

Best Ideas 2008

Better Ideas 2009

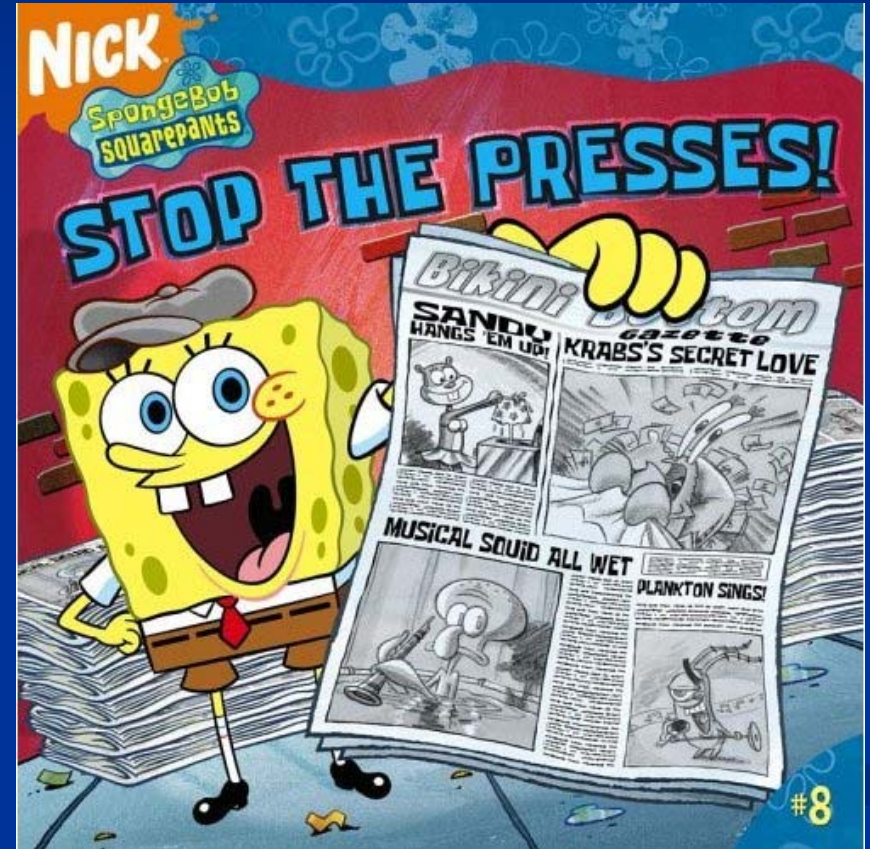
APSE Convention

June 27, 2009

Pittsburgh

SpongeBob

- Scoop SquarePants searches for a juicy story to report!
- Spongebob becomes a reporter.



The Internet!!!!

- With major newspapers companies in turmoil, Jon Stewart dedicated his "Clusterf#@k to the Poor House" segment to newspapers.
- Cluesterf#@k



Simon says

- David Simon, former reporter at The Baltimore Sun and creator of *The Wire* on the civic function of newspapers.
- [Simon says/](#)



10 years ago ... huh?

- Say what?

Chet TV

- The Sports Editor
Follow Times-Union sports editor Chet Fussman through a typical day in the craziness of the sports department.
- <http://www.ultimatejaguars.com/multimedia/sportseditor.shtml>



That's a rap

- News Sentinel goes into the studio.
- BT in the house



Schmadtke's Top 10

- Alan Schmadtke, deputy online editor of the Orlando Sentinel, on how convert a sports department from newspaper first to digital now.

No. 10

- **Be a dictator: No one is going to help you save your department but you and your people, and they want to know you have a plan.**

No. 9

- **Teach new skills: Start now.** If you don't know some skills, find someone who does and ask them for instruction for yourself and your team. Now is not the time to say, "I know how to write great headlines."

No. 8

- **Learn content management system:** That means learn how to post and manipulate stories on your paper's Web site. it's a lot easier than you think.

No. 7

- **Work in your CMS immediately: Whatever skills you learn you'll forget if you don't start NOW.**

No. 6

- **Get a blog:** If you don't have one – get one. It's the only way to dive into the digital world and understand that media is now a two-way communication street. Readers post feedback and you should respond. Plus the conversation style of blogging, not always natural, is how to reach a younger demographic.

No. 5

- **Involve everyone in your department:**
There's nothing wrong with a copy editor being a blog contributor. Even if he/she doesn't write, maybe that person helps put photos and graphics on your blogs and other online content.

No. 4

- Set specific goals. Give a deadline: Demand bloggers deliver pages views and visits/visitors. That means consistent daily content. Emphasis on daily. Newspapers have a leg on most bloggers because of their built-in platform. Use it.

No. 3

- Dive harder into content management systems: Ask your Web editor/designer about new features you'd like to add. Ask how to promo stories/features/blogs that aren't always apparent on the Home Page.

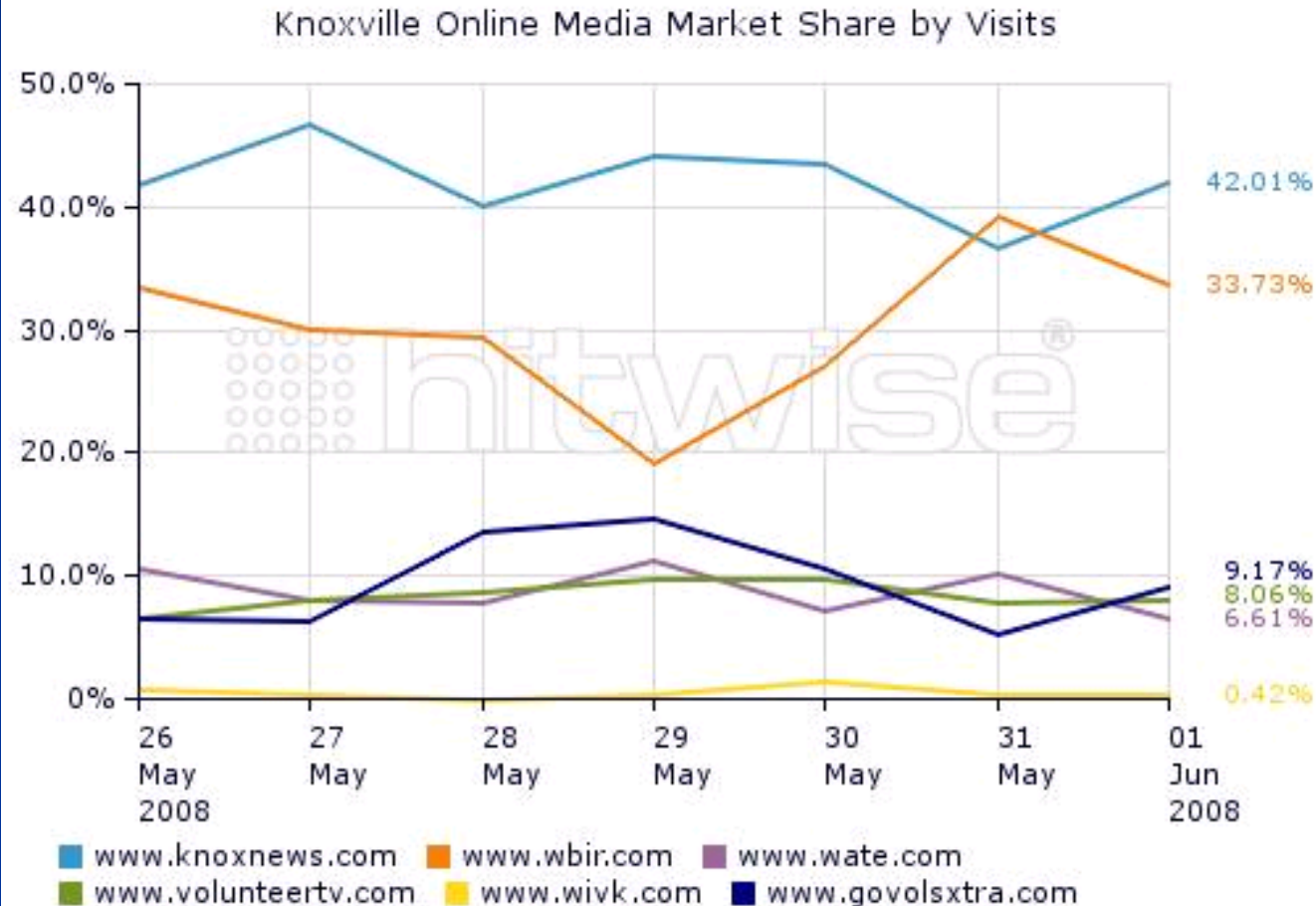
No. 2

- **Create coverage plan and stick to it: Nobody has increased resources, so tough decisions have to be made. Study them, make them and move on. Then work to develop buy-in among the staff. This is urgency time.**

No. 1

- **Know your metrics:** That is, know your Web numbers and study them. Know what drives traffic – especially local traffic. Watch what stories drive comment boards. Translate this thinking to the newspaper. Find out from your circulation director what feedback his department gets on stories, display and sales.

Knoxville online market share by visits



Daily market share in 'Tennessee-Knoxville' (Cust. Cat.),
measured by visits, based on US usage.

Created: 06/03/2008. © Copyright 1998-2008 Hitwise Pty. Ltd.

What works?

- Feed the beast. New content all the time. Create more opportunities.
- Think 24-hour cycle and sometimes 12-hour cycle.
- Strangest things work. Could be a brief or AP story that is not in paper.
- Build a story. Start with a paragraph, continue to add information, even if it's AP. People want information and to start a conversation.
- Polls. Keep it relevant, simple and don't let it get old. Use it as reverse publishing.
- Good headlines. Newspaper headlines sometimes don't catch eyeballs online. Naked works a lot.

Does Tim Stephens sleep?

- <http://twitter.com/twstephens>

And who else can I follow?

- Gregg Dewalt <http://twitter.com/GreggDewalt>
- Lynn Hoppes <http://twitter.com/lhoppes>
- Matt Vita <http://twitter.com/mattvita>
- Eric Olson <http://twitter.com/ero1177>
- Tim Wheatley <http://twitter.com/timwheatley>
- Holly Lawton <http://twitter.com/sportsbabe68>

And ...

- Tom Jolly <http://twitter.com/TomJolly>
- Phil Kaplan <http://twitter.com/philkaplan>

Remain positive

- Thanks to Chuck Stewart, news design editor, Dallas Morning News. We are history!