



NEWS IN THE AGE OF CONVERGENCE

Chapter I

“All the News: Writing and Reporting for
Convergent Media”

Multimedia Reporting Course

WHAT IS MEDIA CONVERGENCE?

- ▶ Blending of the media
 - ▶ Traditional lines separating newspapers, broadcasting and Web sites are blurring at a rapid pace
 - ▶ Content is showing up on new delivery platforms
 - ▶ Media convergence is a fact of life in the 21st century and journalism will never be the same
 - ▶ Traditional news organizations are striving to stay on top by becoming 24-hour multi-platform digital news networks
 - ▶ To dominate its marketplace, a company must supply news and information whenever, however, and wherever customers desire
 - ▶ News media are becoming news content production centers
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WHAT IS DRIVING CONVERGENCE?

- ▶ Shift in news consumption habits and expectations about news access
- ▶ The audience today expects immediate access to the news, anytime, anywhere on wireless laptops, cell phones, iPods, and other devices
- ▶ More and more, we the public decide how and when we consume media- no longer the other way around
- ▶ Faster, more robust high-speed broadband Internet access
- ▶ Media consolidation (see Washington Post Company example, p. 8)
- ▶ Audience participation is another driving force- free or low-cost tools today allow almost anyone to create and distribute multimedia reports
- ▶ The audience is no longer as passive and has greater means to voice opinions that others will see and hear
- ▶ This is influencing journalism to be more interactive with the public

WHAT THIS MEANS TO JOURNALISTS

- ▶ A journalist's job will continue to be to be an honest broker of information, to provide the accurate and reliable information citizens need to function in a free society
- ▶ Journalism in a free society serves as a check on those in power
- ▶ In the U.S. the First Amendment to the Constitution forbids Congress from placing limits on freedom of the press
- ▶ Journalists must continue to be able to write clearly and concisely
- ▶ With today's various news delivery systems, they also must be able to write stories for text, audio, video and online presentation/consumption
- ▶ The 21st century journalist must also be able to conceptualize story packages that use a wide range of elements
- ▶ What else can I share with the audience? Think audio, video, photos, graphics, charts, surveys, polls, documents/records, audience contributions
- ▶ Use these to help audience better understand and relate to news stories

WHAT THIS MEANS TO JOURNALISTS

- ▶ Journalism today is more a conversation with the audience than a one way dictation
- ▶ Journalism is not the only source of information today
- ▶ So journalists need to know what other conversations are taking place
- ▶ Monitor blogs, chat rooms, Twitter messaging and other sources to have a sense of what people are saying on the issues
- ▶ Finally, today's journalist needs to be comfortable with a wide range of technology
- ▶ Have at least a base level of competence in taking photographs and video, recording audio and updating a blog
- ▶ “One man (or woman) bands” are desired in today's news media (see examples, page 9 and this [San Francisco reporter](#))
- ▶ [Emergence of “wisdom” journalism](#) (Mitchell Stepes, USA Today, June 2014)

CONTINUOUS DEADLINES

- ▶ Today's journalists need to be comfortable with ongoing deadlines
- ▶ Journalists in the past regularly had several hours to prepare stories
- ▶ Today, they start filing and posting reports as events unfold via Twitter, e-mail or cellphone alerts, Web site notices
- ▶ Pressurized deadlines should not compromise accuracy and ethics
- ▶ Do not risk losing credibility, respect and support from public with fact errors, exaggerations and sensationalism

STRENGTHEN THE PUBLIC TRUST IN JOURNALISM

In 2004, a Gallup Poll found that only 44 percent of Americans have confidence in the news media to report stories fairly and accurately. Other criticisms of journalists:

- They don't try to make important stories interesting or understandable
- They inject their personal biases into their reporting
- They don't check their facts or they make up stories
- They don't care what the public thinks

WITH A VIRTUALLY BOTTOMLESS (MULTIMEDIA) TOOLBOX...

- ▶ The 21st journalist can address each of these concerns by using appropriate technologies to help engage readers by presenting original documents so the public can draw their own conclusions
- ▶ And offering chances for the audience to enter discussions about important topics
- ▶ See examples of how a journalist can accomplish these objectives on pages 10-11
- ▶ See page 14 example of how a TV station used its online site to cover former President Bill Clinton's heart surgery in 2008



HELP WANTED! TODAY'S JOURNALISM JOBS

- ▶ Raycom (owner of Charleston's WCSC- Channel 5) [Job Listing Site](#)
- ▶ Charleston-area Newspaper Reporter [Job Postings](#)
- ▶ GET INVOLVED!
- ▶ College of Charleston student media organization needs you!
- ▶ cisternyard media ([cisteryard.com](#))
- ▶ See contact information- go to a meeting, test the waters, check it out!