



Convergence and the News Library

June 11, 2006

Good Journalism Is Timeless

- Typewriters Produced Great Stories
- Technology Makes Life Easier
- Cell Phones, Hand-Held Devices
- Era of Instant News Around-the-Clock

Watergate





RealPlayer: CNN's live coverage of President Clinton's testimony

▶ / || ■ ◀ ▶ **real**



News Biz/Tech Sports Entertainment Music Daily Briefing

Title: CNN's live coverage of President Clinton's testimony
Author: CNN Interactive
Copyright: Copyright CNN Interactive. All Rights Reserved 1998

Mono 17:28.5 / Live
Playing 21.0 Kbps live stream (1 of 2)



- **Washington Post Chairman Says Newspapers' Future Is Not in Paper**

- **Washington Post chairman Don Graham said publicly for the first time this week that the future of news is on the Internet, not in print newspapers like the *Washington Post*.**
- **"This year for the first time I have come to believe that we will be able to tell you about certain subjects better on the Internet than we will be able to in print."**

(Washingtonian, Dec. 2005)

So What Is Digital Convergence?

Digital Convergence Is...

The concept that all modern information technologies, currently based on disparate technological systems, are all becoming digital in nature.

At present, a person may might receive information by telephone, television, radio, newspaper and print.

Very soon, these different information delivery systems will be replaced by a unified system based wholly on digital technology.

Digital Convergence & The Media

- In the media world, digital convergence has a four distinct categories:
 - Technical convergence
 - Audience convergence
 - Competitive convergence
 - Information convergence

Technical Convergence



Moving to a world of on-demand news consumption:

- iPods that can store music, podcasts, photos and videos.
- Cell phones that can also take photos, shoot videos.
- Palm-size multi-use devices that can take photos, shoot video or record audios.
- Automobile navigation systems with live traffic reports and, soon, news and information at your fingertips.
- Satellite radio with the ability to store shows on demand.
- TiVo boxes with hundreds of hours of storage capability.

At Least 38 Killed in London Blasts

Map:

[London Bombing Sites](#)



Audio Gallery:

[Explosions Disrupt London Morning](#)

Discussion:

[Post Your Comments](#)

Photo Gallery:

[DC/New York Reaction](#)



Article:

[U.S. Transit Systems on Code Orange](#)

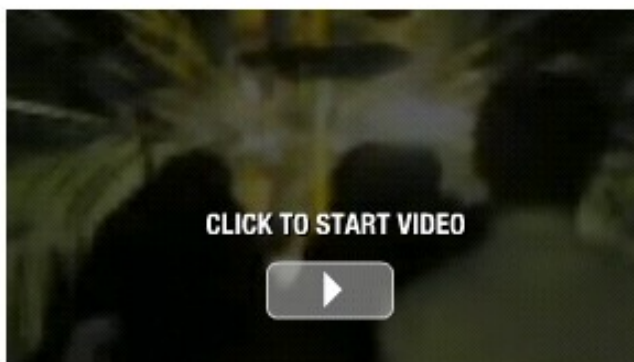
Audio:

[The Post's Steven Ginsberg at Metro Center](#)



[▶ more photos](#)

A distraught commuter is consoled near Euston station in London. (Getty Images)



Cell Phone Video of Train Evacuation

[More Videos](#) +

More than 700 injured in series of coordinated explosions; Prime Minister Blair calls apparent terror attacks "barbaric" acts.

– Glenn Frankel and Fred Barbash 6:00 p.m. ET

Perspective:

[Londoners Display Calm Amid the Chaos](#)

[Jefferson Morley's World Opinion Roundup: A Blow to Tony Blair](#)

Instant Images of Bombings

Intimate images of morning's bomb blasts have come from cell phones with cameras.

– Yuki Noguchi

• [Video: Train Evacuation](#)

• [Photos: Phone Images](#)

Audience Convergence

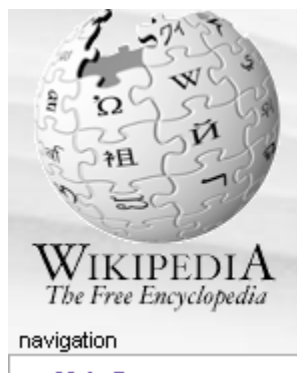
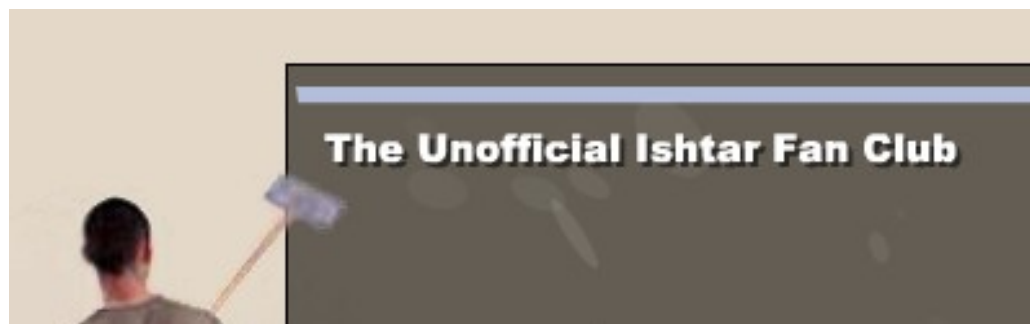
Audience Convergence

- Era of unprecedented audience convergence.
- The rise of blogging, moblogging, IM and podcasting has made it far easier for people to communicate in ways and from places previously unimaginable.
- The rise of blogs has begun to turn the media business from a lecture into a conversation.
- Through wikis, the aggregate audience can band together to create incredibly deep hubs of information, i.e. Wikipedia.

Medieval Pottery Research Group

Action Figure Usenet Newsgroups

Usenet newsgroups for the discussion and sale of action figures, from GI Joe to Star Wars. Some newsgroups allow pictures to be posted, but check the rules prior to posting.



[article](#) [discussion](#) [view source](#) [history](#)

Cre

Main Page

From Wikipedia, the free encyclopedia.

Welcome to [Wikipedia](#), the free encyclopedia that [anyone can edit](#).

In this English version, started in 2001, we are currently working on [770,377](#) articles.

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Competitive Convergence

Competitive Convergence

- On the Web, stories can be told in many different ways, and all media organizations have access to all of them.
 - Washingtonpost.com can now produce award-winning video.
 - CNN.com can be the next home for a Pulitzer Prize winning newspaper columnist.
 - NPR can produce top-notch photo galleries.
 - The New York Times can produce a daily video newscast.
 - Yahoo! can decide to build a news-gathering organization to compete with the established news-gathering brands.

washingtonpost.com > Nation > Special Reports > Gulf Coast Hurricanes

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MOST VIEWED ARTICLES

Nation On the Site

Updated 4:15 p.m. ET

- [Role of Religion Emerges as Issue](#)
- [Return To New Orleans Is Urged](#)
- [World Temperatures Keep Rising With a Hot 2005](#)
- [For Miers, Proximity Meant Power](#)
- [Times Reporter Testifies Again in CIA Leak Probe](#)

Floodwater Not as Toxic As Feared, Experts Say

Metals Seen as Chief Hazard In Survey of New Orleans

By David Brown

Washington Post Staff Writer

Wednesday, October 12, 2005; Page A06

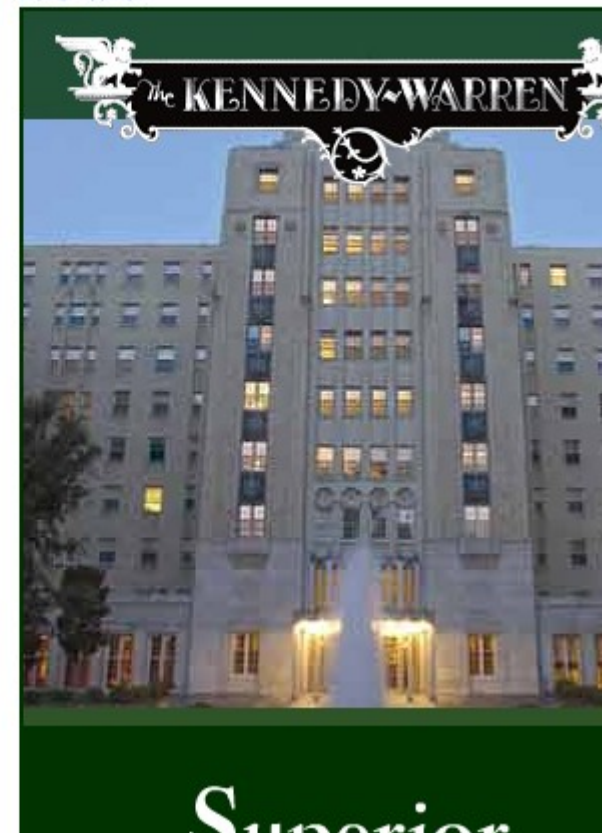
The floodwater that covered New Orleans after Hurricane Katrina was not unusually toxic and was "typical of storm water runoff in the region," according to a study published yesterday.

Most of the gasoline-derived substances in the water evaporated quickly, and the bacteria from sewage also declined over time, the scientist leading the study said. The water's chief hazard was from metals that are potentially toxic to fish. However, no fish kills have been reported in Lake Pontchartrain, where the water that once covered 80 percent of the city was pumped.

"What it most looks like is the storm water that is present in New Orleans every time it rains," said John H. Pardue, an environmental



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Hurricane Rita's Aftermath

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The Superdome



A Day of Contradictions

washingtonpost.com

Related Content: Multimedia Special Report



Heavy machinery removes a destroyed house from a street in the Ninth Ward of New Orleans. Federal and local authorities clashed over whether the city was ready for residents to return.

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Photo by: Carlos Barria - Reuters

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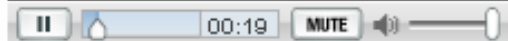
Living in Flooded New Orleans

September 8, 2005

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- [Talking Points Live](#)
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- [Home Front](#)
- [Home Sense](#)

Transcript

Hurricanes Impact National Economy

Beth Ann Bovino

Senior Economist, Standard and Poor's
Thursday, September 29, 2005; 2:30 PM

The immediate impact of Hurricanes Katrina and Rita is clearly demonstrated in the extensive devastation across the Gulf Coast. The recovery and rebuilding efforts will continue for some time in states like Louisiana, Mississippi and Texas. But what about the national economy? What impact will the hurricanes have on gasoline prices? Real estate? The

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HIV

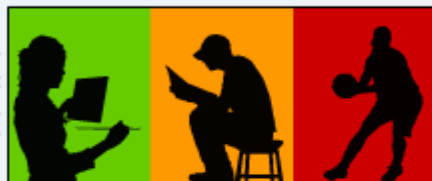


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washingtonpost.com > Politics

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- [Let This Leak Go](#)
- [Role of Religion Emerges as Issue](#)
- [SEC Issues Subpoena To Frist, Sources Say](#)

Edsall on Political Fallout of Indictment

September 29, 2005



The Washington Post's Tom Edsall discusses the political fallout from House Majority Leader Tom DeLay's (R-Tex.) indictment.

[E-Mail This Audio](#)

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- [Full Katrina Coverage](#)
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Impact on Washington

In Katrina's Wake, the Nation's Capital Shows Resolve, Reaches Out

Posted at 10:44 AM ET, 09/23/2005

Md. Yard Sale and Fun Day

A family fun day and yard sale will be held in Columbia, Md., to benefit victims of hurricane Katrina.

On Saturday, Oct. 1, 2005, Maryland-based Duratek will hold a family fun day and yard sale at its corporate headquarters at 10100 Old Columbia Road, Columbia, Maryland, from 9 a.m. until 4 p.m., to benefit the victims of Hurricane Katrina.

There will be children's activities, including visits from Howard County police and firefighters, police cruisers on hand and a police demonstration of their canine bomb-sniffers; a raffle for Ravens' tickets; and a bake sale. The American Red Cross will be on hand for those interested in, and able to, donate blood.

A rain date is scheduled for Sunday, Oct. 2, 2005.

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Competitive Convergence

- Media companies can now reach customers in places where it was previously impossible:
 - Customers can now consume Washington Post content while driving their car.
 - Customers can watch MSNBC-branded video while riding the subway.
 - Customers living in Greece can now consume same-day copies of the Los Angeles Times.
 - Customers can listen to NPR shows while flying around the world.
 - Customers can now access restaurant or movie reviews while standing on a street corner with nothing but a phone.
- Media companies can now more easily repurpose content across platforms.

Information Convergence

Information Convergence

- Smart developers are now able to bring together data from multiple sources to create groundbreaking products.
- Additionally, through RSS, readers are able to build their own personalized news products by combining small feeds from multiple sources.

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A freely browsable database of crimes reported in Chicago.

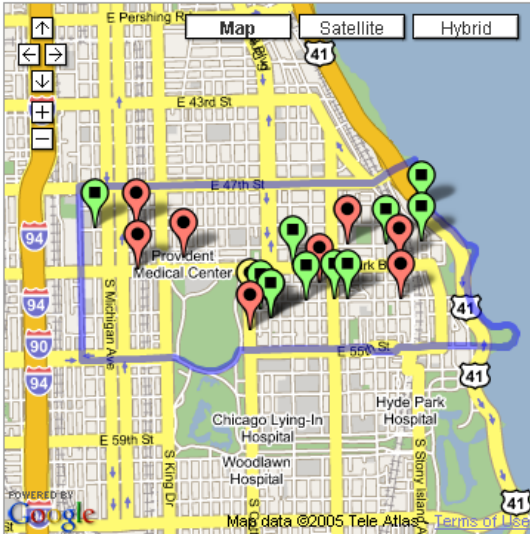
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Crimes by ZIP code / 60615

Latest reported crimes

-  SEPT. 23 [Robbery](#)
11:40 p.m. 5200 block S. University Ave. [Street](#)
-  SEPT. 23 [Criminal damage](#)
11:38 p.m. 5400 block S. Drexel Ave. [Street](#)
-  SEPT. 23 [Criminal damage](#)
11:38 p.m. 5400 block S. Drexel Ave. [Street](#)
-  SEPT. 23 [Weapons violation](#)
11:30 p.m. 5400 block S. Cottage Grove Ave. [Street](#)
-  SEPT. 23 [Weapons violation](#)
10:30 p.m. 4900 block S. Prairie Ave. [Street](#)
-  SEPT. 23 [Battery](#)
9 p.m. 800 block E. 53rd St. [Residence](#)
-  SEPT. 23 [Burglary](#)
5:25 p.m. 1000 block E. Hyde Park Blvd. [Residence](#), [Porch/hallway](#)
-  SEPT. 23 [Criminal damage](#)
4 p.m. 1300 block E. 53rd St. [Street](#)
-  SEPT. 23 [Resist/obstruct peace officer](#)
3:30 p.m. 1500 block E. Hyde Park Blvd. [Parking lot/garage](#) (non. resid.)



Map Satellite Hybrid

Map data ©2005 Tele. Atlas

Done

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5:42 PM

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	\$1575	3bd	North Reston In the Woods	Reston	10/13
	\$1501	2bd	No Rent Until December 1St	Alexandria	10/13
	\$1695	3bd	3 br/3 ba 1 yr old Th - next to Dulles Airport	Sterling Va	10/13
	\$2000	4bd	Beautiful Single Family House In Alexandria	Alexandria	10/13
	\$1750		Beautiful townhouse in herndon	Herndon Va	10/13
	\$2000	3bd	Townhouse for Rent - First month's Rent on Us!	Sterling Va	10/13
	\$1740	3bd	Great single family home in quiet neighborhood	Arlington	10/13
	\$1995	2bd	2BR 2BA Brand-New Luxury Condo	Washington	10/13
	\$1650	1bd	Fully Furnished, Beautiful Apt. Open House Tonight	Washington	10/13
	\$1950	3bd	Luxury Water Front Townhome for Rent at Belmont Bay	Woodbridge	10/13
	\$1595		Alexandria City 2 Yrs Old Condo	Alexandria \	10/13
	\$1700	2bd	Brand New Luxury Bayside Condo	Woodbridge	10/13
	\$1600		Brand New Condo in Clarendon	Arlington	10/13
	\$1695	3bd	Capitol Hill	Washington	10/13
	\$1995	2bd	SwWaterfront	Washington	10/13
	\$1650	1bd	Capitol Hill	Washington	10/13

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TODAY

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NBA

Washington vs. San Antonio 0 0 7:00 ET

YESTERDAY

NHL

Washington vs. Carolina 2 7 E

NYT Most E-mailed Articles

- Being a Patient: Treated for Illness, Then Lost in Labyrinth of Bills - 9 hours ago
- A Historic Discovery, in Beethoven's Own Hand - 8 hours ago
- Architecture Review | De Young Museum: Going for Cozy Glamour in San Francisco - 4 hours ago
- [TS] Op-Ed Columnist: In Her Own Words - 6 hours ago
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Symbol	Price	Change
DJIA	10216.59	-0.32
CAC-40	4470.13	-44.92
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DAX	4950.07	-31.70
HSI	14621.83	+46.81
NIKKEI	13449.24	0.00
NYSE	7322.74	0.00
S&P 500	1176.84	-0.84
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The Future of News Gathering

The Washington Post Co.

- Washingtonpost.com launched in June 1996
- Washingtonpost.com had 2.3 billion page views in 2004.
- Current staffing level: approximately 100 in editorial; 275 at WPNI overall.
- WTWP radio station launched in March? With staff of six.
- Continuous newsdesk at newspaper staffed by three editors, five reporters and provide stories for both Web site and radio station.
- Reporters and editors in newsroom supplying stories to Web site, radio and are also doing blogs, taking part in Web chats and learning how to shoot video.
- It's not your Dad's newspaper.

Challenges

- Disaggregation of Web
- Traffic
- Local
- Multimedia
- Alternative Delivery

Disaggregation of Web: The Challenge

- Navigation of the Web continues to evolve. Current trend is toward disaggregation and vertical search. Instead of people using one site for all needs, they use many sites for specific tasks.
- In addition, this has led to more and more users coming to news sites via articles and not the home page.
- The challenge: How do we turn those one-time users into loyal, habitual washingtonpost.com users?

Disaggregation of Web: The Strategy

- Distribute washingtonpost.com headline links and short blurbs to aggregators such as Topix and Pluck to attract new readers.
- Optimize site for aggregators and search engines to increase likelihood of getting new visitors to washingtonpost.com.
- Increase traffic by generating additional page views by making articles a hub for interactivity and research.

Traffic

- Overall, Internet adoption rates are leveling off.
- Washingtonpost.com unique usage has risen steadily in the past six months, with our August 2005 number of 8.9 million unique visitors the best in our history.
- Nonetheless, we still trail most of our competitors in depth-of-use metrics.
- What to do?
- Increase depth of use of articles
 - Technorati links, e.g. Blogs About This Article
 - Comments links on all articles
 - Byline linking
- Increase frequency of visits
 - Blogs, message boards, other sticky interactivity
 - E-Mail newsletters

Local

- Washingtonpost.com is under assault from all sides locally.
 - On the news side, we're battling CNN.com and all other news sites for national and international news. For local news, we're positioned well, with local competitors not even registering with Nielsen.
 - On the information side, however, we're being challenged locally both by major national brands (Yahoo, Google) and hyperlocal sites (southriding.net, backfence.com).
 - On the classifieds side, craigslist.com has taken a significant amount of our business, and has advanced the concept of free classifieds.

Local / National Home Pages

The image displays two overlapping screenshots of the Washington Post website as seen in a Microsoft Internet Explorer browser. The top window shows the national home page, dated Wednesday, September 14, 2005, at 7:21 a.m. ET. The main headline is "In Questioning of Roberts, Euphemisms Abound," with a sub-headline stating "Chief justice nominee maddens Democrats, delights Republicans and charms both. Hearings reconvene at 9 a.m. ET." Other visible headlines include "Suicide Scores in Baghdad" and "Wave of Baghdad Attacks Kill Over 160". The bottom window shows the local home page, dated Wednesday, September 14, 2005, at 4:43 p.m. ET. The main headline is "The Roberts Confirmation Hearings," with a sub-headline "Roberts Questioned On Eminent Domain Ruling." It features a "Live: Roberts Confirmation Hearings" video player and a "Wave of Baghdad Attacks Kill Over 160" article. Both pages include navigation menus, search bars, and various advertisements.

Live Traffic Cameras

Microsoft Internet Explorer provided by washingtonpost.com

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Pennsylvania Ave. & 2nd St. SE
8:08 AM, Wednesday, September 14th, 2005



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Start

Internet 8:09 AM

Focus on Fairfax

Focus on Fairfax

Community News and Events from The Post

Posted at 04:09 PM ET, 09/13/2005

Fairfax Rescue Officials Among Hurricane Relief Team Members Deploying Today

Fairfax County Government released this statement today:

Northern Virginia Deploys High-Level, Regional Hurricane Relief Team to New Orleans

A 10-person team, representing five Northern Virginia jurisdictions, will deploy today to New Orleans as part of the region's coordinated response to the area ravaged by [Hurricane Katrina](#).

[Continue reading "Fairfax Rescue Officials Among Hurricane Relief Team Members Deploying Today"](#)

By Woody Irvin | [Permalink](#) | [Comments \(0\)](#)

Posted at 02:17 PM ET, 09/13/2005

Falls Church Spokeswoman Resigns

Falls Church city communications director Dionne C. Williams today announced her plans to pursue her doctorate in mass communications and media studies at Howard University's School of Communications. Her last

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Opinions Section

The screenshot shows a Microsoft Internet Explorer browser window displaying the Washington Post's Opinions section. The browser's address bar shows the URL <http://www.washingtonpost.com/wp-dyn/content/opinions/?nav=globetop>. The page content includes a navigation menu with links for [OPINIONS MAIN](#), [COLUMNS & BLOGS](#), [CARTOONS & VIDEOS](#), [BROWSE EDITORIALS](#), and [XML FEEDS](#). A Freddie Mac advertisement is visible at the top with the text "Our Mission is to make home possible." The main content area features three opinion pieces: "For Success in Iraq, Change Course" by Joseph R. Biden Jr., "A Clear Risk to the City" (Editorial) regarding Homeland Security cameras, and "Boats Rose in New Orleans, but Not for the Poor" by Steven Pearlstein. A "Past Editions of Opinions" navigation bar shows dates from 9/10 to 9/16, with "Wed" (9/14) highlighted. On the right side, there is a "VIEWER FEEDBACK" section, "OPINIONS TOPICS" with a dropdown menu, and "OPINIONS ARCHIVES" with a search box. An advertisement for Intel Xeon and HP Wisdom is also present on the right. The Windows taskbar at the bottom shows the Start button, several application icons, and the system tray with the time 8:11 AM.

Multimedia

- Connection speeds are continuing to improve.
- Quality of Web video is improving dramatically.
- Despite this, broadcast-affiliated Web sites have a significant natural advantage in this space.

- To compete, we continue to build upon washingtonpost.com's outstanding reputation in the multimedia space.
- Seek distribution opportunities through broadcast and Web outlets.
- Generate more multimedia content by equipping willing reporters with multi-use devices that can generate audio, video or photos.

Inline Video Player

The screenshot shows a Microsoft Internet Explorer browser window displaying the Washington Post website. The address bar shows <http://www.washingtonpost.com/>. The page header includes the Washington Post logo, a user profile for 'jimbradyva', and navigation links for News, Opinions, Sports, Arts & Living, etc. The main content area features a live video player titled 'The Roberts Confirmation Hearings' with a 'CLICK TO START VIDEO' button. Below the video player is a 'Wave of Attacks Kills at Least 141 in Baghdad' article. A banner at the bottom promotes the '2005 UN World Summit' from September 14-16, 2005, with a 'LEARN MORE' button and the United Nations Foundation logo. The taskbar at the bottom shows several open applications, including America Online, Brady, Jim..., and the Washington Post browser window.

Alternative Delivery

- Web users, especially younger ones, are looking for alternative methods of getting news and information:
 - Mobile phones
 - iPods/MP3 players
 - RSS
 - Satellite radio
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Redskins GameDay Module

Washington Redskins At The Game (washingtonpost.com) - Microsoft Internet Explorer provided by washingtonpost.com

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Address http://www.washingtonpost.com/wp-srv/sports/redskins/longterm/2005/gameday/index.html

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Posted at 04:01 PM ET, 09/11/2005
Tony Signs Off
Let's look at how Mr. Tony did with his progressive comments during the course of this game. At first he told you that the Bears and would not and could not score. Okay, he was slightly off; the Bears got a TD when the Redskins gave them the ball basically in the redzone after fumbling on the second-half kickoff. Were the Bears threatening at any other point? Were they threatening in the fourth quarter on an 11-play drive when they got three straight false starts and a sack to give them third-and-38? I think not.
Did Mr. Tony tell you when it was 7-6 that the Redskins would get one more field goal and win the game? Yes, he did. That's exactly how it happened; it didn't matter who the QB was. They only needed a field goal to beat the terrible Bears. Now, for those of you wondering, didn't Mr. Tony

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userpoll Okay, now who do you start at QB in Week 2? (See blog at left.)

- Mark Brunell
- Patrick Ramsey
- Jason Campbell
- Anybody else available?

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check out this weeks game schedule and

GET YOUR GAME ON!

Done Internet

Start 8:24 AM

City Guide to Go



Additional Resources

- **Ethics & Interactivity online roundtable** (bloggers from Firedoglake, Instapundit, Buzzmachine & PressThink, via washingtonpost.com, 1/25/06):
 - http://journalism.nyu.edu/pubzone/weblogs/pressthink/2006/01/24/end_hwl.html
- **Seeders of Clouds: Latest on Newspaper Blogging** (PressThink/Jay Rosen, 3/13/06)
 - http://journalism.nyu.edu/pubzone/weblogs/pressthink/2006/03/13/sder_blogs.html
- **Collaborative Conundrum: Do Wikis Have a Place in the Newsroom?** (OJR, 9/10/04)
 - <http://www.ojr.org/ojr/glaser/1094678265.php>

Additional Resources, cont.

- **Is It Appropriate for Reporters to 'Lurk' in Online Chat Rooms?** (OJR, excerpted from the book, "Digital Dilemmas: Ethical Issues for Online Media Professionals.")
 - <http://www.ojr.org/ojr/ethics/1065048923.php>
- **Will Satellite, 'Podcasting' Bring a Renaissance to Radio Journalism?** (OJR, 10/12/04)
 - <http://www.ojr.org/ojr/glaser/1097614994.php>
- **Flickr, Buzznet expand citizens' role in visual journalism**
(OJR, 11/15/05)
<http://www.ojr.org/ojr/stories/051115glaser/>

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