦ Gmail/Blogger (organizaton)
- ✦ Flickr (source)
- ✦ Twitter (best buy) (source UGC Tornado, contact)
- ✦ Facebook (source)

Where are you?

- ✦ Namechk.com



Where do you want to go?

- ✦ What are your strengths and weaknesses?

Questions

- ✦ Shooting / Editing
- ✦ Scanners and “HotShot” tips
- ✦ Branding / Social Media Strategy
- ✦ Series of Tubes Stuff
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