Creating content on the digital-first copy desk

Frank Michael Russell

ACES New Orleans | April 2012

Missouri School of Journalism

About me

- Knight visiting editor, visiting assistant professor at Missouri School of Journalism
- Copy chief, copy editor, writer, page designer at San Jose Mercury News, The Seattle Times, Puget Sound Business Journal, Los Angeles Daily News
- B.A. in Journalism, M.S. in Mass Communications (Spring 2012), San José State University
- Student, MU's Center for the Digital Globe graduate certificate program

Old media, new media

What's unique about print?

What's unique about radio?

What's unique about television?

What's unique about the Web?

Print:

Detailed text + still images + portability

Radio:

Sound + personal mobility

Television:

Simple text + sound + moving images

Web:

All of the above + interactivity

Web:

Simple or detailed text

+ still or moving images

+ sound

+ interactivity

The digital-first copy desk

Print-first model

Breaking news story posted online without editing from the copy desk.

Reporter writes the “print version” of the story.

Copy desk edits the story for print.

Print version posted online in overnight update.

Interim model

Breaking news story posted online
without editing from the copy desk.

Copy desk "catches up" to the story
as soon as possible.

Copy desk's changes reflected in each step
of the editing process (copy editor, copy chief).

Digital-first model

Interactive copy editing desk at hub
of online content production and curation.

ICE desk edits breaking news story,
writes SEO headline for online publication,
adds links, embeds video, multimedia.

ICE desk promotes story on social media.

Print team repurposes online content.

Next-step model

Content for mobile, Web and print platforms emphasizes the strengths of each medium.

Mobile news delivered as stream of updates.

Web/tablet news delivered with multimedia.

Print news emphasizes art, design, packaging.

Aggregated news content

Short-attention-span medium

Online audience:

Active, interested, not always fully engaged.

The brain:

Has a limited capacity
to interact with information.

Short-attention-span medium

Web pages:

Can present information in a concise form,
but with text, images, audio, video.

Links:

Point readers to more detailed information.

Links

Storytelling:

Links convey a message
(more than “click here”) —
even for readers who don’t click through.

Navigation:

Where are we sending readers?
(home page, landing page, article)

Links

Destination:

Will readers find useful information there?

Links

Mobile devices:

Are links friendly for readers who use fingers to navigate on touch-screen devices?

Search engines:

Links send signal to Google, other sites.

THE WEEK'S MOST-READ ST
www.columbiamissourian.com/stories/2012/02/05/weeks-most-read-stories/
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THE WEEK'S MOST-READ STORIES: 'We Are Mizzou' and DGB

Sunday, February 5, 2012 | 8:25 p.m. CST; updated 8:33 p.m. CST, Sunday, February 5, 2012

BY JACOB KIRN

Stories about Dorial Green-Beckham's decision to sign with Missouri, the state's presidential primary and an MU biology professor's quest to ban a controversial chemical were popular with readers last week. These are the 10 most-read stories posted last week on ColumbiaMissourian.com, according to Google Analytics data:

1. Three MU students' rap video, dedicated to the men's basketball team, received a lot of attention last week. Many dismissed the video as embarrassing. But the Missourian showed it's a part of a nationwide trend of amateur music videos made by college students and sports fans. **(3,130 page views)**

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One Night of Queen
Sunday, March 11, 7 p.m.
Jesse Auditorium
The Pink Floyd Experience
Thursday, March 15, 7 p.m.
Jesse Auditorium
Cirque Dreams: Pop Goes the Rock
Saturday, March 17, 7 p.m.
Sunday, March 18, 7 p.m.
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COMING

What is aggregation?

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February 17, 2012

THE HUFFINGTON POST

THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY

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SANTORUM GOES ALL IN ON MICHIGAN

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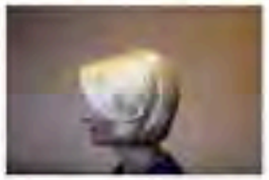
PAPER: Military action against Iran 'likely'

RICK, MITT OR SPLIT?

DRUDGE REPORT

FEBRUARY: Gas prices rise to $4 in Los Angeles...

Record High For Month...



Putin unleashes wave of anti-American sentiment...

Britain fears new Cold War over Iran...

Turkey will not allow NATO to share intelligence with Israel...

Citizens shoot down private surveillance drone...

Food police replace another homemade lunch...

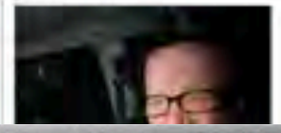
World Bank opens nomination process for top job...

Tempers Flare Outside Whitney Houston Viewing...

Fans Voice Anger Over Being Left Out...

Feds arrest man heading to U.S. Capitol for suicide mission...

...Moroccan immigrant arrested



What is aggregation?

Aggregation:

Collecting and repurposing information.

Criticism of aggregation:

Aggregators steal our original content
— contributing to the downfall of our industry.

Argument in favor of aggregation:

It's another way to serve readers.

Three kinds of aggregation

Copy and paste:

Lists headlines.

Copies the first few paragraphs of a story.

Links to the original source.

Three kinds of aggregation

Public service:

Provides links to useful information.
Summarizes what readers should expect when they click on those links.

Three kinds of aggregation

Storytelling:

More than summarizing or copying.
Uses other online articles
as sources for original story.

Google, Safari and the wild

blogs.siliconvalley.com/gmsv/2012/02/google-safari-and-the-wild-web-at-war.html

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Google, Safari and the wild Web at war

POSTED BY LEVI SUMAGAYSAY ON FEBRUARY 17TH, 2012 AT 11:11 AM | CATEGORIZED AS UNCATEGORIZED | TAGGED AS ADS, APPLE, DO NOT TRACK, FACEBOOK, GOOGLE, PRIVACY, SAFARI, TRACKING

The day after a Wall Street Journal report that Google and other ad networks bypassed settings on Apple's Safari Web browser — which doesn't allow certain third-party cookies — reactions are mixed. While some tech bloggers are saying, basically, that the WSJ report is blowing this thing out of proportion, one persistent Google critic, the Consumer Watchdog advocacy group, has reportedly already asked the FTC to investigate. And Microsoft, which is no friend of Google's, has also weighed in and blasted its competitor. There's no getting around it: This looks bad for Google, which lately seems to be putting out one PR fire after another.

The workaround, discovered by a Stanford researcher, allows Google and others to track the Web-browsing habits of Safari users. The WSJ said that Safari — the default browser on iPhones and iPads — is the most widely used browser on mobile devices.

Google, which was quoted in the article, says "the Journal mischaracterizes what happened and why. We used known Safari functionality to provide features that signed-in Google users had enabled. It's important to stress that these advertising cookies do not collect personal information." The search giant says it employed the workaround to get its +1 ad buttons to work on Safari, and the WSJ reports that Google discontinued the practice after being contacted by the newspaper.

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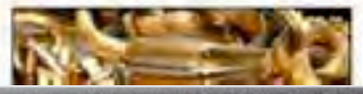

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THE WEEK IN MISSOURI SPORTS: Rivalry basketball game, football signing day

Sunday, February 5, 2012 | 7:53 p.m. CST; updated 8:33 p.m. CST, Sunday, February 5, 2012

BY ANDREW WAGAMAN

COLUMBIA — For Missouri fans, it doesn't get much better than the past week. The football team won the battle for top recruit Dorial Green-Beckham, and the men's basketball team defeated rival Kansas with ESPN's "College GameDay" in town while picking up a road win against Texas earlier in the week.

On the downside, the women's basketball team remained winless in the Big 12 Conference.

Green-Beckham picks Missouri

With his announcement from Hillcrest (Springfield) High School televised on ESPNU on Wednesday morning, 6-foot-6, 220-pound wide receiver Dorial Green-Beckham slipped on a Missouri hat, indicating his decision to play for the football team.

Green-Beckham chose Missouri over future Southeastern Conference opponents Arkansas and Alabama as well as Big 12 powerhouses Texas and Oklahoma. He said he wanted to stay close to home and felt comfortable around the coaching staff.

Thayer Evans of Foxsports.com wrote a fascinating story on the recruitment process for Green-Beckham and his family. It details how each team courted the 18-year-old high school senior and how Missouri ultimately won.

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The Transition | IN HEADLINES TODAY: Tahr

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IN HEADLINES TODAY: Tahrir Square anniversary; Obama, Republicans campaign

Wednesday, January 25, 2012 | 7:30 p.m. CST

BY ALEXANDRIA BACA

Here are some of today's top stories in Missouri and around the world from the Associated Press:

Egypt | Anniversary of Tahrir Square revolution

Islamists and secularists occupied Cairo's Tahrir Square today to mark the one-year anniversary of the revolution that ousted Hosni Mubarak. Secular activists demanded an end to the country's military rule, led by Mubarak's former defense minister of 20 years. Islamists gathered to show their support for the Muslim Brotherhood, the dominant political force to emerge in Egypt's most recent elections. Military and police officers were noticeably absent from the demonstration.

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Is aggregation legal?

Is aggregation legal?

Copyright law:

Protects original works.

Must be "fixed in a tangible medium of expression."

Source: Isbell, K. (2010). What's the law around aggregating news online? A Harvard Law report on the risks and the best practices. *Nieman Journalism Lab.* Retrieved from http://www.niemanlab.org/2010/09/whats-the-law-around-aggregating-news-online-a-harvard-law-report-on-the-risks-and-the-best-practices/

Is aggregation legal?

Ideas and facts:

Can't be copyrighted

— but how they're expressed can be.

Is aggregation legal?

Titles, short phrases:

Aren't protected by copyright law.

Is aggregation legal?

Fair use:

Commercial vs. nonprofit. Nature of work.

Amount excerpted.

Effect on value of copyrighted work.

Is aggregation legal?

Transformative:

Is the new work
"a replacement for the original work"?
Or "does it add something new?"

Is aggregation ethical?

Thank you.

frankmichaelrussell.com
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ACES aggregated content links

http://www.mercurynews.com/60-second-business-break

http://blogs.siliconvalley.com/gmsv/

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Associated Press video:

http://www.youtube.com/user/AssociatedPress/videos