

WHY MULTIMEDIA?

THE CASE FOR STORIES THAT MOVE THE AUDIENCE

MEDIA HAS CHANGED

The term once represented broadcast, radio and newspapers.

The three of those no longer exist as before.

Instead all are combined into an media rich Internet experience.

MEDIA HAS CHANGED

So how do we tell stories in the modern era?

Are we relying on social media to convey messages?

Do you want a media experience? With audio? Video? Photos?

Or do you want just a tidbit of media here and there that doesn't paint a picture?

MEDIA HAS CHANGED

We're still trying to figure that out.

MEDIA HISTORY



Consider where we've come from:

- Penny press days
- Yellow journalism
- Hearst vs. Pulitzer
- Advertising supported content
- Tabloid journalism vs. broadsheet
- New York Times vs. USA Today

PUSH TOWARD DIGITAL



Push toward digital in early to mid 1990s.

Newspaper websites, including *The Record's* started with meager beginnings.

Only hosted big stories, usually center package material from each section.

Newspapers led this push, with other media following suit.

PUSH TOWARD DIGITAL

The screenshot shows the RecordNet website interface. At the top left is a navigation menu with categories like Home, News, Business, Technology, Sports, Lifestyle, Columnists, Classified, Weather, Marketplace, and Community. The main header includes the RecordNet logo and the date February 13, 2002. A weather forecast shows a high of 62 and a low of 40. The 'Top Story' is titled 'UOP set to build \$21M health clinic'. Below this is a grid of 'Today's Headlines' with sections for NEWS, SPORTS, BUSINESS, and LIFESTYLE. A 'More News' section at the bottom features a story about three newcomers vying for a council seat. The page also includes various advertisements and a sidebar with links to different sections.

By 2000, we were moving toward an increasingly online society.

In 2005, there were 1 million Internet users.

That number was doubled by 2010.

Now, there are 3.17 million users worldwide.

PUSH TOWARD DIGITAL



Most sites were rudimentary at best.

Basic HTML shells. No content management systems.

Stories had small images attached because of space concerns.

Let's look at a local newspapers and see how far it's come.

PUSH TOWARD MULTIMEDIA

Then this crazy thing happened: Media professionals, who had forever been stuck on the notion that journalism was a one-way process, suddenly had to face the premise that journalism was turning into a conversation.

But why?

PUSH TOWARD MULTIMEDIA

— Contact reporter Alex Breitler at (209) 546-8295 or abreitler@recordnet.com. Follow him at recordnet.com/breitlerblog and on Twitter [@alexbreitler](https://twitter.com/alexbreitler).

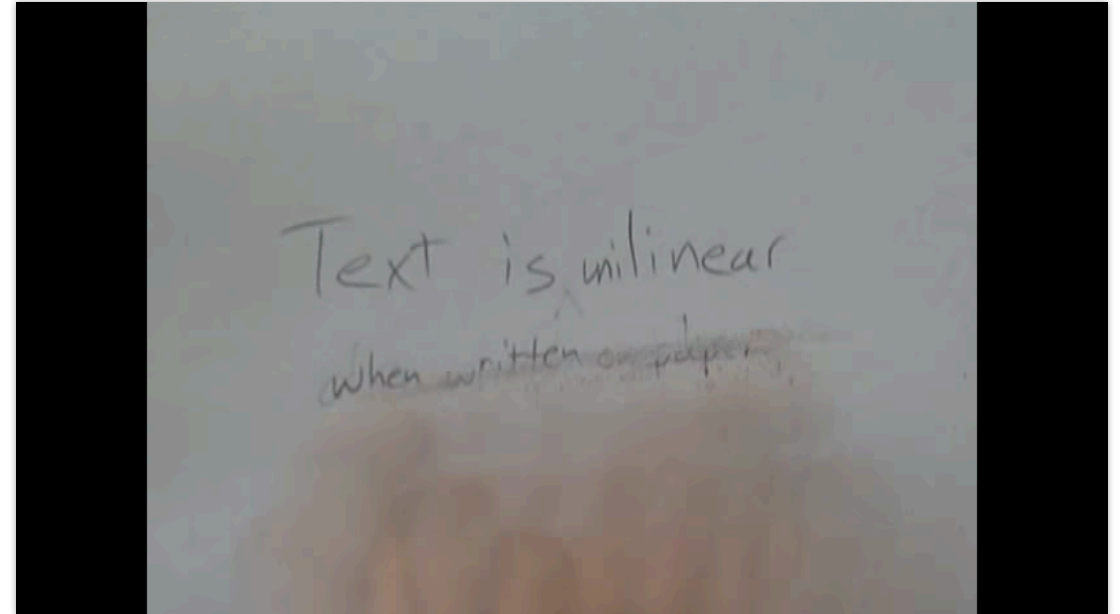
It started with:

- Taglines at end of stories
- Forums
- End of story comments
- Blogs and blog comments

PUSH TOWARD MULTIMEDIA

All of those elements led to a realization that the web that was, was not the web that had become.

[Web 2.0 was born.](#)

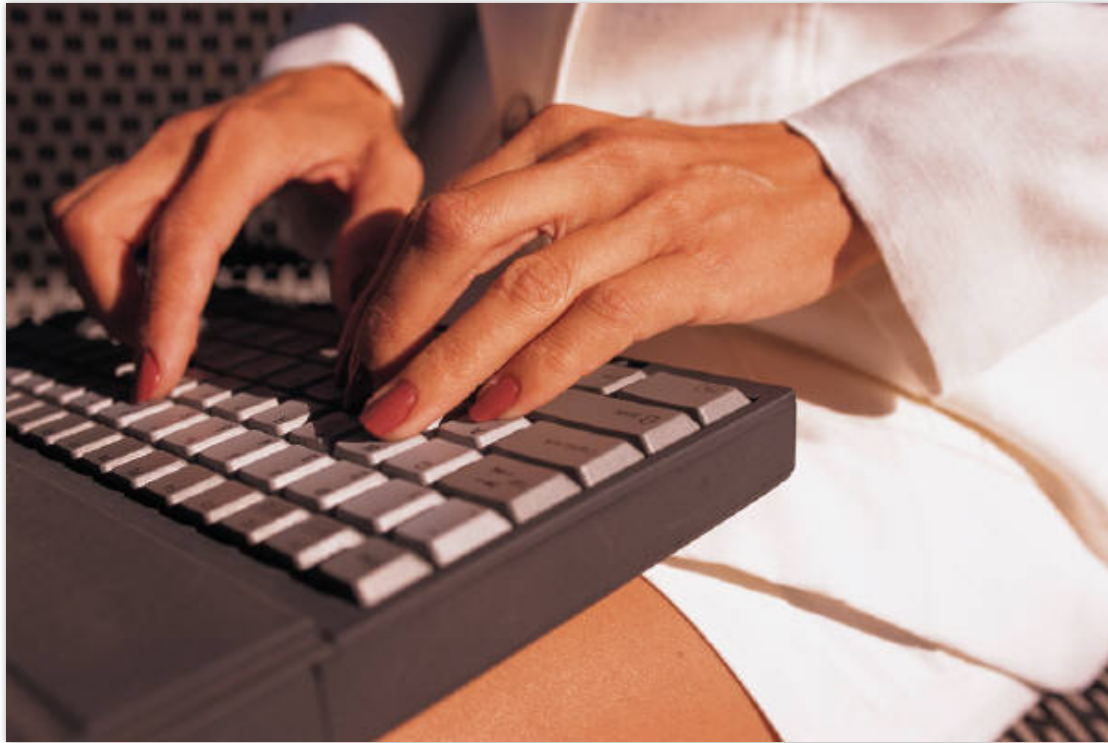


PUSH TOWARD MULTIMEDIA

Web 2.0 characteristics:

- XML
- Mass participation
- Taxonomy of ideas
- Dynamic copy
- Database-backed Internet
- User participation
- RSS feeds

USER PARTICIPATION



- Users wanted to participate in the experience
- They wanted to “talk back” and “talk about” what they were seeing on the Internet
- Suddenly we were all communicating with each other
- Mass media had to respond

**How do we engage
the audience?**

RISE OF MULTIMEDIA



- Newspapers began easy, with dabbling in audio in the mid part of the 2000s
- Moved to video
- By 2007, most big newspapers had some video presence
- Elements were, at first, all separated, some newspapers couldn't focus on all multimedia

RISE OF MULTIMEDIA



- Audio was easy because newsrooms usually had recording devices
- Video was more tricky, as many added large-scale cameras as “capital expenses”

RISE OF MULTIMEDIA



The Record's 2007 setup:

- Purchase of SoundSlides
- Owned one video camera, Canon GL2
- Reporters had point-and-shoot cameras
- One computer to edit video, audio

HUMBLE BEGINNINGS

PUMPKIN PICASSO

Make your own virtual jack-o-lantern for Halloween



Here's a technology-savvy way to create the holiday's most visible decoration, no knives or gooey seeds involved.

INSTRUCTIONS: Left click and drag the eyes, noses and mouths onto pumpkin. Release to drop in place. Have fun!

[START](#)

[CREDITS](#)

[The Record](#)

HUMBLE BEGINNINGS

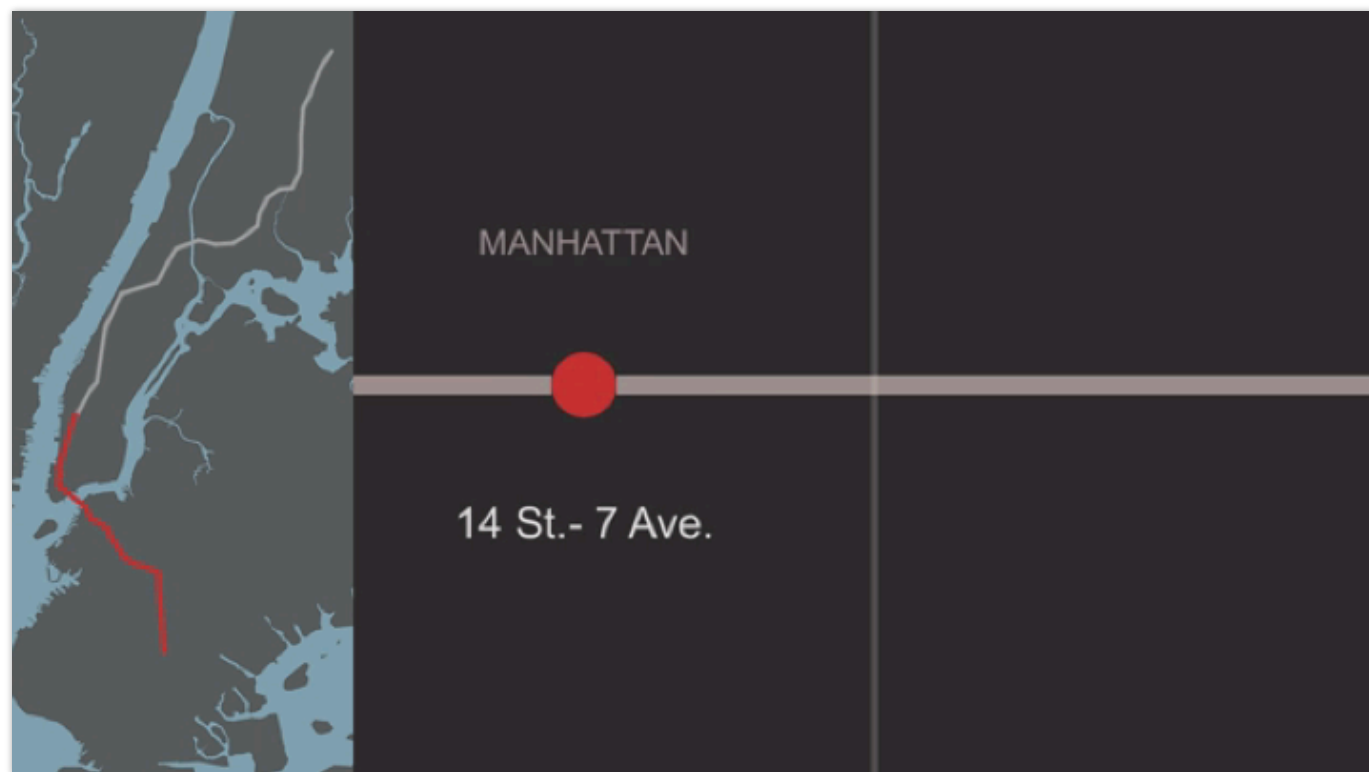


HUMBLE BEGINNINGS



Soon, other news organizations were taking it even further.

TO DATA DRIVEN PROJECTS



TO DATA DRIVEN PROJECTS



TO FULL-ON APPROACH



TO FULL-ON APPROACH

'Because of you'



TO FULL-ON APPROACH



**Use Only
as Directed**

MORE EXAMPLES

- Medium (www.medium.com)
- MediaStorm (www.mediastorm.com)

CHARACTERISTICS

Characteristics of a multimedia project:

- No starting point, users can use a la carte where to begin
- Visual driven through video, photos
- Paints the subjects as a picture through action, not description

CHARACTERISTICS

Characteristics of a multimedia project:

- Can usually stand by itself, without a story
- Media doesn't overwhelm the message
- Small chunks approach to hold attention span
- Catchy title, presentation

PULSE OF 209



PULSE OF 209

You will be reporting on and developing content for a multimedia website:

- 600-word story
- One- to two-minute video
- Three to four-minute video
- Photo gallery
- One additional element
- Built into a WordPress landing page

PULSE OF 209

The goal is to learn while doing:

- You will be reporting like a journalist
- Doing interviews with at least three people
- Capturing content on a subject/story approved by the class cohort
- May work together (up to three) or individually

PULSE OF 209

CANNOT BE:

- Based on something or something you have a close connection to
- Be focused on or around you
- Out of scope for a 16-week class, especially if you have to finish reporting by week four

CAN BE:

- Focused on a specific subject, person or thing
- Something that celebrates an event, but must have scope beyond event
- Story told through multiple perspectives

THE GOAL

- Expose you to different mediums of storytelling
- Enhance your media literacy
- Show you how a multimedia package comes together
- Develop publishable content