

## 2009: International Symposium on Online Journalism

### Day 2, Panel 5: Ten Years of the Symposium: How We Saw Online Journalism in 1999, What Has Happened Since Then, and What Do We Predict for the Next Decade?

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#### **Moderator/Chair:**

**Rosental Calmon Alves**, Knight Chair in Journalism and UNESCO Chair in Communication, School of Journalism, UT Austin

#### **Panelists:**

**Gerry Barker**, Digital Operations Revenue Manager, *The Palm Beach Post*, Florida

**Steve Sullivan**, Multimedia Editor, *The Baltimore Sun*, Maryland

**Janine Warner**, Digital Alchemist, Artesian Media, Inc.

**Peter Zollman**, Founding Principal, AIM Group

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**Rosental Calmon Alves:** Good morning, bon dia, buenos dias, bon jour. So we're going to start now our second day of the 10<sup>th</sup> International Symposium on Online Journalism. It's a day that will be mostly dedicated to research and to the presentations of research papers, but we start with a quite special and different panel to celebrate the tenth anniversary of this conference.

*[Plays video of Rosental Calmon Alves.]*

*Rosental Calmon Alves: ...Rio in 1991 before the web. So when I came here, my area is international journalism, but I couldn't resist looking at everything that was going on in the marketplace in terms of online journalism in...*

*[Video continues playing as Rosental talks over it.]*

[Laughter.]

So this is 1999, ladies and gentlemen. It's a time that I was kind of trying to let people understand that my children were not my grandchildren. [laughter] So I took the beard off, although I used it for most of my life, to see if I looked younger, because everybody was saying, "Oh, it's so good to be a grandfather." [laughter] You know, but it did not work. [video continues] Where do you raise the audio here? It's not that it's important what I am talking here, but it's going to be important in the next video.

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*[Video continues...]*

*Rosental: One of them actually reminded me that he was, I think, in Michigan and they had a course on video text. And they said, "You know, it failed and we've gone to the center." I said, "Give me a break. I mean, don't compare video text with the web." At that point when we are discussing that, we had 50 million people on the web and video texts were just small experiences around the country.*

*[Video continues playing as Rosental talks over it.]*

Yeah. In that part, what I was doing is that I was explaining how I—[video stops]—had created the first course on online journalism in the University of Texas, and how in 1997 when I proposed a course in a faculty meeting, some of my fellow faculty members were very doubtful, to say the least, if in 1997 it was time to create a course on online journalism, because... And I was describing a few comments in that faculty meeting. One was saying that, "Oh, this thing of internet may be a fad. You know, it may disappear." And another thought, "You know, Rosental, this may be premature, because in my other university, we had a course on video text, and video text did not work." And I was saying that my reaction was saying, "Give me a break. You know, video text has never had how many people involved in the audience of more than 400 people, and we were—" and I said, "—we are in 1997, and we have 56 million Americans using the internet at that time, so don't compare with video text. It's different. And it's part of something bigger," etc., etc.

So this symposium was created with the idea of discussing those issues. It was very early in time in 1999, but like I said yesterday, you know, most of the issues that we had in the program there were, as you can see here, are very similar to the issues that we have now, which actually shows that one lesson that we learned after the bubble of the internet, the speculative bubble. And I think Janine later talked about that in another year that she came back here, how, you know, the main mistake of thinking that things would change very fast, you know. And I think Janine did ask even an exercise, a physical exercise with the audience to show that, you know, things don't change. Even in a revolution, you know, there are evolutionary processes, but anyway. So that is no surprise that ten years later we are talking about the same issues: Is this a business? Should we integrate or not? How people from the old media understand or receive the idea of the new medium. How, you know, we had this wonderful panel, the last panel yesterday on storytelling on the importance of visual, etc., and that was a subject of the first symposium as well. And then the last panel was on the big picture and a sort of exercise, which is always a temptation that I ask this panel to do it again, which is to see what lies ahead. You know, we know that it's absolutely impossible to have a prediction at this point, but the exercise is good, because the exercise creates scenarios that then help us understand better.

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So the panel now is going to start and I'm going to start. I'm going to use the order here and invite Gerry Barker to be the first. You going to speak from there or from here?

**Gerry Barker:** Up there.

**Rosental Calmon Alves:** From here, okay. And you're going to show the little things. Where is it?

**Gerry Barker:** You mean the little clip?

**Rosental Calmon Alves:** Yeah.

**Gerry Barker:** I don't know where the clips are.

[Mr. Barker gets set up for his presentation.]

*[Video plays of Gerry Barker.]*

*Gerry Barker: Well, there's no question, you know, e-commerce has taken off rapidly. And then when you look at services like eBay and how many people are totally addicted to [it]... A few of them in this room, right? [laughter] How many of you in the room have used eBay? Okay. [chuckles] Yeah, I hear all the time when I go and give talks, people say, "Oh, yeah, eBay, I'm on there for hours, you know, doing the eBay thing." Well, eBay is something newspapers should have done, you know. Why didn't we do eBay three years ago? You know? I mean, that's all that is, is a big garage sale. It's an extension of our classified business. And, you know, we sit and are watching our business go away. In high tech recruitment, in other areas, we're getting very badly by Monster Board and other places on the net. We don't even need to talk about if a percentage of your classified goes away, how many news people are they going to have to lay off to compensate for that? But we're seeing these things just kind of disappear in front of our eyes instead of being proactive. So whether it's Amazon or Yahoo or eBay or whoever the next success story is, we better pay attention. And I'd like to be there ahead of them if we could.*

*[Video stops.]*

[Applause.]

**Rosental Calmon Alves:** That said in 1999.

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**Gerry Barker:** Wow. Geez. I didn't realize that some of that was going to happen so fast. Well, let's get to it then. I guess that was then, and now we need to... [Rosental helps him with the computer. Then Amy helps him.] Get rid of that and then I can go to this. [laughter/applause] Like you said, Rosental, you've almost always had it. [laughter] Well, you're having some fun with us. I've got to have a little fun with you too.

**Rosental Calmon Alves:** Yeah. Yeah. Yeah.

**Gerry Barker:** Yeah. Well, I... [laughs] It is a pleasure to be back. And I really applaud Rosental for having this and ten years on. Before I move on, I do have to give some props to your great staff that has helped everything today, Amy and everybody. [applause] They've really done a great job. So we appreciate that.

Okay. So let's start back, rewind ten years, and in my world, 1999, despite all the pressures on the business, I would say optimism abounded. I was working for *The Dallas Morning News* at the time. I had just joined and was in charge of DallasNews.com. And shortly after I got there Belo Interactive was born. They spun off a whole new division of the company. They said, "This thing is so important. We better devote a whole bunch of new resources to it." And boy, for someone who'd been in the business a long time and to have that kind of resource was just incredible. I started out my staff with six people, and then a few years, we were at 66. So we grew very rapidly. Belo Interactive became a very early pioneer in things like behavioral targeting. We were one of the first to jump onboard with Dakota and the tools that they offered. Registration, at that time, only *The New York Times* was registering users, and Jim Moroney, our president, said, "We're going to go to registration." I said, "Jim, that's going to kill us. I mean, you know, we're not *The New York Times*." And he said, "I don't care. I think it's the right thing to do." And sure enough, we took a big hit. You know, page views dropped 40%. We had irate emails. One year later, we had 700,000 registrations and our page views were higher than they'd ever been. So I had to tell Jim he was right. And, of course, the debate on registration still goes on, whether it's right or wrong, so we still have that discussion all the time.

But the end result was over the next five years Belo invested \$100-million in their web operation. And then in 2004, it all came unraveled. The pressures on the business. They decided through various consultants, "We're just going to fold it back into the legacy companies." You know, the TV stations and the newspapers took back their staffs. Belo Interactive continues as a support organization. And, of course, the changes since then have not been as pretty either.

Okay. Fast forward ten years later, 2009, as many of you noted yesterday, our world is pretty much upside down. Interesting, old enemies, Yahoo, now our friend. 1999, if you dared suggest to any publisher in this country, "We need to go and do something with Yahoo," you'd have been kicked out of the

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office. I mean, you did not even mention Yahoo in terms of working with a newspaper. It just wasn't going to happen. They were our enemy. They were out to bury us. So what happens? Now we've got the Yahoo consortium, we've got 700-plus newspapers that are onboard, and we're depending on their new ad platform to save our lives. And we hope it does, [laughs], frankly. It's a wonderful piece of technology, but there's a pretty high cost of admission to be in that club. And so we'll just have to see how that works out.

Our friend, Warren Buffett, "The underlying economics are crumbling." Well, we knew that. We didn't need Warren to tell us. But, you know, just the immense pressure on our business as classifieds have indeed mostly gone away and we are constantly under Wall Street purview trying to make every quarter, tremendous amounts of debt. And you know the story, because we see it every day in the headlines unfortunately. When the business that's going away is your business and your reporters, you tend to detail every painful step of it for the public, and more so than any other business.

Okay. But on the other side of the coin, what's going on today? Well, a lot of localized niche news sites are evolving. We've got the blogosphere. We've got journalism organizations embracing new media in a way they never did before [like] when *The Seattle Intelligencer* goes out of business as it did recently and a core group of staff want to maintain it as a website. Same thing going on in Denver. Other places in the country where, you know, we take 20 people and we try to form a business around that. You know, brand new neighborhood sites evolving. You know, on the web everyone is a media company, and we found that out very early. In Dallas, when the Cowboys, our mainstay product, began to muscle us that, "Well, we've got a big website too, and I think when we have news, we'll release it first on our website and you'll get it second." So we began to get dictated to by a lot of companies that previously didn't. As I said, some newspapers going to online only. And mobility, you know, the little devices we carry in our pocket. For years and years, the mantra was, "Mobile is the future and always will be." And now I think it's really coming into its own. I've become a believer. I've got the iPhone and I do see all the potential (ahem, pardon me) of what's going to happen in that space. And I think we can definitely say now that mobility is going to play a big role in the future.

Okay, the next ten years. Now it gets interesting. You know, now I get to do that prediction thing. And predictions are hard to predict, you know. When I was at a 1983 Kelsey Conference on video tech, the prediction was "In 1990, online will be a \$30-billion business. We don't know if that's revenue or expenses." [laughter] So they kind of hedged it a little bit, but in this case, it definitely was expensive. As you know, AT&T and Knight Ridder and the whole Viewtron thing, that was about 60 or \$100-million down the drain. And similar things all over the country. Gateway in Los Angeles was another \$30-million. But they all — it was experiment. It was the early experiment before the internet really hit. So, one thing that I feel very comfortable in saying is

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that targeting will continue to dominate advertising, with behavioral targeting, with trying to get the right message to the right person at the right time and all the privacy issues that entails. Our good friend Tom Cruise from *Minority Report*, I think, pretty much had it right. You know, those are the, "The advertising will come to us. We won't go to it." And probably you can say the same thing about news. It's going to come to us. We're not going to go to it. So I feel very confident that that's pretty much on the track.

One of my colleagues and someone I respect a lot, Ken Doctor, when I asked him the question about the next ten years, his answer was, "This is the end of the beginning, rather than the beginning of the end." And I think that really rings to me, because what he was referring to was we're into this intense period of disruption in our business. As the old models die and the new models are born, you know, you have all this mishmash of everybody trying everything, a little bit of the skunk works. But we truly are at the beginning of a brand-new era, I think, in journalism. And certainly we don't know what shape that's going to take, what form it's going to take. All the things we saw yesterday [were] very exciting, the storytelling, all the new tools, you know, the social media stuff. In fact, I'm going to just stand here and say it. I'm not embarrassed to say it. You can play the clip in ten years. You know, I don't Twitter. [laughs] I just don't do it. I don't get it, personally. I think, you know, in terms of a tool to use for news, it's really kind of cool. And we have it on our website, and it gathers, and eyewitness, yeah, great, you know. But just to say, "I'm sitting here having a glass of wine," I don't think anybody cares. [laughs] So, but at any rate, we'll see where all that goes. I mean, social media, MySpace and Facebook. You know, normally when it becomes popular, the kids run the other way. And in three or four years, those might be irrelevant and we'll be onto some new kind of social media, but we'll see.

One thing I think is interesting in terms of what's going on today is just this whole viral nature of the internet and how it impacts reporters perception of your work. You know, in the case of when I was in Dallas, Channel 8 was one of my websites. It was the number one TV station in Dallas, the ABC affiliate. It had been the number one news station for two decades. They really didn't have a close competition, but we were... And it's all about quality journalism. That's what Belo is: "We're going to get the best journalists and we're going to have the best quality product." So that was our stock and trade. Well, one summer I was there, we had been always watching our Nielson ratings on the web, and we were the number one website. And then suddenly we were number two to a TV station in Fort Worth. And I said, "Okay, we've got to research what happened." And what happened was that the TV station in Fort Worth on a midday news report, the anchor was interviewing a guy that brought animals on the set, [laughs], and one of them was a gecko lizard on a tree branch. And in the middle of the interview, the lizard jumped off the tree branch and onto the anchor's shirt right in the middle of his chest. And he started shaking all over like this, and he said an f-bomb on the air, and he fell on the floor. Well, they did some editing, but this tape immediately went

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to their website, got played a zillion times on YouTube, was on the Jay Leno Show, and for six months that one video made them the number one website in our market. And despite all our quality journalism and all the stuff we were doing, everyone wanted to see the lizard on the anchor. And really, you know, when you look at it, [it's] just like the singer on Britain's Got Talent. You know, nobody, 47-year-old nobody, and now the darling of the world. You know, five million views on YouTube. There you go. It's gone up.

**Janine Warner:** Since yesterday.

**Gerry Barker:** Yeah, it's probably right. And so, you know, the thing is with reporters and writers and journalists, when we really got, you know, the web going in the newsroom, they found out we could get reports. We could get page views and traffic numbers on every — oh, I've got two minutes — on everything they did. And it's like a blessing and a curse, because they got very depressed that their stories weren't getting a lot of traffic. But the Dallas Cowboys were seven out of the top ten things people did on the website. So I think there's going to have to be a little bit of education with journalists about, you know, and have to deal with these kind of elements on the web. Matt Drudge, you know, he's rivaling CNN with traffic. And yet, where's the local newspaper site that's done a local version of Matt Drudge? Nobody. We ridicule the guy, but he's brilliant. He takes... He aggregates all the best stories and makes it easy for you to digest, you know, and he rivals CNN. Okay.

All right. Real quickly. Paul Saffo, another one of my favorite people. He's a futurist. I don't know how you get that gig. But the most successful companies will be the ones that harness creator instincts. Saffo in a nutshell says that there are three big cycles of economy. 1900's was the producer economy, 1950's the consumer economy, and now we're into the new economy which is the creator economy. And for example, all those little search strings you type into Google don't amount to much one by one, but Google brings all those search strings together and is able to generate billions of dollars against your search string. So your act of creation of the search is generating money for Google. And that's how we're going to eventually understand that.

And then just to close, Amon G. Carter, the publisher of *The Star-Telegram*, one of the most flamboyant, smart business guys in the early newspaper days. In 1921, a New York friend said, "Radio — a funny little box — would kill newspapers." "If this radio thing is going to be a menace to newspapers, then maybe we should own the menace." You know, I say that because if Amon Carter were around today — he died in the fifties — the internet would have never snuck up on Amon. He would have understood the opportunity. He would have done something ten or fifteen years ago that would ensure that *The Star-Telegram* would have a place in the future, instead of being on the death watch list from *Time Magazine*.

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So anyway, if you have any influence with leaders or if you are a leader, be a risk taker, you know, and don't be afraid to fail. That's it.

**Rosental Calmon Alves:** All right.

[Applause.]

**Rosental Calmon Alves:** Steve Sullivan from *The Baltimore Sun*. He is another pioneer of this symposium.

[Mr. Sullivan gets set up his presentation. Rosental Calmon Alves says something, but it's inaudible.]

*[Video plays of Steve Sullivan.]*

*Steve Sullivan: I think the fundamentals of what a reporter or an editor is looking for are pretty much the same no matter which discipline you're working in, but I think the execution of it is where people need to develop some versatility. Having said that though, I am a firm believer though that there is always going to be a place for a single medium specialist. Some people just excel in one form of communication and, you know, may be just an award-winning newspaper writer and simply can't talk into a radio or into a microphone or into a television camera, and that's fine, and I think those people will still be out there. And the same for broadcasters who don't know where to put a comma and don't know what's capitalized and what's not. I think it's very important though that even if you're planning to specialize in one particular medium, that you still need to broaden your experience to understand what happens in the others. Even if you're not going in front of a camera and you're working at a newspaper, you still may have to make a phone call over to a television partner and just on a day-to-day basis cooperate with them, collaborate with them on the background of a story. That kind of stuff I think everybody is going to experience in one form or another. I do think that those people who can be versatile enough to do it all are going to be more valuable to the corporate journalism companies.*

*[Video stops.]*

**Steve Sullivan:** All right. I'm sad to say I probably had more hair back then even than I do now, but it was a little darker. And let's see, I do have... I don't have a PowerPoint, but I do have a picture for you to look at. Another kid, doesn't have a beard, but this is my youngest. Her name is Mora Joy. Call her MoJo. And I figure she'll be a lot better to look at than me through the presentation.



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When people ask me what my job has been over the years, my sort of pat answer is that I teach old dogs new tricks. I joined *The Chicago Tribune* in 1992. Went in as the Tribune Company's first multimedia editor. And multimedia in 1992 was all about the collaboration between the print newsroom and broadcast. And specifically at that time, what my role was, was to go into the newspaper newsroom and find ways to use the newspaper journalists and the content they created to fill up time on a 24-hour regional cable news channel the Tribune had launched in Chicago. And I did that for five years. And in the five years that I was there, online never entered into the equation of what we were doing. '97 my wife got a job with Dell. We moved down to Austin. And while we were here, in addition to hooking up with Rosental, I did a lot of consulting. And I consulted with media companies, with Tribune, with Belo, some universities, and again, it was mostly about how to get newspapers and broadcast units to work together in efficient ways and ways that sort of benefitted both sides. And I did that for five years here in Austin. Then in 2001 right at the end of the year, I rejoined Tribune and went to Baltimore, where I was asked to start up a multimedia unit at *The Baltimore Sun*, and again it was all about a print and broadcast partnership and how to find ways to get *The Sun* staff to work with the television partner in that market.

*The Sun* had a website and a web staff. And if you were here yesterday and heard Jim Brady talking about how *The Post* was set up, we were very similar to them. We had an interactive staff that was physically and organizationally separate from the newspaper's newsroom. And my group was located in the newspaper side of that, but we bridged that divide between those two staffs. And but for the first two or three years I was in Baltimore, there was very little content traveling over that bridge, primarily for labor reasons, but 2003, there were some events that really caused that to start to change. And the two primary catalysts that started to bring those newsrooms closer together were a huge breaking news event that hit town just after the newspaper went to press one night and the second thing was one of the first big oncoming waves of threats to jobs in the newsroom. And the breaking news event happened in September, and that was when Tropical Storm Isabel was blowing up the East Coast. It was scheduled to roar into Baltimore about two o'clock in the morning after the paper went to bed, and we knew that the only way that we were going to be able to inform the community about what was going on, what they needed to do, where all the damage was taking place, was to file that information to the web. So what we did is had reporters and photographers out all night. They were filing back to the newsroom. We were posting stories to the website. And that was really the first instance in Baltimore where we published around the clock. And everybody in the newsroom pretty much bought into the fact that we had to do that.

The second event which really kind of pushed things forward and beyond that was a contract renegotiation that year with The Guild. And one of the primary concessions that The Guild made was that they allowed us to start

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making requests to the staff to do things specifically for the web; things that might or might not appear in the newspaper, but were to go online. And starting at that point, we started to train the newspaper staff, you know, how to file a story early to the web, you know, the difference between doing something for online and doing it for the paper, how to do podcasts. Eventually, we started getting into blogs. Now we've got 40-plus blogs on our website. Recently, we've gotten into video in a big way. We have 20 photographers and 35 to 40 reporters in the newsroom who've been trained to shoot video. Some of them are editing their video. And of course, recently, we've been into the whole social media thing. We've been doing training on search engine optimization. And the newsroom, the news staff has been very receptive to this.

I know yesterday [in] listening to the panel about integration in newsrooms and is it working, and again, I think with respect to everything that everybody was saying yesterday, I think this is something that you have to look at case by case. And in, you know, our little sort of bizarro world in Baltimore, things have gone very, very smoothly. And for the most part, the news reporters and the editors and the photographers have all shown some interest and willingness to learn the types of things that we've been offering them and training them and trying to get them to do. Now I will also say that not all of them end up using those skills, but at least they've got some sort of familiarity with it. And also some are much better at things than others, so we're trying to find where the stars are and really work to sort of take advantage of them and use them or play to their strengths.

This year has been another year where there have been some significant changes that I think have really kind of accelerated change in our newsroom. One of the big things that we had happen earlier this year is we finally moved our web staff into the same building that the newspaper staff lived in. The web operation is located a floor above the newspaper staff, but you can usually find those people kind of wandering around the newspaper newsroom. They sit in on our meetings now. A lot of them... Unfortunately, we have a lot of open desks in the newsroom, and a lot of them are sitting in with the staff that they work most closely with. So there's been sort of a real push to integrate the two staffs a lot more closely this year.

The other thing that I think has really kind of pushed things forward for better or worse have been some very dramatic cuts in the news hole in the paper. The paper has shrunk in size. We have a very slender paper. And I think what's become quite evident to everybody is that if there's a future for us, that future is going to be online and not in the paper.

So where is this all going? You know, I think, as I said ten years ago, I think versatility is still something that everybody has to strive for. You have to be adaptable to all the changes that are taking place. I think the other thing that we're really trying to cultivate are entrepreneurial journalists. And I mean journalists who can find ways to grow audience, find ways to grow

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revenue, and not necessarily in a mercenary way, but to do things that are relevant to the audience. And to look for sort of creative opportunities to be in places that we haven't been before.

I have a son who is a high school senior. And I don't know that he's ever picked up a newspaper, but he sits for hours in front of the television playing videogames. And one of the things that fascinates me is he was playing, I think it was NCAA '09 last year on his Xbox Live. At the bottom of the screen, there's a crawl. It's live scores and newsfeed from ESPN that I think is fascinating. They've tapped into a market where they've got kind of a perfect audience for what they're doing, and they're sending news that, you know, he's not getting anywhere else. So I think to just kind of look at the possibilities that are out there and kind of figure, you know, is there a way that we can reach people through these different very untraditional ways, is something again where we're asking our people to start thinking about and trying to pay attention to and see what we can do.

I do want to get back to this one though. When we had this first conference back in '99, MoJo was one year old. Ten years from now she's going to be 21. And is she going to get her news from a newspaper? Probably not. But will she get the news from people who are here in the room? And I'd like to think so. And I've always kind of felt that newsrooms were populated by a very sort of dysfunctional group of people, myself included, but I think part of that is because we're real committed to what we do and we think that what we do is very important. And I think as we kind of go through the next ten years, that we [should] all remember to keep an open mind about things. That everybody sort of approaches change in a fearless way and remembers that commitment and remembers to do the things that are important. Don't get so hung up on the medium. Remember the message that we have to tell people. Thanks.

[Applause.]

**Rosental Calmon Alves:** Janine Warner. We're going to start with a video clip, right?

*[Video plays of Janine Warner.]*

*Janine Warner: Sure. I have to cross a line again, because I was arguing that I'm on the content side, and that's why I get to be optimistic, because they have to worry about business too much. But one thing I would say about specialized content is we're finding that although you get a lot more impressions, getting more people to look at the ad on the front page, we tend to get better click-through's, people actually following the ad and going to it on the more specialized content. And I think there may be some trends with advertisers realizing that even though some of that specialized content isn't getting a million*

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*page views, it's getting them six new MBA students or it's getting them sales on content that they sell at a premium, and that is worth buying. So I would argue that there is not necessarily a need to attract millions of people to be effective in the content direction.*

*Well, I do think that, you know, I remember thinking a year or two ago that the next time there was a Persian Gulf crisis, it'd be really interesting to be able to see the Iraqi camera crew and not just the CNN camera crew. And I do look forward to that kind of thing starting to happen.*

*[Video stops.]*

**Janine Warner:** How many of you watch Aljazeera? [laughter] We can do that today. It's pretty cool. You know, this has been a really powerful exercise, and I have to admit I wish I could go back and whisper a few things in her ear, you know. [laughter] And it's left me thinking like ten years from now, what will I wish somebody had whispered in my ear? And thinking about the last ten years and the next ten years is, I think, an important exercise for all of us. And one of the biggest mistakes I've seen in a lot of newspapers over the years was there was this idea that there was one thing we were supposed to figure out and do. And if we could just figure out "the plan," we'd be all set. And what we really needed to do was to come up with a way of always coming up with a new plan and constantly innovative and constantly changing.

A good friend of mine in the industry said, "We've all been looking for the silver bullet, but what we really needed was a Gatling gun." And that's really one of the challenges, I think. And so if there's one lesson I've learned since then, it's that there's no one solution. There are dozens. And we need to explore all of them.

I thought it would be kind of fun to sort of think about in 1999, anybody remember, what was the big worry in 1999? What were we all...?

**Man:** Y2K.

**Janine Warner:** Y2K, that's right. How many people had to work New Year's Eve 2000? Yeah. I was at *The Miami Herald*. And Alberto Ibarguen, the publisher there, in his brilliance, made all of the executives who had anything to do with IT work New Year's Eve. So my interns got the night off, but I was there. And I remember going down to the balcony out on *The Herald*. [It] had a wonderful view of South Beach and north, and at midnight you could see fireworks all over the place. And a whole bunch of us kind of gathered on the balcony at about a minute before midnight to kind of see. You know, somebody had a bottle of champagne. And as soon as 2000 hit and nothing happened...[laughter] And then all of a sudden everybody's pagers went off.

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And I thought, oh, god, we're going to bring down the system calling each other to say we're all okay. [laughter]

So what do we worry about in 2009? So in 1999, it was Y2K. In 2009, it's bankruptcy. Right? It's probably the biggest concern. So we're still trying to get canned goods and machineguns in our basements so we can be safe. History repeats itself. In 1999, what did we all want? Stock options. Right? Anybody get stock options in 1999? Anybody else from Knight Ridder that got to play that? [laughter] Yeah, we all know how valuable those turned out to be. [laughter] Stock options, Aeron chairs, and portals. We all wanted to create big portals. That was the thing in 1999. And I'd say in 2009, we all want niche websites. I think I was onto something talking about focused content, but I don't think I realized that you could get millions of people to niche content. That's really where I underestimated the power of the niche. And I'd say, you know, in 2009, the goal is not stock options, it's avoiding pink slips. And forget the Aeron chairs. I think most of us need chiropractors and massage therapists, at least some kind of healthcare.

So in 1999, we talked about things like burn rate. Everybody remember that term? We were all worried about burn rate. How fast people were going to go through those millions of dollars in venture capital. In 2009, we talk about lean business model. In '99, we talked about million dollar parties. Anybody get to go to one of those? Terra. Telefonica started this group called Terra. And I had the great honor in Miami to go to their \$3-million party. One night. One night! 3,000 people. We rented a big white limo and got a big magnetic thing that said "Miami.com," and I made sure that we drove up past the line of 3,000 people so that we'd get the free branding [laughter] as we went by that line. So yeah, I haven't seen any million dollar parties being planned lately. The other thing people were talking about a lot back then, Monica Lewinski. Remember? Who's the big news in the White House these days? Bo, the dog, right? [laughter] Kind of a contrast.

The other thing I hear a lot about these days, and you mentioned it really well, is entrepreneurial journalism. And I think I'm an example of that myself. After working at *The Miami Herald*, I went off to CNET for a while, ran their Latin American operations. And like so many companies in 2000 and 2001, you know, there were lots and lots of layoffs and lots of cuts. And I actually ended up negotiating my own layoff as part of that and walked away, and I've worked for myself every since. And I think there's a really cool opportunity today that we never had before. This sort of free nation. This ability to work for ourselves. And people talk about newspapers being dinosaurs. I think that's kind of an unfortunate reference. I think newspapers have a lot of future. But if newspapers are dinosaurs, then shouldn't we be paying attention to the mammals? To all the young, really flexible, really innovative people out there? You know, those hyper-local blogs, those entrepreneurial journalists. I think there's a great future there.

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A couple of last comparisons. In 1999, what were the buzz words? Anybody? Con-ver-gence. Everybody was talking about convergence. Synergy. IPOs. I haven't heard the word IPO in a while. [laughter] What do we hear now? I'm thinking about the future and sort of transitioning to that. UGC, right? User-generated content. And I think UGC is a really big thing. I think [it is] getting people involved and having a conversation and not being afraid of your audience. I think it's very important not to lose track of the value of trained journalists. I think there are some things that UGC is never going to do, but it's really time for newspapers to stop being afraid of their audience, to stop shutting down discussion boards when they get a little out of hand, and to really embrace conversation with their audience and having that two-way meeting.

The other big, big thing that I feel today is mobile. And there's just no question in my mind. Mobile, mobile, mobile. Any content, anywhere, all the time. I've been waiting for this for 20 years. You know, I think in 1999 I said one of the frustrations of working in this industry is I get so impatient. You know, I want it now! I wanted that Aljazeera TV show 20 years ago. I wanted that device in my hand that the iPhone is taking it a whole new place. But if you think about how it's changing our lives to always have something in our hand that has every book every written, every movie ever seen, and so many things we haven't thought of. To me, one of the most telling iPhone apps is the Flip A Coin app, right? Because we're not going to carry money anymore. So we're going to need our iPhones to flip a coin.

So I want to leave you all with that challenge. And I want to thank Rosental for not only putting together this conference and bringing us all together, but giving us an annual opportunity to reflect on our industry and to think about the past and the future. And I really just can't thank you enough for that. But if there's one thing I can say, you know, as The Graduate, somebody whispered in his ear, "Plastic," right? If you've ever seen that movie, that was sort of... In the 70's, 80's... 60's? Jeez, that's older than I am. [laughter] Today I would say mobile. I would say that ability to have that information. And that big mistake that so many of us made in the early days of thinking that if we just did shuttle ware or as a friend of mine used to say, digital sausage, right? We moved it around a little bit when we put it online. Let's not make that mistake with mobile. Let's think of really innovative ways to use news on cell phones. Let's go beyond flipping a coin and really look at, how does it transform civic participation? How does it transform the way people use local businesses? How does it transform the way we meet and connect with each other when we all have these devices in our hands?

So I'll just leave you with that thought and thinking about the future. And I think I feel pretty confident that ten years from now mobile will have grown even more than I can imagine. Thank you, Rosental.

**Rosental Calmon Alves:** Thank you.

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[Applause.]

**Rosental Calmon Alves:** Thank you, Janine. Next, Peter Zollman.

[Mr. Zollman gets set up for his presentation.]

*[Video plays of Peter Zollman.]*

*Peter Zollman: Because media are going to come together. Media are going to reshape and reform. It's not going to be we publish a newspaper anymore. We are going to provide information in whatever form and format people want it. We face some huge economic shifts in our businesses, be you the television person, be you the newspaper person, be you the radio person, be you the web person, or as many of you are the students coming up in the world trying to figure out, where am I going to be in five years? Much less as Elizabeth Osprey put it, "Where are you going to be in 2041?" Heck, I don't know where I'll be in five years, much less 2041. By then they will probably have planted me. Classified advertising, which is certainly the life blood of every newspaper, will make some radical transformations, and that will have some astounding and stunning impacts on the newspaper. Exactly what those are I wish I could tell you but I can't.*

*[Video stops.]*

**Peter Zollman:** Now just to clarify, I must tell you that I watched that clip. First of all, I thought, he said some smart things back then, but he had a lot more hair and you know. First of all, Rosental, this is the ultimate recycling conference. Perfect for Earth Week. [laughter] You've recycled the panels. You recycled the topics. We even recycled the videos and the comments. The same stuff ten years later. I looked at that 12-minute video or so and tried to figure out, what can I look at that makes me look stupid or makes me look smart? So I played a clip that made me look smart. And there was one other. I talked... I said it wasn't about bandwidth, it's not about technologies, it's not about the java applets or the Dream Weaver or anything like that, it's about audience and advertisers and interests. Now to prove to you that I wasn't necessarily all that smart, I also said, "People will pay for content." [laughter] Clearly, clearly, that is one that I would argue against to the death now. There will not be people paying for content except in very, very narrow slices, passions, and key interests: money, sports, and sex. Beyond that, I don't think you'll get people to pay.

I've been involved in interactive media for 25 years. When I started, it was about facts and newsletters and audio text. And about 20 years ago, I was working with Motorola on a project that they were trying to invent called EMBARC, Electronic Mail Broadcast to A Roaming Computer. Nobody even

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understood the concept of electronic mail, much less broadcast to a roaming computer. How many of you? Would you all hold up your electronic mail broadcast to a roaming computer now?

**Janine Warner:** Anybody who doesn't have one?

**Peter Zollman:** I mean, everybody has one, right? Is there anyone in this room who does not have their mobile device with them today? One, two. Okay. Two out of... Three? [laughter] Three out of 85 people in this room. So, where are we going in the next ten years? Old guy, as I describe myself, a fat, old, white guy. There are too many of us in this room. Too many of us on the panels. Not enough people who are 19 to 23 in these rooms, unfortunately. I still believe in newsprint. I really do think newspapers will continue to publish. They will be radically different in ten years than they are now. I had the publisher of a top 20 newspaper, daily newspaper, tell me about two months ago that in two years he expects he will publish Thursday and Sunday only. I told him I think he's crazy, but he would probably know more about it than I would.

However, that said, number one, the future is in video. It is in seeing things move. You think about what has been most compelling the last two days, the last day-and-a-half here. It's the video clips. It's the things we saw that were movies. It's the things we saw that were showing people acting, showing people in their daily lives, not the text on the screen. It will continue to be movies. And by the way, more and more and more and more of those movies will be on a screen this size and this aspect ratio as opposed to this aspect ratio; although, if you have an iPod, it can be either way, right? Number one, so the future is in video.

Number two, the future is in mobile. These screens will continue to exist. They will continue to be important. But they will diminish in importance, because even in the office now I find myself working on my screen on here sometimes. And trust me, I'm a fat, old, white guy. I'm way behind the curve on that. The future is in communities, whether they are local, hyper-local, interests, whether that's sewing or sports or rugby. Janine and I were talking last night at dinner and she said, "There's a company, Demand Media, the parent company of Pluck. They looked at the pet field and they realized pets was way too broad, so they started a reptiles field, a reptiles site." Niche interest and networks of people, like those of us in the room. I'm very surprised — and I'm sure Rosental has put this on his action item to do list, see if he can get a couple hundred thousand dollars from Knight for this — that we don't have the online journalist community. There is an online journalist news. There's a *new* online news list. It's not like the old one, but networks of those of us in this room networking in ways that we couldn't do five years ago.

Journalism, whatever that means, will be much less traditional. Take the example of the homely woman in the UK. How many of us have seen that?



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How many of us have not seen that clip? And how many of us have seen it in just a few days? How many have not seen the clip? The clip of the woman who came out on Britain Has Talent.

**Man:** Susan Boyle.

**Peter Zollman:** Susan Boyle. And to describe her as homely is being very fair and perhaps... She opened her mouth and started singing and she was quite spectacular.

International coverage will change and coverage of major stories will change. The obvious example being Flight 1549. Within 45 minutes people were watching that on their phones. They were seeing video clips of the plane landing in the water and people standing on the wings. And they're seeing the pictures on Twitter. Journalism will be less insular, more immediate. There will be more news in the old sense of the word, which is, what are people interested in? Not necessarily what's important for them. I don't know if that's good or bad, but it is the way it is. People will gravitate to what they are interested in. They will see it in movies. They will see it on whatever device they want to see it on. And our job, as difficult as it is now and as it is going to be, will be to tie that all together. Good luck. Thanks, Rosental.

[Applause.]

**Rosental Calmon Alves:** I think it was an interesting comparison of the 10-year period and, you know, the more things change, the less things change, you know? How is the saying?

**Janine Warner:** The more things change, the more they stay the same.

**Rosental Calmon Alves:** Yes, that's it. That's what I meant. So I wonder if you have any questions for the panel. And we're going to start here and then here.

**Question (Bill Oakey, Austin Wide Open Magazine, USA):** My name is Bill Oakey. I'm a freelance, part-time freelance writer here in Austin. Just recently retired. And what I want to say is that this event has changed my life. I have never been more inspired. It's just unbelievably fantastic. My comment is that... It's a little bit like what I said yesterday, only I would just encourage all of you to reach out to your audience and seek input from your audience, because it has become interactive in a huge way. And so the more feedback that you ask for is going to help drive you forward in the right direction. I really believe that. And I'd like to hear some comments on that. Then I'd also like to offer my own personal award. I haven't even seen the entire panel, all the panels out of both days, but as of right now, Janine Warner gets the award for the best enthusiasm and the most inspiring speaker. So thank you very much.

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[Applause.]

**Rosental Calmon Alves:** And it's not the first time that Janine gets this award in this symposium.

**Janine Warner:** Well, thank you. You know, one of the things that I struggle with, honestly, is that I was a traditional journalist for so long. I started out as a reporter and editor, very traditional, and in English and Spanish, as many of you know. And then I got really interested in the internet earlier than a lot of people, and I got identified as sort of futurist thinking. I don't know. I want that title, too, futurist.

**Gerry Barker:** Yeah.

**Peter Zollman:** We all got that title, didn't we?

**Janine Warner:** [laughs] But today one of the things I struggle with most is my traditional journalism roots holding me back. And I think one of the things they've held me back most from is being authentic and really connecting with my audience. I was afraid to blog, because I felt like three editors should look at my work before anybody ever saw it. You know, I was spoiled by that as a journalist. And I'm really still working on opening that dialogue better myself. And so I preach it better than I practice it, but I think you're completely right that we really need to get better interaction with our audience, be more open to it, not be afraid to make mistakes, not be embarrassed by typos in our prose, and remember that journalism is great preparation for this. You know, I learned to teach myself in journalism school. I think that's absolutely the thing that's most helped me. But I need to let go of some of that, "It's got to be perfect and polished before it goes online."

**Gerry Barker:** I think that's a great point. [Turns microphone on.] Ah, here. I think that's a great point and something that is very difficult for newspapers to get their heads around, that we can launch new product and we can try new initiatives and they don't have to be perfect. You know, when you go to Google, everything on Google is beta. You know, beta, beta, beta, beta, beta. Well, they're very smart, because they put a product out there and the users help define the product and help get it right. And as journalists, we're just — that's alien. You know, we don't want to put it out there unless it's been through all the editing and all the process, but we have to get past that. You know, we have to understand what's good enough. You know, we're going to launch something that's good enough, and then you're going to help us make it better. And that's part of that whole process of involving the reader.

**Steve Sullivan:** Yeah. And one of the things that we've tried to impress on our bloggers in particular the last few years is the interactive part of what they're doing with the website and the ability that that gives them to

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communicate with the people who are reading their work. And part of the training for bloggers is to learn how to moderate the conversation that takes place after your post is up, and that is to watch the comments, to engage in the comments, and to kind of lead the people sometimes into carrying on the conversation among themselves. And a lot of times that becomes even more compelling than the original post. So it's a great way for our folks to reach out and engage with the audience. And also it really is effective in building that community. People come there and they know that they are being listened to, and not only by the person who's the caretaker of the blog, but by the other people who are reading it. And our most successful blogs are the ones where, you know, we know the people who are reading it. We, you know, might have some sort of pseudonym attached to the name, but we know who Al Meat Gravy is because he's in there and he's playing on the blog all day long. And that's become a real effective tool for us.

**Question (Dwight Silverman, Houston Chronicle, USA):** A comment for Gerry and then a question for Janine. Some tough love, Gerry. While you were talking about Twitter only being about having a glass of wine, a bunch of people were talking about what you were saying about that. [laughter] And I looked up your Twitter account. You have your updates protected, so no one else can see them. You have a... You're following five people, and I think about three people are following you. You're missing out on a lot, particularly with this crowd and in the business that you're in. And I would strongly suggest that Twitter is not about the glass of wine you're having, but about what you think may be the best wine to drink and sharing that with other people, what you're doing in your industry, talking about it publicly so you can bounce ideas off people and hear about that, and that you become part of the conversation. I said yesterday that Twitter is important. It's *really* important for journalists. And somebody said to me... I forget who said this, but somebody said that people who are dissing Twitter, instead of using the word Twitter, say, "Talking to people." So, "I don't get Twitter." "I don't get talking to people." Because that's what it is.

And before I want to throw my question at Janine, I'm real interested in the idea of people going out by themselves and working separately from newspapers and independently, and almost I can see kind of a future in which you have almost the barber chair, the stylist chair model, where you rent the chair and you're under the brand. Can you expand a little bit more about the idea of people working for themselves and doing journalism and how to support that? But if Gerry wants to...

**Gerry Barker:** Yes. One of the curses I bear is that my name is spelled like Jerry, but pronounced Gary. [laughter] Just to put that out there. No, your point is well taken. You know, I'm probably just... It's more of a personal thing with me. And I understand, you know, that there's probably a huge amount of advantages. I guess one of the things that hasn't motivated me is that I find myself with very little time to really devote to things like Twitter. And the reason I have an account is because I had shame — I've been

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shamed enough by enough friends that said, you know, "We want to follow you." And so I did go ahead and try it, you know, for a little bit. But...

**Question:** [Inaudible.]

**Gerry Barker:** Right. It's not the same. Yeah, I totally... And I think it's just me. You know, it's just a personal, personal thing.

**Janine Warner:** So I have a tip for all the busy people. I set up the Twitter automatically update Facebook thing. Anybody done that? It's great. So I try as often as I think of it to update, and then I get Twitter and Facebook in one. So that's my time-saving tip for the day.

In response to working for yourself, actually sometimes I liken Twitter to the water cooler, I think, especially [for] folks like us who work home alone most of the time. Twitter is kind of the place where you can chat with people and share ideas and bounce things off people the way people who work in offices with other colleagues may not realize how valuable that is to some of us who work for ourselves. Working for yourself is not for everyone, I will say that. I know some people who've tried it and just really been frustrated or felt isolated. You have to be a little bit of a compulsive extrovert. [laughs] That's the way I identify myself. You have to build a network. I think one of the greatest opportunities today and one of the things journalists are really terrible at in general is putting themselves out there and building a network for themselves. Journalists are so used to seeing their byline, and we all fought to get our byline on the front page, you know. But that was it, you know, that was the only part of ourselves that was ever really out there. And an awful lot of journalists, if you Google their name, all you'll find is their byline. You won't find their bio. You won't find information about who they are. You won't find, you know, the kind of information that really helps you network and build a business yourself.

So that would be one thing I would encourage you to do, and then finally, diversify, you know, multiple revenue streams. I write books in my spare time, and I've written a dozen books in the last 15 years. And that's a big part of why I've been able to do this, is because I'm a little bit a workaholic and I'm always willing to try different things. And I love journalists, journalism, and I'm passionate about journalism. So I never quite left newspapers even though I kind of left newspapers.

**Gerry Barker:** And I have to admit, Dwight, that if Twitter had been around when I was a rock music critic, I'd have used it constantly. [laughter]

**Peter Zollman:** As to those who talk about working for yourself, 12 years ago Steven Sullivan and I and one other person started the AIM Group which was a consulting group in interactive media, and we then started publishing Classified Intelligence Report. And Janine came along for a while, and we were working with a bunch of different people. We now have 25 people who

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work all around the world, one employee, and that's not me. It's the woman who comes into the office every day who is our administrator and hand holder and client services and all that other stuff. And we've built a million dollar business around that working with companies, writing, journalism — very, very, very, very tight niche journalism, classified advertising, but we don't work alone. I've worked with Janine. I've worked with David. I've worked with Steve Sullivan. I've worked with Brian Blum in Jerusalem, and Ross Hoddinott in Sydney, and Bruce Anon in Toronto. We don't work alone.

The technology has made it so much easier. I remember when long distance telephone calls were expensive. Now I pay six cents a minute. I don't want to mess with Skype. I don't know why. It's another one of my blocks, you know, one of my fat, old, white guy blocks like Twitter. You know, long distance calling is nothing. And it has pictures! Moving pictures. You can wave. You can show signs. You can show screens. You can do all sorts of things together. Collaborating and networking works better than ever in journalism. It works better than ever in interactivity. And it gives us all the opportunity to do things that we couldn't do even ten years ago. And while it is a great challenge and for a lot of people who've been laid off or let go or trying to reinvent themselves, some unsuccessfully, some successfully, great difficulty, it's also the most exciting and best opportunity that any of us could ever have imagined. And it's really, you know, if you... Great for you to come away from this inspired. And Rosental gets great credit for that again. But, you know, if you don't come away inspired, then think about doing something entirely different. [laughter]

**Rosental Calmon Alves:** Before the last question, I'd really like to make a comment about this. I think this thing of work alone and the entrepreneurial issue is one of the most important issues that the digital revolution is creating. And its impact in journalism is gigantic. I think one of the most important phenomena of the moment is the transformation of uni-personal blogs, for instance, that people were doing from their bedrooms into multi-personal, small- and medium-sized media companies. And this, the root of this is that technology opened the possibility for people to start working against the odds without capital. Without capital. You know, when you eliminate the entry barrier that existed for publishing, for being a journalist, I think you created a condition that we are just seeing the beginning of something that has a tremendous impact. So one of the things that we are more concerned [with] in schools of journalism is that we have been training people to work for companies, and at this moment, we have to add the entrepreneurial knowledge in the body of our curriculum, because this is going to be key for their future, you know, that you don't depend on... And the whole apparatus, I mean, Peter was talking about telephone, right? I mean, how now you can talk to someone anyplace in the world for free. And even, you know, we all expected for so many years the video phone, right? Now you have Skype that you can talk with someone in the other part of the planet, watching the person, and exchanging files with a speed that is amazing, etc. If you combine this with creating a business, creating a

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journalistic entrepreneur enterprise, you'll find that this is real explosive. So we've run out of time, but I gave the mic there, so let's be very, very fast.

**Question (Student, Universidad Autónoma de Nuevo León, Mexico):**

Yes. My question is, in your experience, because of the Twitter, the blogs, how do you see the writing technique in the future? It's going to change. It's going to be more short. You can say a lot of things because it is fast. So, how do you see the writing technique?

**Janine Warner:** I think many people in this room would agree with me that the fundamentals of journalism will stay true: a strong lead, get your attention, tell the story well, get your facts straight. That's always going to be true. I learned in journalism school myself working for the Associated Press... I was a stringer for AP in college. And I got really angry at first because I had to write every paragraph, so that if you cut at any paragraph it would still make sense. And I thought, lazy editors, you know? And then I realized it wasn't the editors, it was the readers. And I think your readers will cut. But I think it's a misconception that you should *only* write short things for the internet. Somebody said yesterday and I really agree, readers will read long stories if they are interested, and they won't read the story at all if they're not. And I think journalists should write as much as they think the story deserves and trust their readers to follow them.

**Peter Zollman:** And one other point about writing. When we worked for wire services, everything was dispassionate and impersonal. You had to be removed from the story itself. You had to be an observer. Now you have to be an observer, but you have to be passionate, you have to be personal, you have to be involved, and you have to be engaged. Because if you're not passionate, personal, involved, and engaged, your audience won't be either.

**Rosental Calmon Alves:** And... Would you like to talk?

**Steve Sullivan:** Yeah. I was just going to add also that it's very important to understand sort of the nuances of, you know, what sort of thing you're writing at the time. Obviously, you will use a different voice for a blog than you might a news story. The nature of the news story. If you're covering breaking news, you might want to get two or three elements back quickly, work on adding context later. So again, it's understanding what the expectations are, knowing how to deal with that, and having the sort of news chops to be able and deliver that and deliver what's expected, what's wanted in sort of the time frame that it's needed.

**Rosental Calmon Alves:** And, you know, since this is a panel of the ten years, one thing that I am absolutely disappointed with is that we have not developed that. We have not developed in the news industry the new way to write, the new grammar, the new way to pack a story. I mean, we are still ignoring hypertext, for God's sake! I mean, this is unbelievable. I could not, you know, in the nineties, I could not imagine that we would be in 2009 and

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most of the stories of our online journalism totally ignore hypertext! You know, the idea that we create [what] I call this supreme paradox of this idea that people want short stories because people don't read on the internet. I mean, finally we have a medium that has no limits of space and then we say in that one that we don't have limits, that we can put whatever we want, we're going to be short. We are not going to be more. We're going to do less instead of more. After all the pressure that our generations in the past had for writing and for editors sacrificing the best parts of my stories, and now, you know, I am sacrificing because I'm told that we're going to... So I am... I was back then and I'm still now a firm believer that we're going to go to what... I think it was the first time I heard that expression was from Elizabeth Osler, one colleague that was in the first symposium here. She said, and I saw that in other places too, the "tell me more about that" journalism, which is a way of writing in layers. That, you know, everybody wants short until you scan something that you want to know more [about].

And AP, the Associated Press, hired an anthropologist... And I'm going out. I've got time. [laughter] Hired an anthropologist recently to do a study about... Yes, you say two minutes. Hired an anthropologist a year ago to study how young people read news, right? And open of the most fascinating findings of that is that the young people were saying exactly that, that I had [said] theoretically, saying that, "We want more and we don't find it ... when we want more." And the interesting thing also is that that "more" by and large is already there, but we as journalists in our way of writing, we are not even facilitating the way people can find more. The curating thing, the aggregation fever of the last month or last year or two is a movement in the right direction for that. But I think, you know, your generation is going to solve that and it's going to be beautiful. So the future is going to be bright and beautiful. Thank you very much. This was a great panel.

[Applause.]

And there is no... Stay where you are and we're going to switch to open the next stage of the symposium. We have the immense pleasure of inviting Dr. Amy Schmitz-Weiss, who is the chair of the research component of this symposium. Amy, that you have seen here since yesterday, graduated with a PhD from our school just less than a year ago and now is a professor at the San Diego State University. And I would like to thank her a lot. I mean, I was apologizing a lot yesterday to her, because I was asking her to do things that she was not supposed to do, but, you know, I said, "Amy, you have to understand that you have been my assistant for so many years when you were a student here, so I know you are a doctor now," [laughter] "but, you know, I can't resist to ask you." We had also sort of a slogan about Amy here, which was, "Amy knows. Amy knows." It could be a television show, Amy Knows, because she knows everything. So Amy.

**Amy Schmitz-Weiss:** Good morning everybody. First of all, I'd like to thank Rosental and his staff for all the wonderful work that they've done to

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put together this two-day amazing event for the conference. Thank you so much, Rosental, yourself. [Applause.] And I thank you for the opportunity to come back today as Research Chair, but also to have the opportunity to talk briefly with you about the research component of the symposium.

First of all, before I get started, I'd like to know if... And if you hear your name, if you wouldn't mind standing up for a moment. Cindy Royal.

**Man:** Cindy Royal.

**Amy Schmitz-Weiss:** Alfred Hermida, if you wouldn't mind standing for a moment. [chuckles]

**Man:** [Inaudible.]

**Amy Schmitz-Weiss:** And Neil Thurman. Is Neil here? Neil's not here. Well, Neil, Alfred, and Cindy are here with us today, but we also have Rick Stevens. Oh, and Sue Robinson. Are you here, Sue? Would you like to stand up as well? Or you can sit. All of them have been continual submitters to the research competition over the years. And I think it's amazing that their scholarship has been wonderful work and has been accepted every year since we've had this. Most of the years. So I'd give a big round of applause to them. [Applause.] Your scholarship has helped contribute to what has developed for the research component for the past few years, six years for the research aspect of the conference. The amazing thing is, is that Rosental had the idea back in 2004 to go beyond just having the media professionals from all over the world come to this event and start to bring in the academy to really identify ways in which both groups could come together and talk over two days, share and exchange ideas, collaborate, and just have a great time talking about issues in the industry. And I think it's amazing, because it's one of the only events that I am aware of where you actually have the opportunity to bring both of these groups together in one room for two days. And since 2004, we've seen a lot of different research that's been done by a variety of scholars, not only here from the University of Texas, but from all over the world as well as from the United States. So it's an amazing event. And over the years, the number of submissions have tremendously grown. It's just amazing how many people have come to know about this conference all over the world and have submitted their work. And it's wonderful, because we get insight not only into what is happening here in the states, which is important of course, but it's also important to know what's going on around the world, because more and more we're becoming a global entity, right? We're all becoming aware of each other no matter how far, how distant, what country we might be in. We're all connected in many ways.

So today I just want to talk briefly, because I know we're short on time. But, where have we been with our research over the past six years? And where are we going to be going? So when we look at the past six years, the methodologies that have been used within the research that's been



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presented here have ranged across a wide, wide aspect, from experiments to content analyses to textual analyses, ethnographies, in-depth interviews, surveys and census. You name it. Most of the methodologies that have been done by the different scholars that have presented here have been amazing work. In some cases, years and years of work that they've done to put together. In some cases, shorter timeframes of maybe four to six months of looking at a particular issue or trend. But basically, we've been looking at all different types of methodologies and examining online journalism scholarship.

In regards to theoretical approaches in fields applied, some of the biggest ones that have been talked about over the past six years include the fusion of innovations by Everett Rogers, framing, of course, uses and gratifications, agenda setting, gate keeping, among others, but some of those have been the most prominent ones that have been looked at in the scholarship over the past six years. When we look at the types of fields that most of the basis of where these papers are coming out of, the thoughts, the ideas for them, the concepts have ranged from a variety of different disciplines. We have education, communication, history, business management, of course, media sociology, gender in women's studies, among others. So it's run across a wide gamut. And [it's] exciting to see how much this is also changing this year in the submissions that have been received in looking at the different other disciplines out there and applying some of those concepts from other disciplines into online journalism scholarship. The question, where is the field going? What's happening with practitioners out there? What's going on with the audience, in particular?

So, let's zoom to 2004. Back in 2004, one of the biggest themes that we had in the online journalism scholarship at that time was blogs — blogs, blogs, blogs — and the importance of what was coming to be at that time. Of course, blogs had been around prior to 2004, but a lot of the scholarship was looking at how much they were growing as an entity, and in some cases, how much they were looked at as a threat in some newsrooms, some news organizations. And also on the other side of it, what were the ethical aspects that were starting to come about as a result of blogs and bloggers? And the type of relationship between bloggers and journalist. And if a blogger is a journalist or if a journalist is a blogger. We also had concepts talking about specific news practices, new types of practices in the online newsroom. Looking at different ways of understanding multimedia and the different concepts behind interactivity, convergence, and looking at those particular aspects, as well as some proposed business models for the online news organization. Looking at how much things have not really changed much since the late 1990's to now, actually, in many cases. And then also looking at how much there's been changes in the classroom as well and how much the particular instructors in the different classrooms are looking at how digital and collaborative tools could be used in education for journalism.

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We zoom ahead to 2005. And again, we have the role of the bloggers again coming about. The powerful influence that they have on news gathering and news coverage. At this time, we were also talking about the disasters with Hurricane Katrina, for instance, and the tsunami, and looking at how much those would have an impact on the situations in those areas. The online media landscape in Spain and Britain, of course, and also the development of the online news reading habit with younger audiences, and looking at and examining that in particular.

2006. We look at the citizen journalism efforts that were happening at that time that were being examined, as well as the evolution of blogging into another type of model based off of BlogBurst from Pluck, and looking at how much the authority in the online newsroom was continually being challenged. This was a running theme throughout most of the scholarship over the past six years, and looking at how much journalists, editors, all of the different roles in the newsroom are looking at how much this is changing the digital journalism realm and how much they are having to think about what they can have control over and what they are not able to. Of course, looking at the role of podcasting and how that comes into the news production process. And then also looking at news audiences and how much specific types of news frames are being put out there and what their reception is by the audience of specific types of news content that perpetuate certain gender stereotypes.

We move through to 2007. And looking again at issues of media convergence in the newsroom and how much this is having an impact on different newsrooms not only here in the U.S., but overseas in Spain, for instance. Starting to look at UGC back in 2005. We would start to see more of this developing from this point forward of how much this would have an influence on news production processes and the outcome of what that would be for the audience in regards to getting their news and information. Of course, looking at new narratives in online journalism as well. As Rosental was just mentioning, you know, really looking at how much hypertext is going to influence where this medium is going and what kind of news organizations out there are currently heading in this direction or not. And then also again looking at the pedagogical approaches of teaching journalism in the future classrooms and preparing the students accordingly. The challenge of journalistic authority, again, rises in looking at how much this is a challenge when it comes to breaking news situations. And how much control do editors have in situations nowadays when there is breaking news? And how to manage that original gate-keeping role that they used to have.

Zoom forward to 2008. In 2008, we look at how news writing, again, comes up as another important topic and how much this is having a way in which we can look and understand at how writing can be proposed. Looking beyond just the inverted pyramid and how this can be a new model that newsroom organizations can implement in their own newsroom. Again, looking at blogging and how much the blogging genre in British media and its

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adaptation accordingly in the newsroom. Looking all the way over to Norway and the Norwegian press and news production. And then also looking at how much the business model for the future of news, how much it's a combination of mobile media as well as local businesses for survival. And looking at proposing some additional ideas as to ways in which news organizations could find ways to continue to make a profit and earn some revenue. Also looking at news websites from a different framework beyond just the interactivity aspect. You know, looking at the concepts of how much personalization, hypertextuality, multimediality, and memory can play a huge role in us understanding exactly where online journalism can be headed.

And then this brings us, of course, to 2009 and our wonderful presentations that we have today. And of course, I don't want to spoil anyone's research that they're going to be presenting today, so I wanted to just lightly talk about this. But looking at how much we're going to learn more today about the dynamics and complexities of online news content for audiences and who it serves here in the U.S. and around the world. The different types of news work influences that are now starting to come about in the newsroom beyond just the typical production processes, but looking at physical and spatial culture as well as metrics in particular. How much those are having an influence on things nowadays. Of course UGC and the role of participatory journalism and its values to readers in the U.S. as well as in Latin America. Also, looking at the online news only model in Finland and the interesting case study that Neil Thurman will be presenting on this today. Of course looking at the pedagogy aspect as well of video in the classroom and how important this can be a big component for teaching future journalists in the classroom. And then also looking at studying media convergence and looking at the different approaches to this particular aspect. Web usability and design in today's industry and how that might be heading, as well as reader comments on public discourse in news work and the influences on that. So these will be just a couple of the different things that we'll be hearing more about today from the different scholars that we have with us.

So moving forward through this, I just want to talk a little briefly about, where might we be heading at this point? I quickly ran through those because I know we're short on time. But basically when we look at where things are heading, I think there's a lot of things that have been talked about since yesterday. And one of the ones that was just mentioned earlier is about mobile media. And I think we will continue to start seeing more scholarship heading in this area of examining how the mobile platform is having an influence and an impact on online journalism. But also looking at how much the semantic web and its influence will have on news presentation and delivery in the immediate future. Looking also at departure from the media types in storytelling, you know, as we've been talking about a new narrative. Looking at ways in which this will change and transform through distributed and combined media narratives and the examination of this in particular in the years to come. Also looking at, we can't forget, cloud computing and where this is actually going to be heading in the *very* near future and its

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influence that it will have actually on the news production publishing process for news organization's journalists around the world. Of course, we have to also look at journalistic authority in battle, and how much the hierarchical versus horizontal work structures will continue to be a common theme that we will find for quite a while yet as we're becoming more comfortable in this new digital media collaborative landscape with the audience, and what that will mean. And then, of course, looking at audience participation and involvement via a distributed, a collaborative, and dispersed model, and looking more and examining how this might contribute with UGC, participatory, journalism, citizen journalism efforts. And lastly, also, we can't forget looking at proposing new directions, methodologically as well as theoretically, and understanding where this field is going.

As many of the scholars have been presenting over the past six years and will do today, seeking out from different disciplines and different ideas and concepts to say we need to look at this a little bit differently than how we've looked at the journalism field in the past. And it's only recommended that we head in that route, because it's only for the best of where we can be heading for the future in understanding where it might be taking us.

So I'd like to thank you for your time and I'd like to thank everyone for coming today and for our wonderful scholars that will be presenting in a few minutes from now. Thank you.

[Applause.]