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# LeadTime

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The Newsletter of AEJMC's Newspaper Division

Fall 2007

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## Convention continuum:

With D.C. recently ended, it's time to start thinking about Chicago next year

*Programming for '08 is well under way*

**By Leslie-Jean Thornton  
Vice Chair/Programming Chair**

AEJMC's panel-proposal season is disappearing more quickly than one might like. Several proposals for Newspaper Division programming popped into my "in" box within hours of the call going out via e-mail last month and I'm sure more will have arrived by the time you read this. Keep them coming! There's still time. See the sidebar on page 4

for details of the panel call.

New this year, there is a form you may download, fill out and return as an e-mail attachment, a fax or through the mail. It is available at <http://tinyurl.com/39chvm> and <http://aejmc.net/newspaper/2008/panelform.doc> (linked to the division's Web site).

One important note is that the panel idea should be submitted to only one division or group. It might seem as though submitting an idea to more than one division would give your panel a

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### '07 CONVENTION COVERAGE INSIDE

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## Going digital can require heavy lifting

**By Randy Jessee  
Richmond Times-Dispatch**

Newsrooms of all sizes are scrambling to deliver an ever-changing array of products from traditional print to Web to audio to video to whatever comes next. No matter where we are on the information highway, the slope is getting steeper, and the top is not in sight.

Among medium-sized newspapers, the challenge is to refocus, retrain and re-equip our staffs. Parallel to that is the need

This is the first in a series of *LeadTime* reports from professional journalists on the challenges of 21st-century journalism planned for the 2007-2008 academic year.

to fill vacancies with folks who already have the skills and experience to be multitasking information-gatherers.

In the past year or so, the label attached to lone-wolf multimedia reporters has been "mojo" for "mobile journalist." I think

"ojo" or "omnijournalist" may be a more appropriate term. We're asking these people to go into the field and report a story with audio, video, still photos, slideshows and text in formats that fit the needs of print, online and, in some cases, radio, TV and mobile telecommunications devices.

I think back to my early days in the business, when I was a bureau chief in a field office. I

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**See JESSEE, page 8**

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# Newspaper takes lead in assorted programs

The Newspaper Division took a lead role in programming a mini-plenary and four panels at the 2007 AEJMC Convention. It also co-sponsored five sessions for which another division took the lead responsibility. Here is a roundup:

## **Mini-plenary: Of Propaganda, Patriotism and Patronage**

When the *Miami Herald* reported in the fall of 2006 that several local journalists, including some employed by or freelancing for the Herald's Spanish-language sister paper, *El Nuevo Herald*, were receiving payments from Radio and TV Marti for guest appearances and other reporting, the issue of government payments to journalists took on a new, culturally charged dimension. This Aug. 9 mini-plenary examined the questions raised not only about the role of government-sponsored Radio and TV Marti but also about the policies of different private media companies. The session was co-sponsored by the Radio-Television Journalism Division, the Public Relations Division and the Council of Affiliates.

The controversy unearthed some cultural differences regarding ethics, relationships with government and political opposition to the Cuban regime. Many felt the *Herald* wrote its articles prematurely and without nuance. Not all of the people involved were identified. Some were paid only minor guest fees for talk shows. Others were paid very substantial sums. When the *Herald* discovered that some reporters had disclosed these relationships not only to their editors at *El Nuevo Herald*, but also in articles published in English and Spanish and discovered that there were several others involved, the company backtracked by re-hiring those it had fired.

The lively discussion included two respected journalists identified as receiving the payments as well as the public editor of *The New York Times* (who, before he joined the *Times*, had conducted an internal review at the *Herald* for the McClatchy Co.); an editor from the McClatchy Washington bureau; experts on First Amendment law and ethics; and an expert on public relations practice.

-- **Samuel A. Terilli, Miami**

## **Panel: Numbers in the Newsroom**

Rupert Murdoch was the 500-pound gorilla at this Aug. 10 professional freedom and responsibility panel, co-sponsored by the Media Management and Economics Division.

The board of directors of Dow Jones Co. had approved the takeover by Murdoch's News Corp. just nine days earlier. His shadow loomed large over the panel as three speakers tackled subject of the session's subtitle, "How Newspaper Ownership Changes Have Affected News Coverage and Editorial Independence."

Rick Edmonds, media business analyst at the Poynter Institute, gave an overview of industry trends. Marilyn Thompson, national investigative editor for the *Los Angeles Times* and former editor of the *Lexington (Ky.) Herald-Leader*, recounted the last days of the *Herald-Leader* under Knight Ridder ownership. And Nathan Alford, editor and publisher of the *Moscow-Pullman Daily News* in Idaho, told of the challenges of running a family-owned paper in an age of multi-media chains.

Hugh Martin of the University of Georgia presided over the lively discussion, which was carried live on C-SPAN.

-- **Kenton Bird, Idaho**

## **Panel: Research-based Innovations in Journalism**

This Aug. 10 PF&R panel, subtitled "Bringing the Industry and the Academy Together in the New Media Landscape," was a discussion about research into why consumers are radically changing their media patterns and what this means for journalism and the traditional role of the Fourth Estate in democracy.

Panelists were Jim Smith, vice president for research for Morris Communications; Mike Donatello, director of research for *USA Today*; Jane Ellen Stevens, professor and freelance multimedia journalist and researcher; Esther Thorson, acting dean at the Missouri School of Journalism; and Margaret Duffy, acting dean for graduate studies at the Missouri School of Journalism.

The panel, co-sponsored by the Council of Affiliates, was focused on bringing researchers and academics together to understand journalism innovations from the standpoint of theory to practice. The guiding ideal was the use of informed decision-making through research to innovate intelligently.

-- **Margaret Duffy, Missouri**

## **Panel: Closing the Gender Gap in Sourcing**

This Aug. 11 PF&R panel, co-sponsored by the Commission on the Status of Women, was aimed at giving colleagues specific ammunition to encourage students to aim for diversity, balance and equity in their selection of sources for stories. The utopian mission of the panel: more inclusiveness in story ideas, sourcing and content breeds better journalism. And better journalism informs the democracy.

The tendency to choose one

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**See D.C. programs, page 3**

## D.C. Programs

### From Page 2

gender or race of source over another is a pattern of behavior that has been comfortable and accepted and, until recently, unchallenged. It is also reinforced in the texts we use and the materials students revere, as was shown by Paula Poindexter of University of Texas, co-editor of the forthcoming book *Women, Men & News: Divided and Disconnected in the News Media Landscape*.

While all stories could be branded universal, as panelist Linda Steiner of the University of Maryland pointed out, women do have different news habits and needs for information. War is a female issue, just as poverty is, but stories on anything from domestic violence to HPV vaccinations for young girls are read and acted upon differently by women. The staffing of a newsroom, like the demographics of the classroom or university, can influence story ideas and sourcing, according to panelist Tracy Everbach of the University of North Texas.

Suggestions for closing the gender gap included deducting points from student stories that lacked gender balance in sourcing, said panel organizer Michele Weldon of Northwestern University, author of the upcoming book *Everyman News: The Changing American Front Page*. In the age of strategic learning, when many students perform for grades and tests and consider the learning secondary, assessing them on their attempts to gain balance at least gives them some good practice.

Panelist Jennifer Pozner, director of Women in Media & News and the Power Sources project, discussed concrete efforts to encourage journalists to broaden their source lists. Pozner said diligence is required to demand

students include diversity of sourcing. "Progress," she added, "is not equity."

-- *Michele Weldon,  
Northwestern*

### Panel: Maintaining Quality in the Face of New Media Pressures

This Aug. 11 PF&R panel, co-sponsored by the Communication Technology Division, brought together professors and professionals to explore difficult issues surrounding the quality of journalism offered online. The discussion included an overview of the newspaper of today as a hybrid print/digital medium striving to maintain standards in a rapidly changing environment and in the face of economic pressures on staffing.

Panelists, including John McIntyre, assistant managing editor for the copy desk at the *Baltimore Sun*, also examined the impact of staff cutbacks on editing quality and discussed how newspapers are restructuring editing staff schedules to meet the challenge. They talked about the need for better training in visual standards and ethics for journalists working with online material and pointed out that online stories tend to be edited much less carefully and by fewer people than print stories are. Panelists discussed whether standards of quality are, or should be, different for online-only stories, given the pressure to publish quickly.

Although there was no consensus on how much editing is enough, the panel on the whole agreed that quality remains as fundamental in online journalism as it is in print.

-- *John Russial, Oregon*

### Co-sponsored sessions

#### Offsite event: Newspaper Next

A blueprint for developing new business models is encouraging experiments with news and other content on newspaper Web

sites, an American Press Institute employee said at an off-site convention event co-sponsored by the Media Management & Economics and Newspaper divisions.

Steve Buttry, director of tailored programs at API, showed early results from the Newspaper Next program to promote innovation during the event at API headquarters in Reston, Va. More than 30 convention goers attended Buttry's special 90-minute session, a briefed-down version of the Newspaper Next workshop for publishers that usually lasts all day. The program is the result of a \$2.5 million, year-long project involving API, a consulting firm specializing in business innovations, and a task force of newspaper executives.

-- *Hugh Martin*

#### Other sessions

In addition to the API trip, the Newspaper Division co-sponsored a teaching panel, two PF&R panels, and a research panel.

One of those was an Aug. 9 teaching panel session, "From Convergence to Emergence: Opportunities and Challenges in Teaching Journalism and Mass Communication Beyond Our Comfort Zones," produced by the Communication Technology Division.

The division also co-sponsored the Media Ethics Division's Aug. 10 PF&R panel "Ethics Teaching in Newsrooms and Classrooms: Toward Shared Goals and New Initiatives" and the Media Management and Economics Division's Aug. 12 PF&R panel "The Growing Role of Teams and Collaboration in Online News Media Practice." Both panels featured multiple panelists from newspapers or their online arms.

Finally, the division co-sponsored the Critical and Cultural Studies Division's Aug. 12 research panel session "New Challenges for Textual Analysis: Confronting the Image."

# Planning

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better chance of being programmed, but the strategy actually can backfire.

After all of the proposals have been submitted, programming chairs have a chance to review what has been proposed for every division and interest group. When they see that the same idea was sent to more than one division, they may assume that the other

division will work to get the session on the schedule. It's also a question of fairness: In the pre-planning process, other worthy panels may be passed over in favor of a panel that has been submitted to multiple divisions.

Virtually all Newspaper Division panels are presented with the cooperation of another AEJMC division or interest group. If your panel is chosen for presentation, you will need to work with a representative from the co-sponsoring group to make sure that the interests of both

divisions or interest groups are represented on the panel.

Also, funds for travel reimbursement are available for panel participants who are not AEJMC members BUT the deadline for those requests is in January AND funds are limited. Please try for local panelists whenever possible.

If you have questions about the panel-proposal process, please let me know at [leslie-jean.thornton@asu.edu](mailto:leslie-jean.thornton@asu.edu). If you have a sketchy idea for a panel but aren't sure what to do with it, I'm happy to help you flesh it out.

## Panel proposals due by Oct. 15

Proposals for Newspaper Division panels for the 2008 AEJMC convention in Chicago are due by 11:59 p.m. Pacific Time on Monday, Oct. 15.

This year, the division would especially like to receive ideas for panels that involve the changing newspaper industry -- such things as the shift toward online media, changing work roles and practices, evolving content genres, Web 2.0/interactive journalism, participatory or citizen reports, the interactions and effects of blogs on legacy newspapers, digital divides, economic challenges, management practices, relationships with wire services, independent providers and online aggregators. Can there be a more exciting time in which to explore newspapers? Perhaps, but these times are full of drama and consequences.

Consider, too, these ongoing and timely topics:

- Changes in newspaper ownership
- Teaching students to cover elections
- Implications of newsroom staff cuts in an era of downsizing
- Convergence (in any of its definitions)

- Transparency
- The future of editing
- Newspaper and Web design
- War coverage
- Instructional technology -- best models and practices
- New subgroups in newsroom cultures
- Diversity and fairness issues.

As you think of panel ideas, please consider whether your contribution would be of interest to another AEJMC division or interest group. If we can get other groups to co-sponsor panels with us, we can offer more panels of interest to Newspaper Division members. So your panel has a better chance of being accepted if it is likely to appeal to another division or interest group. The full list of AEJMC divisions and interest groups is available at <http://www.aejmc.org/orgs>

Panel proposals must include:

1. A working title and panel description
2. A statement of why the topic is important
3. A brief description of issues the panelists could discuss
4. Names or descriptions of possible panelists. Specific person: Firm commitments are not needed, but it helps to know if a person you have in mind would be willing to serve. Description: If you can't name someone in partic-

ular, say what type of panelist you are aiming for -- a scholar with a particular expertise or someone from a particular industry, for example. (AEJMC tracks diversity among panelists, moderators and discussants. Please keep that in mind when planning.)

5. A statement of whether the panel would be a Teaching, Research or Professional Freedom and Responsibility panel. PF&R panels focus on free expression, ethics, media criticism & accountability, racial, gender and cultural inclusiveness or public service.

6. Suggestions of divisions or interest groups that might be interested in co-sponsoring the panel.

7. Your name, mailing address, phone number and e-mail address.

Please respond to:

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Proposal form: <http://tinyurl.com/39chvm> or (after Sept. 23) <http://aejmc.net/newspaper/2008/panelform.doc>

# Pre-convention session explores online world

By Kathleen Wickham  
Division Chair 2006-2007

The future of journalism rests in its ability to be accurate, online and multimedia.

At least that was the consensus at the Newspaper Division's pre-convention program "As the World Turns: Publishing 24/365." Panelists from academia and the profession weighed in with their views and there was little disagreement on the need for journalism to change to meet the demands of connectivity.

Samir Husni of Mississippi said that the future of newspapers rests in the industry's ability to become more like magazines. Outside of the United States, he said, newspaper circulation is rising because the papers resemble magazines, not traditional newspapers.

"The content must be changed, not the journalism," Husni said. "Each medium must deliver specific relevant content to the audience. Some should include nuggets of information and some the whole chicken breast."

Jim Brady, executive editor of Washingtonpost.com, said getting readers engaged in the news online is a priority. He said Washingtonpost.com strives to make the reader part of the process by offering options designed to make the information more meaningful to the reader.

These options include databases that readers can access, such as crime statistics by specific area; blogs; discussion pages; social networking; and branding connections between the printed and online versions of the newspaper, he said. In addition, he said, reporters at *The Washington Post* are also trained to shoot video so that they can enhance their print stories online.

"Until a year ago there were



Photo by Kathleen Wickham

**Steve Petranik of the Honolulu Advertiser gestures to make a point during the pre-convention session As the World Turns: Publishing 24/365**

some folks who were not buying into the importance of online. Now everyone is engaged," he said.

Steven Petranik, 24/7 News Editor at the *Honolulu Advertiser*, said the rule at the *Advertiser* is to break news online and update the information for the newspaper. Having reporters shoot video is still optional at the *Advertiser* because of union rules.

However, Petranik said, "We need people who can move from platform to platform. Ten years from now today's graduates will be forced to make changes. They will need the ability to take the news and information they are getting and get it out there by whatever means are available."

Petranik said the reader takes about 10 seconds to scan an online headline and decide whether to read the story. The *Advertiser* newsroom, he said, operates on the principle of getting the news online and making corrections, including spelling and AP usage, later.

"You copy editors out there are cringing, but we have to get it out there," he said. "We need headlines. That is what is selling online -- the heads."

Greg Brock, senior editor of *The New York Times*, however, disagreed with Petranik, saying that errors hurt a paper's credibility.

Brock said that bloggers have changed journalism because the public does not make a distinction between objective journalism and opinion-based blogging.

"Keep teaching the fundamentals of reporting, fairness and accuracy," Brock said.

Karen Reddick of Texas Tech concurred, saying "when we really want the facts we go to the news organization."

But he added that reporters who have multimedia skills will rise faster in the industry.

"The 21st century needs journalist who recognize a story, know how to ask questions, write cleanly and precisely -- good traditional journalism," he said.

Other speakers at the session -- Ann Auman, University of Hawaii; Brian Richardson, Washington & Lee; and Laura Ruel, University of North Carolina-Chapel Hill -- detailed courses and curriculum changes made at their institutions to meet the challenges of convergence.

## HEAD LINES

# Use of technology, future of industry are '08 focuses

By Susan Keith  
Division Head

Twenty-five years ago, I started my first professional newspaper job as a reporter for the *Athens (Ala.) News Courier*. I was about as green as it was possible to be. I had graduated from a small state university as an English major less than 48 hours earlier, and my only experience had been on the school's twice-monthly newspaper.



Susan Keith

My first day on the job, I covered a murder trial. Before that, I had never been in a courtroom. At the end of the day, I had to dictate my story to my editor because I didn't know how to use the VDT system. (VDT stood for "video display terminal," the name given to the non-networked terminals then used.)

I faced other technology-related challenges in those months. While writing a story about a proposed pay raise for police officials in nearby Ardmore, Ala., I decid-

ed to convert their weekly wages to yearly salaries. I borrowed the advertising department's paper-tape adding machine for the job. Unfortunately, I didn't understand how it worked, and I figured the salaries incorrectly. The error led to multiple calls from angry city council members, followed by a very large and embarrassing correction.

Meanwhile, I struggled to illustrate the stories I wrote using the newspaper's bulky twin-lens reflex camera, which required the operator to look down, away from the subjects of a photo, while focusing. I was sure I would be fired for my poor photography alone until I captured an image of a "hometown boy," as our headline put it, doing the splits in midair while wearing the elephant costume of the University of Alabama mascot, Big Al.

Looking back, I realize I started that first job unprepared to use the full range of technology it required. I think about that each semester as I examine my syllabi to see whether they will help students gain the skills or conceptual knowledge they need to suc-

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## Division officers selected for 2007-2008

**Chair:** Susan Keith, Rutgers University, susank@scils.rutgers.edu

**Vice chair, programming:** Leslie-Jean Thornton, Arizona State, leslie-jean.thornton@asu.edu

**Secretary:** Mark Dolan, University of Mississippi, mdolan@olemiss.edu

**Teaching standards co-chairs:** Ann Auman, University of Hawaii at Manoa, auman@hawaii.edu; and Bernie Ankney, Samford University, mankney@samford.edu

**PF&R co-chairs:** John Carvalho, Auburn University, carvajp@auburn.edu; and Jin Yang, University of Memphis, jinyang@memphis.edu

**Research co-chairs:** Bill Cassidy, Northern Illinois, bcassidy@niu.edu; and David Arant, University of Memphis, darant@memphis.edu

**Representative to the Commission on the Status of Women:** Charlotte Grimes, Syracuse University, cgrimes@syr.edu

**Newsletter editor:** Jack Rosenberry, St. John Fisher, jrosenberry@sjfc.edu

**Webmaster:** Bob Stepno, Radford, bob@stepno.com

## SE Colloquium set for March; paper deadline Dec. 11

The deadline for paper submissions to the AEJMC Southeast Colloquium, which will be March 13-15 at Auburn University, is Dec. 11.

Papers submitted to the Newspaper Division or one of the other participating AEJMC divisions -- Radio-Television Journalism, History, Law, Magazine and

Mass Communication and Society -- must be postmarked by that date to be considered. (The colloquium also has an Open Division for papers that do not fit into one of the participating AEJMC divisions.)

Newspaper Division submissions should be mailed to Kathleen Wickham, Journalism

Department, University of Mississippi, University, MS 38677

More information on the colloquium, which will take place at the Auburn University Hotel and Conference Center in Auburn, Ala., can be found at [http://www.aejmc.org/\\_events/regional\\_meetings/08se\\_colloquium.php](http://www.aejmc.org/_events/regional_meetings/08se_colloquium.php)

# '07 convention included events and also awards

The Newspaper Division gave awards for research, teaching, professional freedom and responsibility, and student newspaper project excellence during the 2007 AEJMC convention.

Awards for top faculty papers in the general competition went to Matthew Reavy of Scranton for "Sampling Error and Presidential Approval Ratings: How Three Major Newspapers Reported the Polls;" Mary Spillman and Lori Demo of Ball State and Larry Dailey of Nevada-Reno for "The Weblog Forest: The Effectiveness of Staff-Produced Blogs in Engaging Newspaper Audiences in Conversation;" and Chris Roberts of South Carolina for "Measuring the Relationship Between Journalistic Transparency and Credibility."

Rachel Mersey of Minnesota received the top paper award in the Newspaper Division-International Newspaper Marketing Association competition for her paper "Maybe the Internet Can Not Save Journalism: The Geographic Sense of Community Gap." Derigan Silver of North Carolina took home top student paper honors for "Legal Qualifications and Perceived Ideologies: How the New York Times Framed the Supreme Court Nomination of John Roberts."

The division also gave awards honoring the work of faculty members. The distinguished educator award went to Sharon Bramlett-Solomon of Arizona State, and the professional freedom and responsibility award went to George Padgett of Elon.

Finally, the division honored classroom newspaper projects from Syracuse University, the University of Texas at Austin and Oregon.



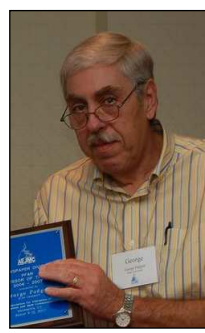
Wickham

Mersey

Rachel Mersey accepts a plaque and check from Newspaper Division Chair Kathleen Wickham honoring Mersey for top paper in the research competition on industry issues co-sponsored by the Newspaper Division and International Newspaper Marketing Association. Other honorees at the division's members' meeting in Washington D.C. were top PF&R educator George Padgett; outstanding educator Sharon Bramlett-Solomon; top faculty paper honorees Larry Dailey, Lori Demo, Matthew Reavy, Chris Roberts and Mary Spillman; and top student paper honoree Derigan Silver. Student newspaper excellence honors went to Syracuse University (first place), University of Texas Austin (second) and Oregon (honorable mention). They were accepted by Eileen Gilligan (on behalf of SU's Steve Davis), Wanda Cash for UT Austin and Scott Maier for Oregon.



Bramlett-Solomon



Padgett



Gilligan



Cash



Maier

Photos by Steve Doig



Silver



Roberts



Dailey and Spillman

# Jessee

## From Page 1

was expected to use notebook and camera with equal skill, operate a Teletype machine (and, later, a Xerox Telecopier) and dictate a story off the top of my head with deadline only minutes away. It also helped to know the locations of all of the pay phones within my coverage area, the Greyhound and Trailways bus schedules and the locations of the bus stations. (Intercity buses were the key to getting pictures from the field to the office.)

How different things are today. We're beginning to send reporters and photographers into the field still carrying a notebook, but also a laptop computer with built-in cellular transmission capability, a video camera with the ability to shoot high-quality single frames and a digital audio recorder.

That laptop is loaded with software for writing; for blogging; for editing sound, video and still images; for creating slideshows; and for getting everything back to home base. We don't do it here, but I've even heard of some places where artists are working on laptops in the field and others where folks are editing Web pages remotely.

Budgetary constraints have, in most cases, precluded hiring additional people or buying huge amounts of very expensive equipment. The prices of laptop computers, audio and video gear and editing software varies from affordable to out-of-sight. The trick for most of us has been in picking the right hardware and software in the right quantities to produce an acceptable volume of work and at an acceptable quality level.

In Richmond, we're just starting to roll out laptops -- Dell is our brand -- with cellular capability built in. Outside the photo department, most of our laptops

are in a sign-out pool, making it difficult for our reporters to be truly mobile.

But that's about to change. Next year, we'll start giving every reporter and most frontline editors a laptop. We'll be expecting them to be in the field most of the time and we're equipping them to make that possible.

This year, we've assigned a digital audio recorder to every reporter. Previously, we had a sign-out pool, which meant we missed a lot of good audio for the Web. We chose Olympus DS-20s because their native format is Windows Media Audio and because they don't require special drivers; desktops and laptops think they are just USB disk drives.

Most of our audio editing is done in Audacity (<http://audacity.sourceforge.net/>), which handles WAV and MP3 files. Thanks to a tip from Doug Fisher of the University of South Carolina at the Breakfast of Editing Champions at this year's AEJMC conference, we're using Switch (<http://www.nch.com.au/switch/>) to convert WMA to WAV or MP3.

We started buying Canon GL2 video cameras for our photo department in 2005. Today, we have eight GL2s and two higher-end XL2s in photo. The photographers are shooting both features and spot news for use on our Web site, [www.inrich.com](http://www.inrich.com).

The photo department does its in-the-office editing with Adobe Premiere Pro. In the field, when doing breaking news, they're using Adobe Premiere Elements. The feature set is reduced, but, for spot news, it has all the horsepower one needs. The Adobe video suite is not universal in the newspaper business. Some papers, especially those with broadcast connections, are using the Avid or Grass Valley editing packages.

We have two more XL2 cameras assigned to the newsroom for use in "studio" productions, such as live Web casts originating in

the newsroom, from an auditorium in our building, or elsewhere. One of our first streaming efforts was a series of Public Square forums conducted monthly by our publisher. To accomplish that, we bought a Tricaster video production system. The vendor ([www.newtek.com](http://www.newtek.com)) touts it as "a production truck in a backpack." It's about 12 inches in each dimension and handles switching of up to three cameras, pictures, graphics. It records, it edits, it streams. Heck, it's the inexpensive Swiss Army knife of video production.

The Tricaster's primary use has been the internal productions, but two remotes are worth mentioning. So far, there have been federal court hearings for Michael Vick, the suspended Atlanta Falcons quarterback who has pleaded guilty to charges involving dog fighting. We took three cameras and the Tricaster to a building across the street from the U.S. Courthouse in Richmond where those hearings took place. An advertising agency rented us space and the use of an Internet connection in a third-floor office suite.

We had one camera and several reporters on ground level and two cameras looking out from a window in the women's restroom of the ad agency. The restroom was our control room, with the monitor, keyboard and switch on a piece of plywood on the sink, the Tricaster atop the toilet tank and our audio board on a flat box on the toilet seat.

Throughout the morning, members of our reporting staff went in front of the camera at street level to tell our viewers what was going on. It didn't get a lot of hits, but it was a lot of fun. A condensed version can be seen at <http://www.inrich.com/cva/ric/video/news.html>. Once there, slide down the list of Metro/Virginia videos until you get to

**See JESSEE, page 9**

# Jessee

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Michael Vick Summary.

We're starting to put video capability into the hands of reporters, too. This summer, we bought four JVC Everio GZMG555 video cameras. These cameras record on an internal disk instead of tape and the native format is MPEG. Computers see them as USB disks, so video files can be transferred quickly.

Besides the software packages already mentioned, Soundslides ([www.soundslides.com](http://www.soundslides.com)) is a key part of our multimedia operation. We bought 36 licenses about a year ago and our slideshow output really took off. Before that purchase, we were building all of our slideshows in Flash. We still go that route for really fancy stuff.

Bringing video into the operation has stretched our infrastructure and we're still working on that. When we added the video cameras to the photo operation, we bought five really muscular PCs for editing. Each one of them has a one-terabyte hard drive attached.

Therein lies the most important message in this piece: You can never have enough storage space. Five minutes of raw video in AVI format takes one gigabyte of disk space. That's scary. When I was running a 14-computer Atex system in Norfolk in 2000, the whole network had only 8.4 gigs of disk space.

The good news is that storage is relatively inexpensive. You can get lots of storage -- reliable, redundant, backed-up storage -- for not much money. And you should. Nothing will slow you down like a disk with too little space.

When we're hiring for multimedia jobs, we're looking for people who have expertise in the various processes, not necessarily in

the software packages we're using. A person who knows how to edit in Grass Valley, Avid or Premiere won't have problems moving from one to the other. It's knowing how video editing works that makes the difference. We look for people who have had wide exposure to all of the disciplines to which we're trying to adopt.

Beyond the issues of hardware, software and people, the other thing we're working on is

**“We want everyone on the staff to be thinking beyond the printed page.”**



**RANDY JESSEE,**  
*Richmond (Va.) Times-Dispatch,*  
on building a digital newsroom culture

development of a multimedia mindset. It's not easy, something that editors everywhere are discovering.

We want everyone on the staff to be thinking beyond the printed page. If we're covering an event or a person or an issue, we've already decided that it's worth text and/or photo space on the printed page and/or the Web. We need to start asking ourselves:

- Will sound bites help tell this story?
- Will video clips or a video essay help tell this story?
- Will a slideshow help tell this story?
- Will an interactive graphic help tell this story?

We're young at this game, in spite of our respective ages, and we're learning. But we're making progress and beginning to adapt in surprising ways, including putting stories on the Web days ahead of having them in print.

Here's an example:

In the third weekend of the college football season, the University of Virginia was trailing at the University of North Carolina with time running out. Virginia attempted a field goal; the game officials said the ball fell short.

But, as the game stories reported, Virginia's student managers, standing beyond the goal posts to retrieve the ball, ran

back to their sideline and told the placekicker that the kick had been good. The kicker told the coach, who challenged the call, resulting in a video replay. The replay officials found that the official on the field had turned away and had not seen the ball cross the crossbar. The kick was ruled good, and Virginia won the game.

At our Monday morning meeting, an editor noted that neither the game story nor the Monday follow had mentioned the managers' names nor reported any more detail. The beat reporter was assigned. On the first night that the story was ready, no space was available in the print edition. On the second day, with space still tight, the sports desk decided to put the story on our Web site while it still had timeliness. It was on the Web on Wednesday morning but didn't see print until Thursday.

*Randy Jessee is director of newsroom technology for the Richmond (Va.) Times-Dispatch. In previous lives, he has worked in a similar role for the Orlando Sentinel, The New York Times and The Virginian-Pilot in Norfolk, Va. He began his newspaper career as a reporter and editor at The Roanoke (Va.) Times & World-News.*

# Keith

## From Page 6

ceed in 21st-century journalism.

It has always been difficult to anticipate our students' needs; we don't know how journalism will change after they leave our classrooms. Now, however, with newspaper journalism in an intense state of flux, it's even more of a challenge. How important is it to teach newswriting students to write Web updates of breaking news and write Web headlines? Should news-editorial majors learn to shoot video, understand search-engine optimization and write beat-related blogs?

The answers to such questions, of course, depend on where the newspaper industry and its online segments are headed. That is one topic the Newspaper Division will attempt to explore this year, in response to a challenge put forth by incoming AEJMC President Charles Self at

the 2007 convention. He asked each division and interest group to reflect this year on where our industries and disciplines are and where they are going. The Newspaper Division plans to do that in several ways.

First, the division is seeking your ideas for examining the current state and the future of print and online newspaper journalism through panels at next year's convention in Chicago. Although the division welcomes panel proposals on a wide variety of topics, ideas for panels on changes in the newspaper industry are especially appropriate. You can see the full call for panels on page 4 of this newsletter.

Second, the Newspaper Division is working with the Mass Communication and Society Division and the Radio-Television Journalism Division to propose a panel about the state of our disciplines for the AEJMC Southeast Colloquium, scheduled for March 13-15 at Auburn University. If that proposal is accepted, a repre-

sentative from each group will discuss changes in the fields.

Third, the division's executive committee will consider this year whether to ask the membership to vote on changing the division's name. The industry we study and prepare students to enter now covers news in far more media than print. It may be time for our division's name to reflect that change, making it clear to AEJMC members that we welcome scholars who study the newer-media journalism produced by newspaper companies.

To help prepare us for all these tasks, we are launching in this edition of *LeadTime* a series of guest columns by professional newspaper journalists describing the challenges media transformation has brought to their newsrooms. Our first guest journalist, Randy Jessee, director of newsroom technology for the *Richmond (Va.) Times-Dispatch*, shares on page 1 how his newsroom is meeting multimedia challenges.

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