

Nailing convergence journalism

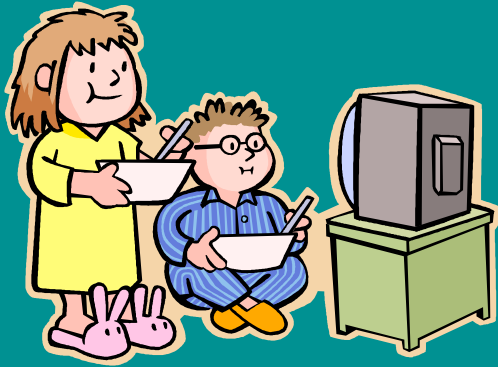
Case study Massey University's multi platform reporting course

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Convergence Journalism:

“ reporters producing for more than one platform packaging of content for different platforms.

(Aviles & Carvajal, 2008)



Television



Newspaper

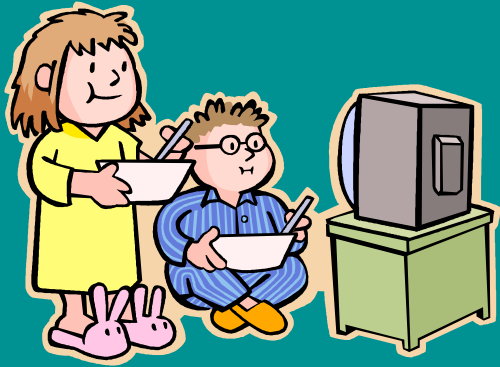
Different media platforms
traditionally have
separate newsrooms:



internet



Radio



Television



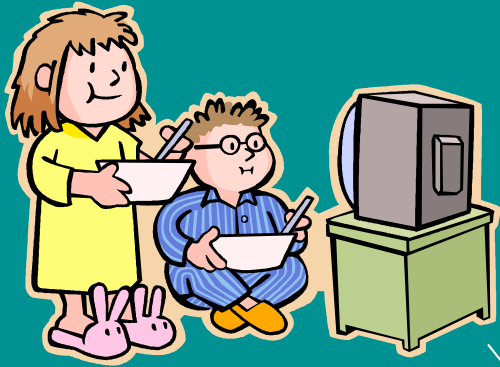
Newspaper



internet



Radio



Television



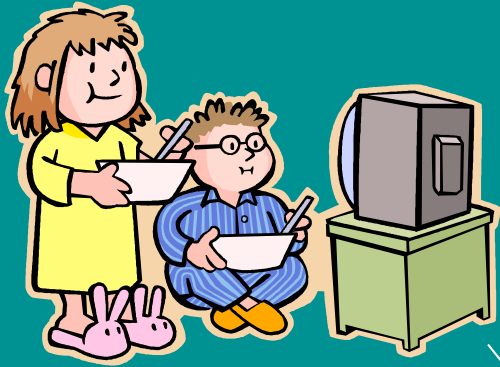
Newspaper



internet



Radio



Television



Newspaper

converged
newsroom



internet



Radio

300 editors want from converged journalists:

- **Good writing**
- **Multimedia production (provide stories for several different platforms)**
- **Critical thinking**
- **New technology**
- **Computer-assisted reporting**
- **Visual production**
- **Time management**
- **On-camera exposure (but not sounding like a newsreader)**

(Huang et al, 2006)

European experience:

- Similar list of required skills
- Experienced journalists slow to upskill
- Print journalists reluctant to be on-camera or on-microphone.

(Aviles & Carvajal, 2008)

Learning outcomes for the convergence:

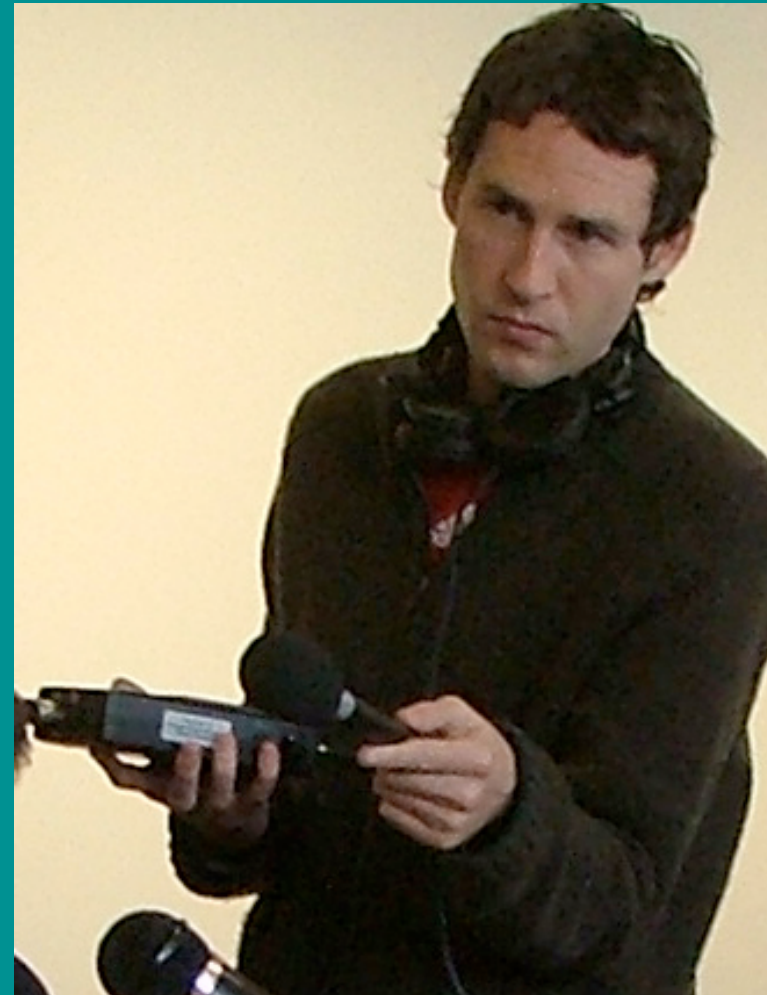
- Use a variety of technology
- Be comfortable with performance side of reporting
- Know audience expectations for the different platforms
- Are aware of the global issues surrounding the converged media.

Overall outline

1. Radio skills
2. Television skills
3. Web-writing
4. Time pressure
5. Controlled media conference exercise
6. Real story exercise
7. Academic analysis of the global issues

Radio Skills

- Scripting –
 - bulletin items, voice reports
- Technical –
 - interview on digital (marantz)
 - Download and edit cuts on PC (soundforge)
 - Self drive in sound booth
- Produce
 - package
 - audio cuts
 - voice report
- Voice performance
- Think audio



Television skills

- Performance skills
 - Piece to camera
- Interviewing
 - For visual grabs
- Technical –
 - Camera (handicam)
 - Tripod and external microphone
 - Framing, background, clean sound
 - Downloading and editing (iMovie HD)
- Think visual



Writing for Web

- Strong tag lines
- Punchy writing
- Global English
- Tight deadline
- Rapid updates
- *Web Word Wizardry*
(McAlpine)
- *OnLine Journalism*
(Tapas Ray)



Media conference

Required:

- Feeding all platforms
- Research
- Angle determination
- Team work
- Deadline pressure
- Technical risks

Practical Exercise



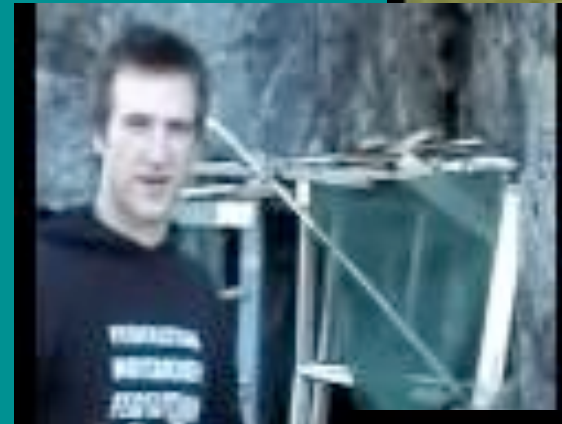
Real news

Similar to exercise, but:

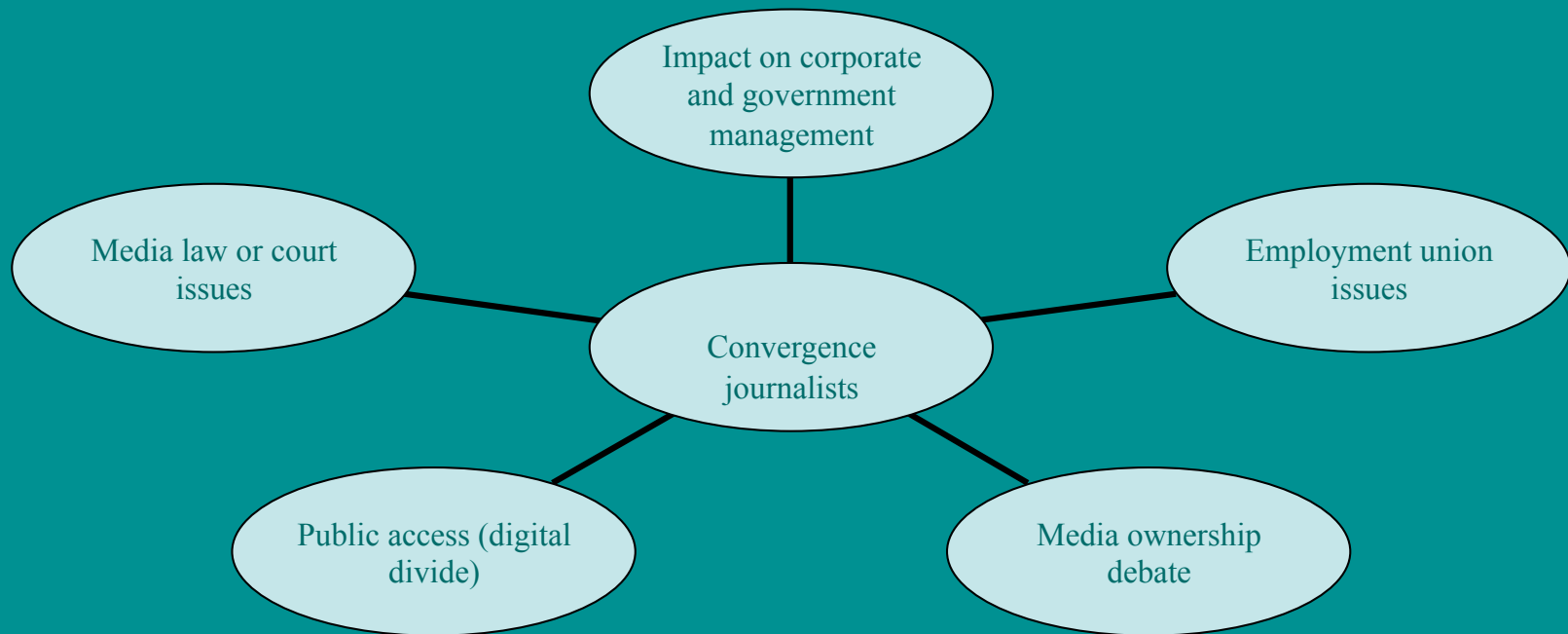
- Done solo
- Real news stories
- Upload video and audio via YouTube
- Position video, audio, web story on Facebook

Massey Convergence

page



Theoretic assignments



Evaluation of module:

- Externally web-based survey
- Anonymous self-administered
- Six months after the module
- Participants now employed in the media

83% said the module changed their view of journalism

- *“I was sceptical, but ended up really enjoying convergence.”*
- *“I realise I don’t need to stay a print journalist my whole career.”*
- *“Before doing the module, I just assumed all web stories were print stories, which had been slapped on the net (obviously they aren't).”*

90% said the module gave them confidence in the future

- *“Job cuts at papers and the expansion of the online field means these skills will be invaluable for future journalists.”*
- *“It adds another dimension to your employability.”*
- *“An exciting new challenge for young journalists.”*
- *“ I feel my experience at Massey put me ahead of the game and confident the skills I learned will equip me well for the modern workforce.”*



Respondents who have worked in multiplatform newsrooms gave the skills they found most useful:

- Confident to produce for multi platforms
- Able to tell a story in different forms
- Think quickly, work at pace
- Write creatively AND concise

One respondent said:

- *“At present, many editors and reporters are extremely wary and apprehensive about using new technology and combining a selection of mediums to tell a story. Education on convergence, not just for new journalists, but for editors and sub-editors is important if we want to move with the times.”*

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