Hi... quiz time!

Download the Word document here:
http://bit.ly/1KA1ppv

e-mail to: r.hernandez@usc.edu
subject: J309 quiz

We'll have a class playlist:

http://bit.ly/j309-fa15-playlist

Today's timeline

- Take a review quiz - 15 minutes
- In the news - 10 minutes
- Setting up FTP, uploading page - 20 minutes
- The New Media Landscape - 45 minutes
- Break - 10 minutes
- Tiers of Multimedia - 45 minutes

Downloads: https://software.usc.edu/ | http://bit.ly/ftp-ascjweb

Let’s upload our HTML/Bios

Downloads: https://software.usc.edu/ | http://bit.ly/ftp-ascjweb

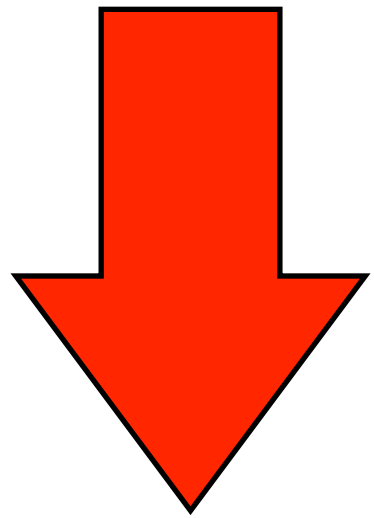
Steps to upload...

- Step 1: Find our FTP username/password
  > This is different from the Wordpress user/pass
- Step 2: Download and open FTP software
  > You get these for free if you download from https://software.usc.edu/
- Step 3: Log onto the server
  > Hostname: offthefreeway.com + user/pass
- Creator your folder and upload your mypage.html file
  > http://21111-15.offthefreeway.com/FIRSTINITALLASTNAME/mypage.html
- Rename mypage.html to index.html
  > http://21111-15.offthefreeway.com/FIRSTINITALLASTNAME/
- Check your work!
  > Check links and fix funny characters. Or get graded down. :(
- PROTIP: Upload to the right place
  > We are sharing the server with others. Don't upload to class/shared dir

if...

... you don’t name your files all one word, all lowercase.
... you don’t organize your files on your computer.
... you upload your files to the wrong spot on the site.

QUESTIONS?



Downloads: https://software.usc.edu/ | http://bit.ly/ftp-offthefreeway

The New Media Landscape

Associate Professor of Professional Practice
Robert Hernandez
email: r.hernandez@usc.edu
213.280.5187c | 323.761.9054
Office: 310H

What it was...

The New York Times

Los Angeles Times

Seattle Post-Intelligencer

The Washington Post

What it was...

The New York Times

Los Angeles Times

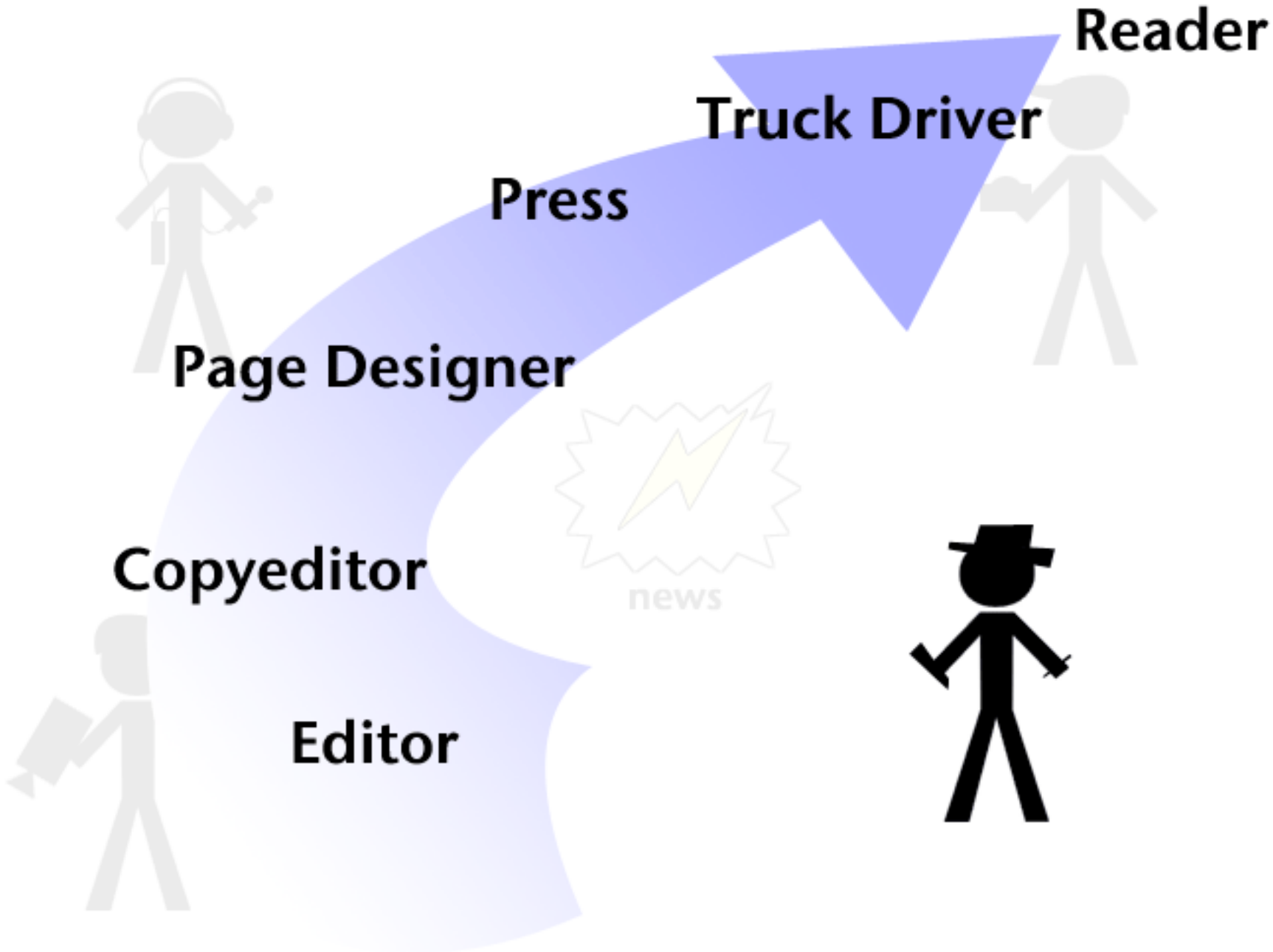
Seattle Post-Intelligencer

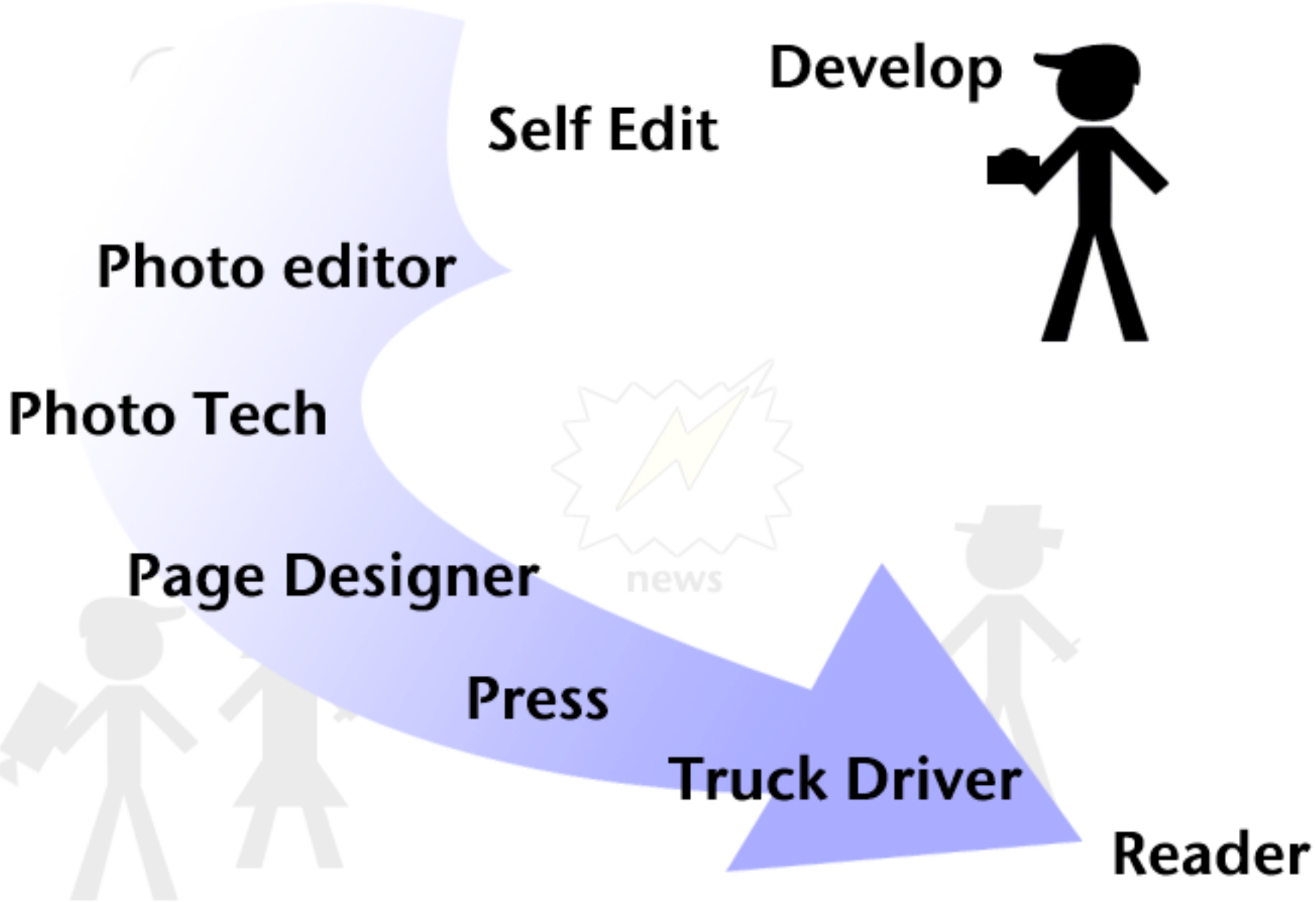
The Washington Post

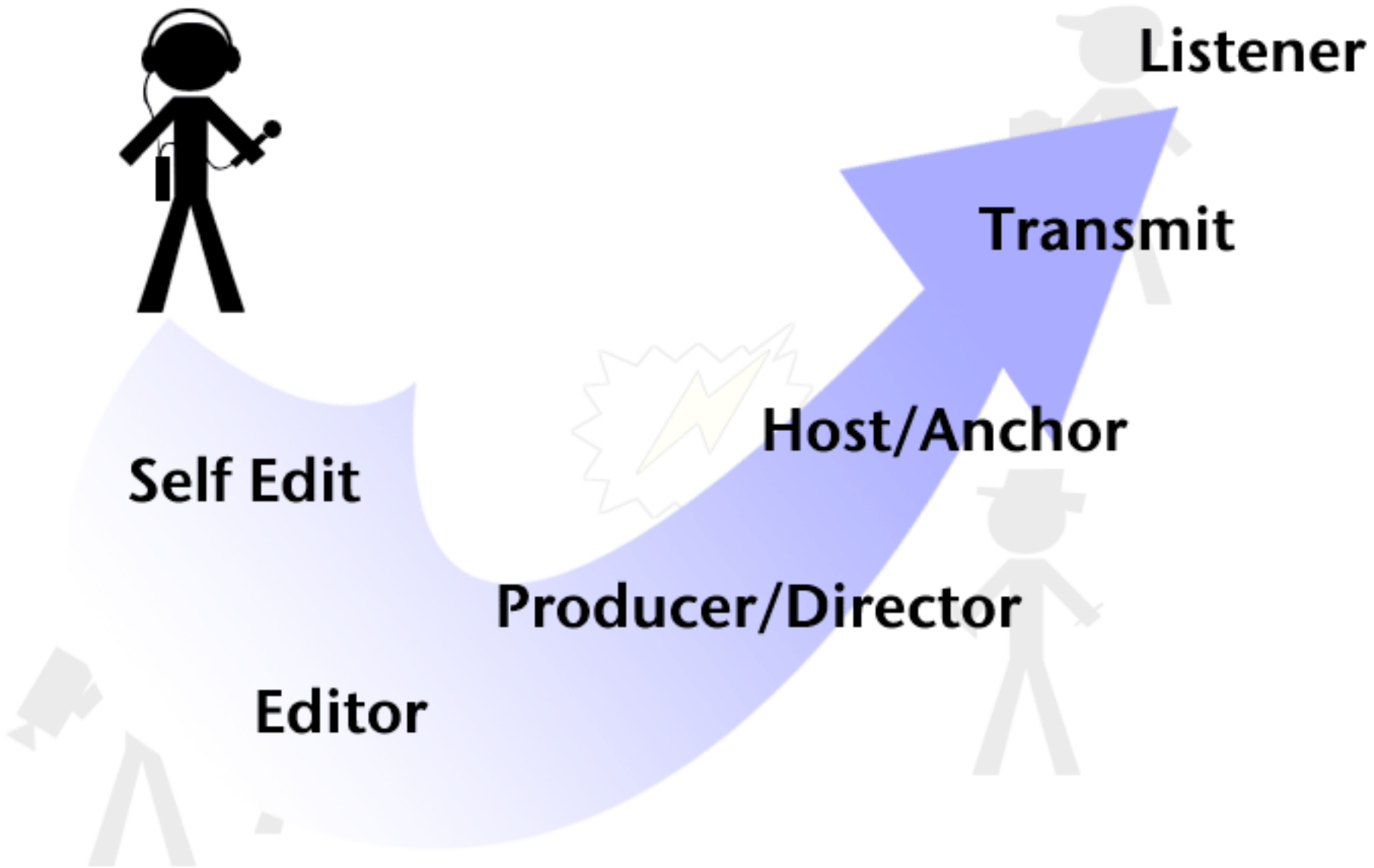
What it was...

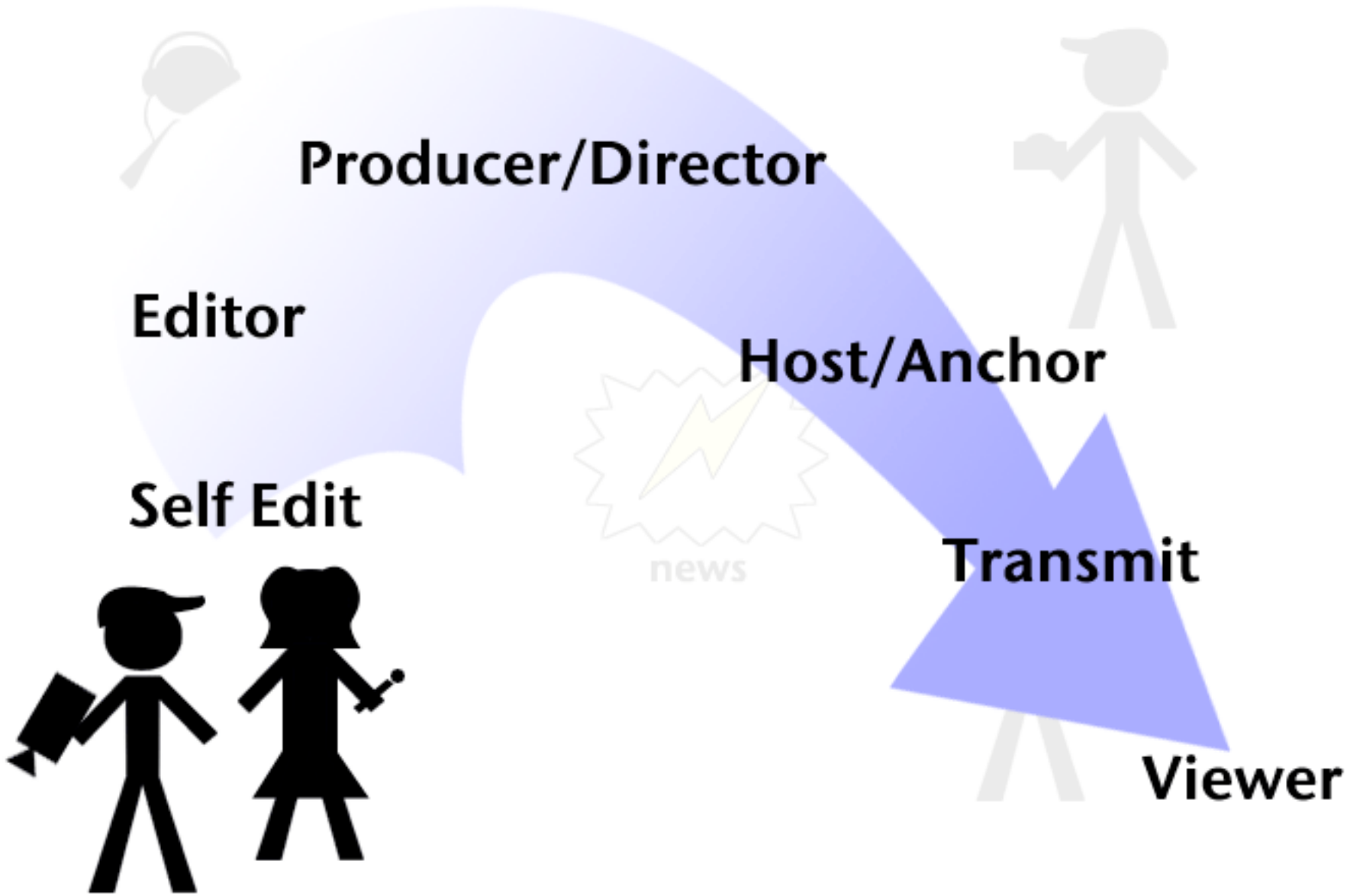
- They owned the “machine” to produce the news
  > Printing press, TV camera, microphones, credentials/access
- They controlled the distribution of the news
  > Delivery trucks, TV satellite, radio airwaves, scheduled shows
- They decided what was “important” and when you got it
  > Newsroom editors, what makes A1, “more at 11”
- They told you what you needed to know, for you
  > Controlled formats including inverted pyramids, writing to space, etc.
- They paid for the staff to report the news
  > Actually, pretty well
- Each staffer had one role in the “machine”
  > Reporter, Editor, Photographer, Designer, Publisher

What it was...


Reader
Truck Driver
Press
Page Designer
Copyeditor
Editor
news


Develop
Self Edit
Photo editor
Photo Tech
Page Designer
Press
Truck Driver
Reader


Listener
Transmit
Host/Anchor
Self Edit
Producer/Director
Editor


Producer/Director
Editor
Host/Anchor
Self Edit
Transmit
Viewer

What are some pros and cons for each of these mediums?

(Prior to the Internet)

> Print > TV > Radio > Photography

Print

PRO
> Time
> In-depth reporting
> Serendipitous browsing
> Design/Packaging

CON
> Yesterday's news
> Limited space
> High cost

Television

PRO
> Audio/Video
> Live shots
> Faces as new guides
> Entertaining medium

CON
> Tiedto a show/timeslot
> Limited time and space
> Quick hit sound bites

Radio

PRO
> Most intimate medium
> Invokes mental images
> Captive audience

CON
> Tied to a timeslot
> Limited time and space
> No visuals

Photography

PRO
> Imediate impact
> "Worth 1,000 words"
> Iconic

CON
> Normally tied to a mainbar
> Usually limited in size and number
> Color tied to ads

What it was...

http://www.youtube.com/watch?v=5WCTn4FljUQ

What it is...

YouTube

flickr

reddit

twitter

DRUDGE REPORT

TMZ

LAObserved

facebook

Instagram

WikiLeaks

USTREAM.TV

FARK

digg

tumblr.

Y

Google news

BuzzFeed

WORDPRESS

Adoption rate

Years it took to reach 50 million users

Radio → 38 yrs

TV → 14 yrs

Internet → 4 yrs

iPod → 3 yrs

Facebook → 2 yrs

iPhone apps downloads hit 1B in 9 months

Source: Socialnomics

What it is...

- You own the “machine” to produce the news
  > Your own site, blog, YouTube channel, podcast
- You own/control the distribution of the news
  > Twitter, RSS, Facebook, etc.
- You decide what you want to know
  > On demand, links, wikis, who you friend/follow
- You decide what is news and what you want
  > Search engines, iGoogle, customized readers
- They pay poorly for the staff, but you can do it yourself
  > Jobs in traditional news orgs, non-media companies or create your own
- Everyone owns/involved with every role in “machine”
  > You are the Reporter, Editor, Photographer, Designer, Publisher, more

Print

PRO
> Time
> In-depth reporting
> Serendipitous browsing
> Design/Packaging

CON
> Yesterday's news
> Limited space
> High cost

Television

PRO
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What it is...

"Every time a new consumer is added to the 21st Century media landscape, a new producer is added as well. … It's as if when you bought the book, they threw in a printing press for free."

-- Clay Shirky

Author of Here Comes Everybody: The Power of Organizing Without Organizations

What it means to you...

- You have the best of each medium available to you
  > Video, audio, text, photos and plus interactives - aka Multimedia
- You need to know what the best way is to tell a story
  > Straight or anecdotal lead? An audio slideshow or maybe just text
- Journalistic values are more important than ever
  > Ethics, accuracy, transparency, news judgement
- You must be your hardest editor
  > With great power, comes great responsibility
- You are the new leaders
  > In this new landscape, there are opportunities and a need for you to lead
- You control your brand
  > Get to know and respect your audience

Time for a break

Back in 10 minutes

Nerd Club

http://doodle.com/ck8fdmac5uqcuwsu

Difference between *on* the Web and *of* the Web

Online Journalism vs Journalism Online

Web Journalist Blog

Tech. Culture. Journalism.

Online Journalism or Journalism Online? There is a difference

13 Sep

Posted by Robert

2 comments

5

Tweet

NOTE: *Originally ran on Online Journalism Review: http://www.ojr.org/ojr/people/webjournalist/201009/1885/*

I'm a journalist, first and foremost.

It doesn't matter the medium — pixels or paper, airwaves or WiFi — I want to produce it, distribute it, consume it and innovate it. Oh yeah, and I want to save it.

But the term "journalist" is a broad category that is only increasing in size, filled with diverse specialties and talents.

So, if I may, I'd like to be more specific: I'm a Web journalist.

No doubt you've heard of this term before, but recently I've notice a misinterpretation of the term.

Please allow me to clarify it.

When I first started my Web journalism career, a good friend and mentor pulled me aside and planted a concept that still guides me today: It's not Journalism Online, it's Online Journalism.

Twitter Facebook LinkedIn
Delicious Instagram RSS

Latest @webjournalist tweets

RT @elprofe_me: Meet the @USCAnnenberg inaugural MS one-year grad students: http://t.co/xDDKsNDIsm #ascj #ascj2015 #FightOn
- Monday Aug 4 - 9:32pm

Yay! #ONA14 #wjchat RT @DiversifyJourn: We are live! Please feel free to share! http://t.co/t1Moj0jMeI #mediadiversity
- Monday Aug 4 - 8:02pm

Welcome @USCAnnenberg's inaugural MS grad students. #ascj #ascj2015 #ItBegins http://t.co/IvDCFeKFoX
- Monday Aug 4 - 4:07pm

The location of the @USCAnnenberg MS/Grad Summer Immersion. #ascj #ascj2015 https://t.co/MKdNk00nIh
- Monday Aug 4 - 3:29pm

First day of @USCAnnenberg grad bootcamp. #ItBegins (@ Wallis Annenberg Hall in Los Angeles, CA) https://t.co/NMvxSi6n6V
- Monday Aug 4 - 3:17pm

Online Art

vs

Art Online

Google mona lisa +Robert 9 Share

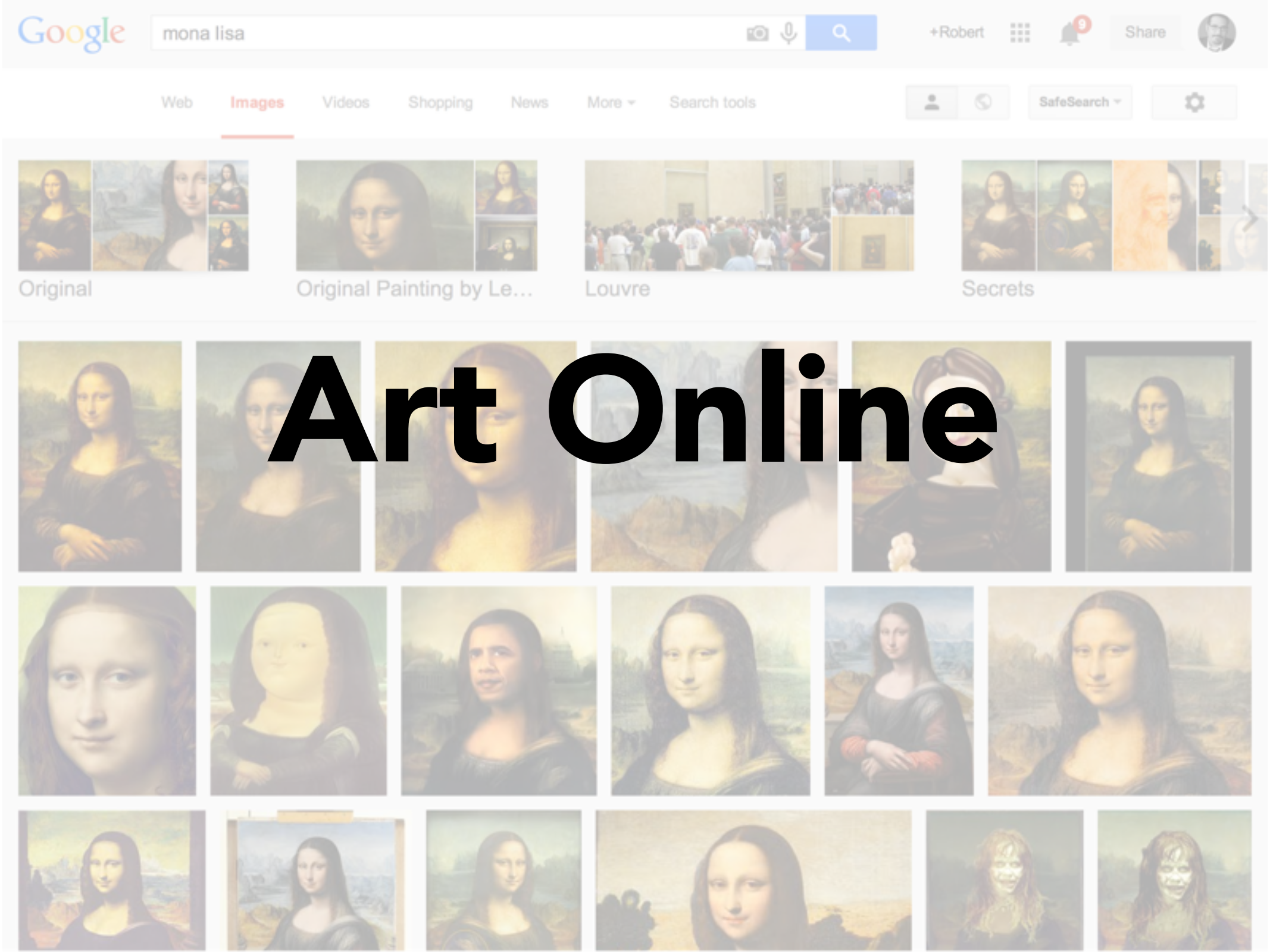
Web Images Videos Shopping News More Search tools SafeSearch

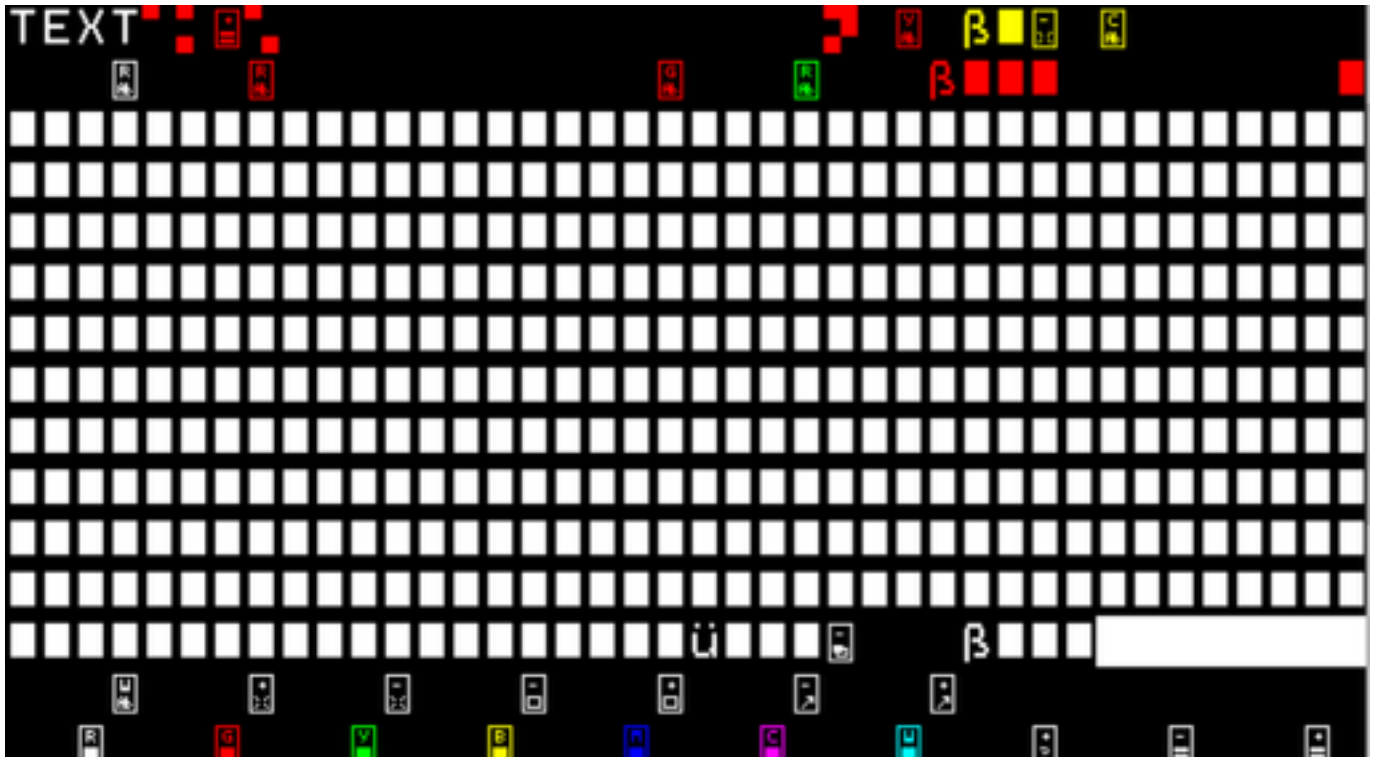
Original

Original Painting by Le…

Louvre

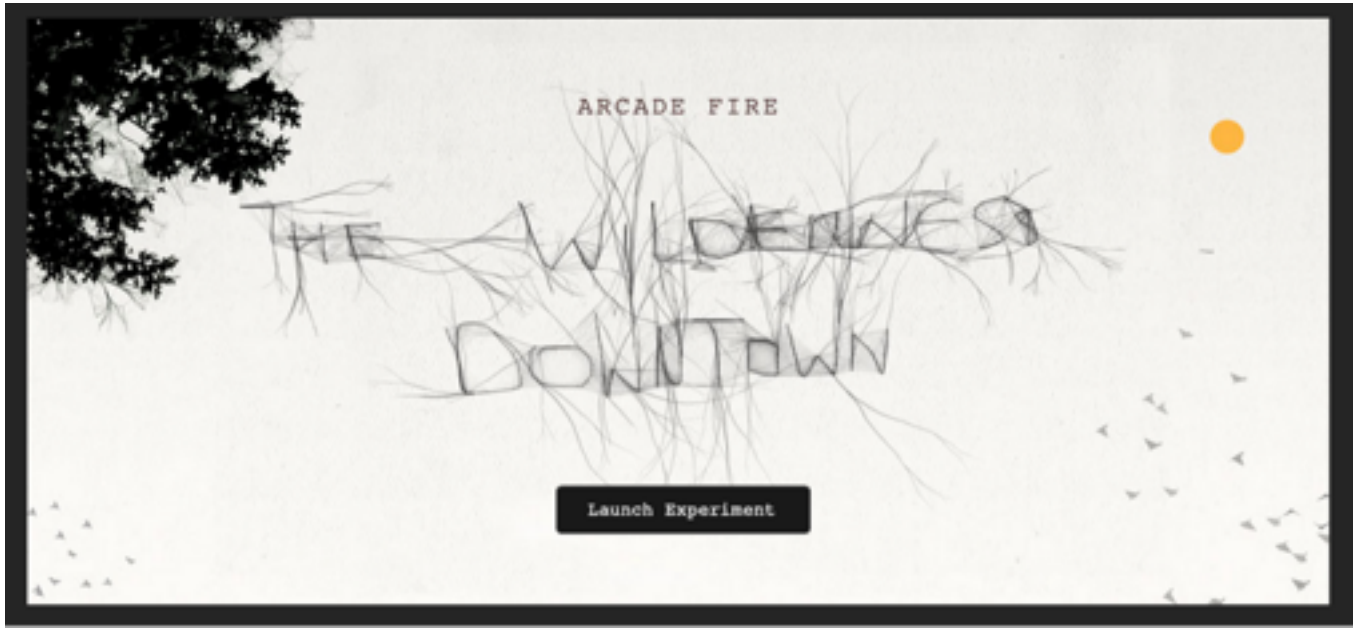
Secrets


Google
mona lisa
+Robert
Share
Web
Images
Videos
Shopping
News
More
Search tools
SafeSearch
Original
Original Painting by Le…
Louvre
Secrets
Art Online



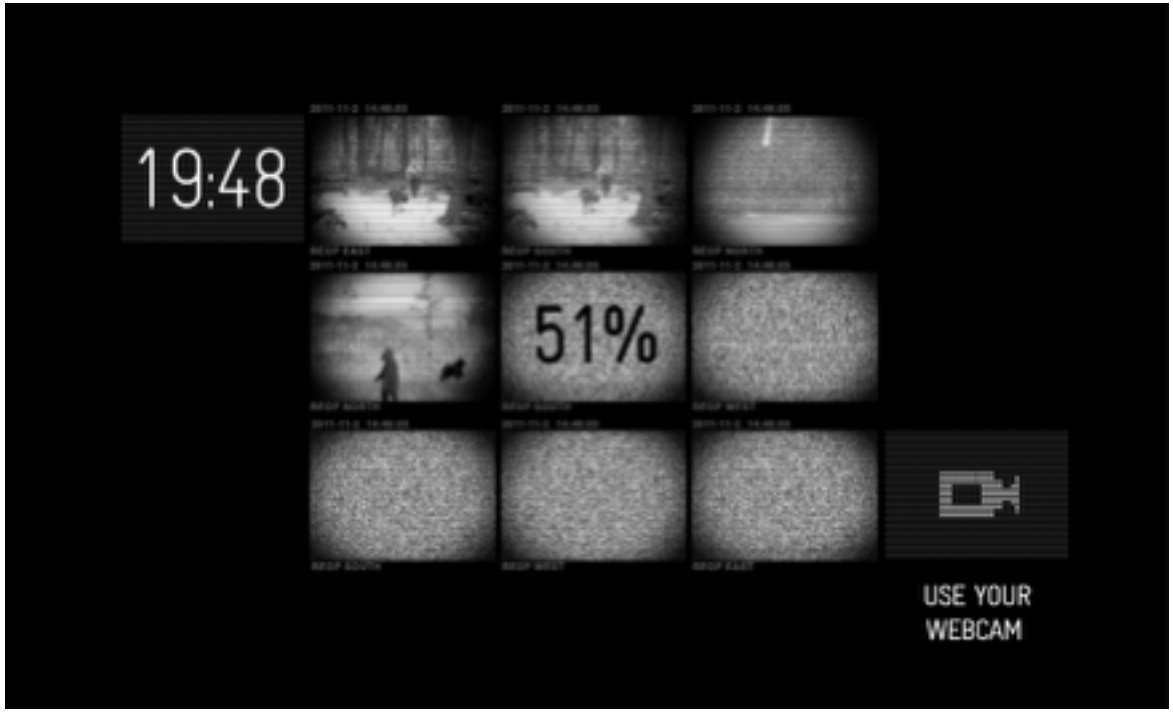
< http://text.jodi.org/

http://g33con.com/ >



< http://
www.chromeexperiments.
com/arcadefire/

http://bear71.nfb.ca/#/
bear71 >

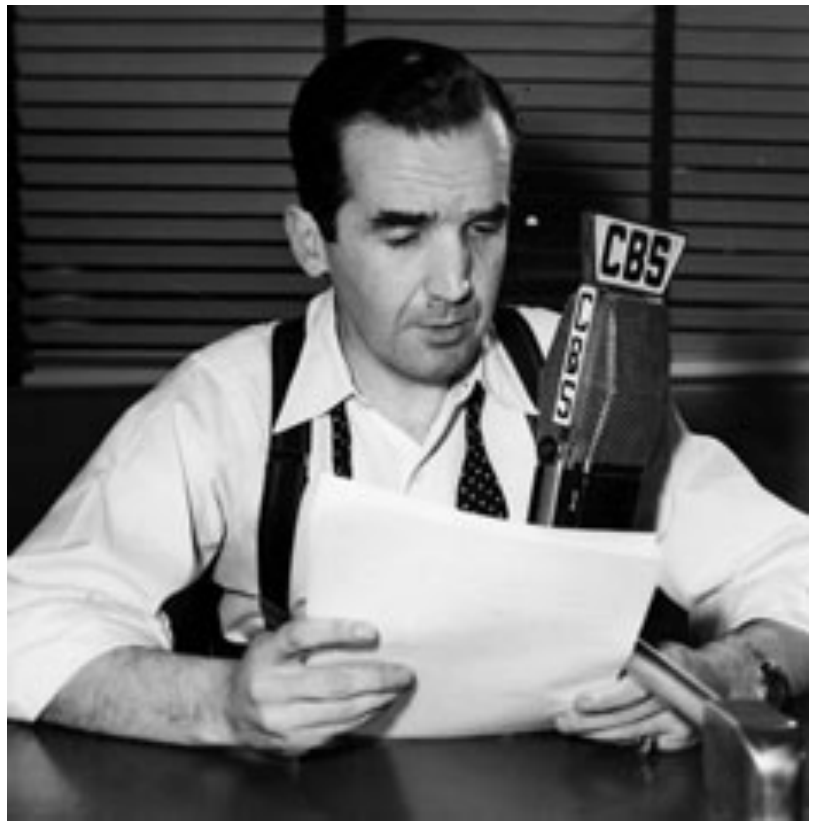


< http://www.chromeexperiments.com/arcadefire/

Online Art

http://bear71.nfb.ca/#/bear71 >

Know the difference



Reading newspaper on radio

Know the difference

Doing radio on television

Know the difference

Defining Multimedia

Multimedia is simply multiple forms of media integrated together. Media can be text, graphics, audio, animation, video, data, etc.

Source: TechFAQ

Tiers of Multimedia

Chet Rhodes,
washingtonpost.com

Tier 1

> Quick, low production, deadline-driven elements that usually support a main story.

Tier 2

> Element that require moderate skill level. Can stand alone, but works better in a package. Takes more time to produce. Could be an anchor in a “Sunday package.”

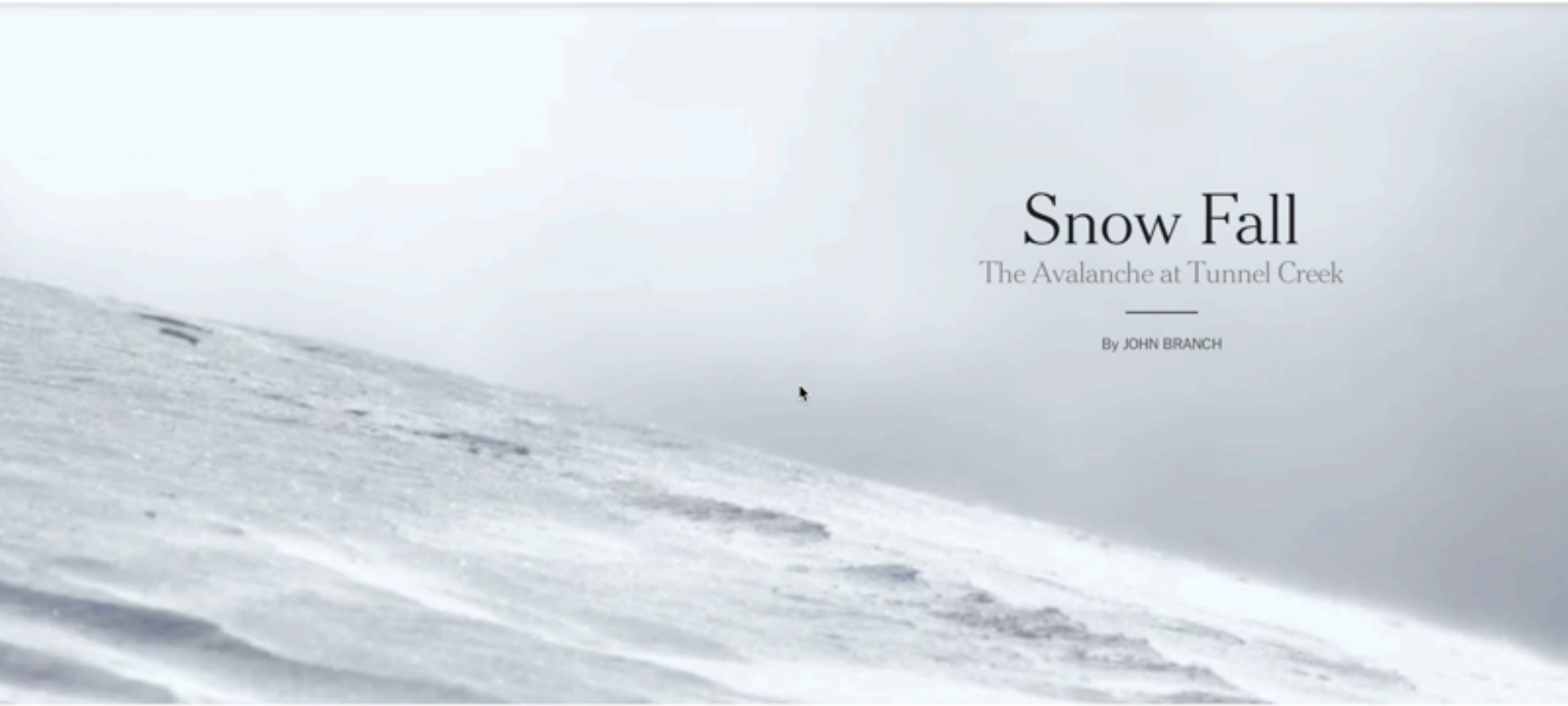
Tier 3

> Advanced skill level requiring weeks, if not months, of prep work. Reserved for only special packages, usually saved for award winning stories.

Snow Fall

The Avalanche at Tunnel Creek

By JOHN BRANCH



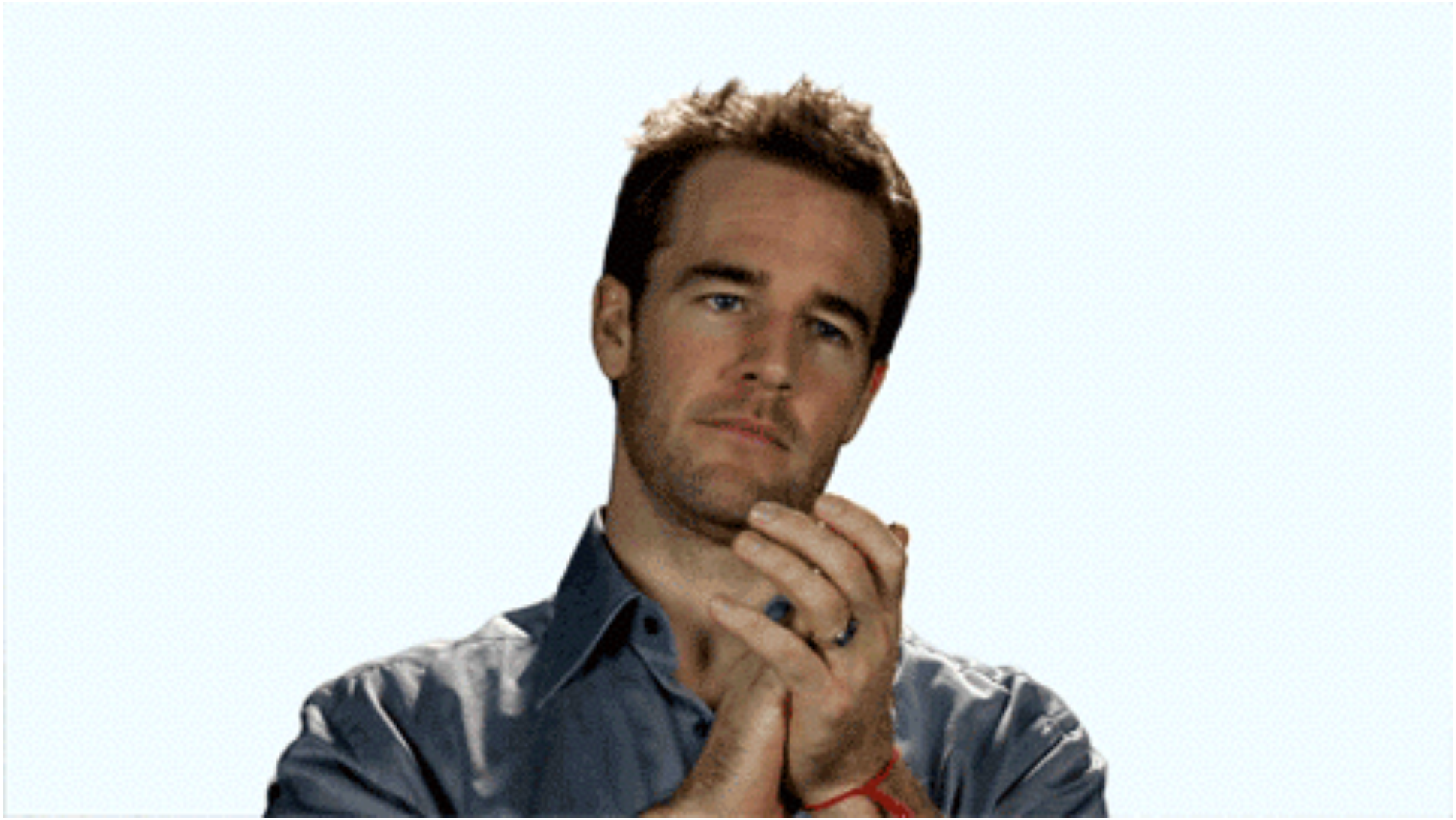
Snow Fall

The Avalanche at Tunnel Creek

By JOHN BRANCH

The snow burst through the trees with no warning but a last-second whoosh of sound, a two-story wall of white and Chris Rudolph's piercing cry: "Avalanche! Elyse!"

Snow Fall... we get it



For better or worse, Snow Fall is the strongest example to help illustrate "Online Journalism"

Multimedia scenarios

- Old city hall building being demolished
- Earthquake hits downtown Los Angeles
- Dodgers home opener

Tier 1 | Tier 2 | Tier 3

Assignment #1

Tier 3 Review

Find a multimedia package and screen capture a review. No one can do the same... so pick one, put it in the comments and review!

http://interactivenarratives.org/

http://journalists.org/awards/

http://www.jingproject.com/

NOTE: Be specific in your review. Say what you like, what could be better - from design to content.

Deadline: Tuesday, Sept. 8 by Noon

Assignment #2

Complete CSS course

This interactive course is at:

http://bit.ly/w3css

You have two weeks to complete this assignment.

Deadline: Tuesday, Sept. 15 by Noon

Hello (CSS) World!

Let's see how CSS and JS change an HTML page.

http://bit.ly/1JULwW2

GitHub This repository Search Explore Features Enterprise Pricing Sign up Sign in

peggybustamante / photogallery Watch 1 Star 1 Fork 0

Demo for USC summer immersion

1 commit 1 branch 0 releases 0 contributors

Branch: master photogallery / +

add files

pbustamante authored on Jul 30 latest commit 159bccc312

css	add files	a month ago
img	add files	a month ago
js	add files	a month ago
index.html	add files	a month ago
snippets.txt	add files	a month ago

Code
Issues 0
Pull requests 0
Pulse
Graphs

HTTPS clone URL
https://github.com/

You can clone with HTTPS or Subversion.

Clone in Desktop
Download ZIP

Peggy Bustamante

15- and 7-week coding courses offered in both Fall and Spring

Resources

- **Journalists' Toolkit**
  http://jtoolkit.com/
- **Webplatform**
  http://www.webplatform.org
- **W3Schools**
  http://www.w3schools.com/
- **Lynda**
  http://www.usc.edu/its/lynda
- **KDMC's tutorials**
  http://multimedia.journalism.berkeley.edu/tutorials/

Reminder

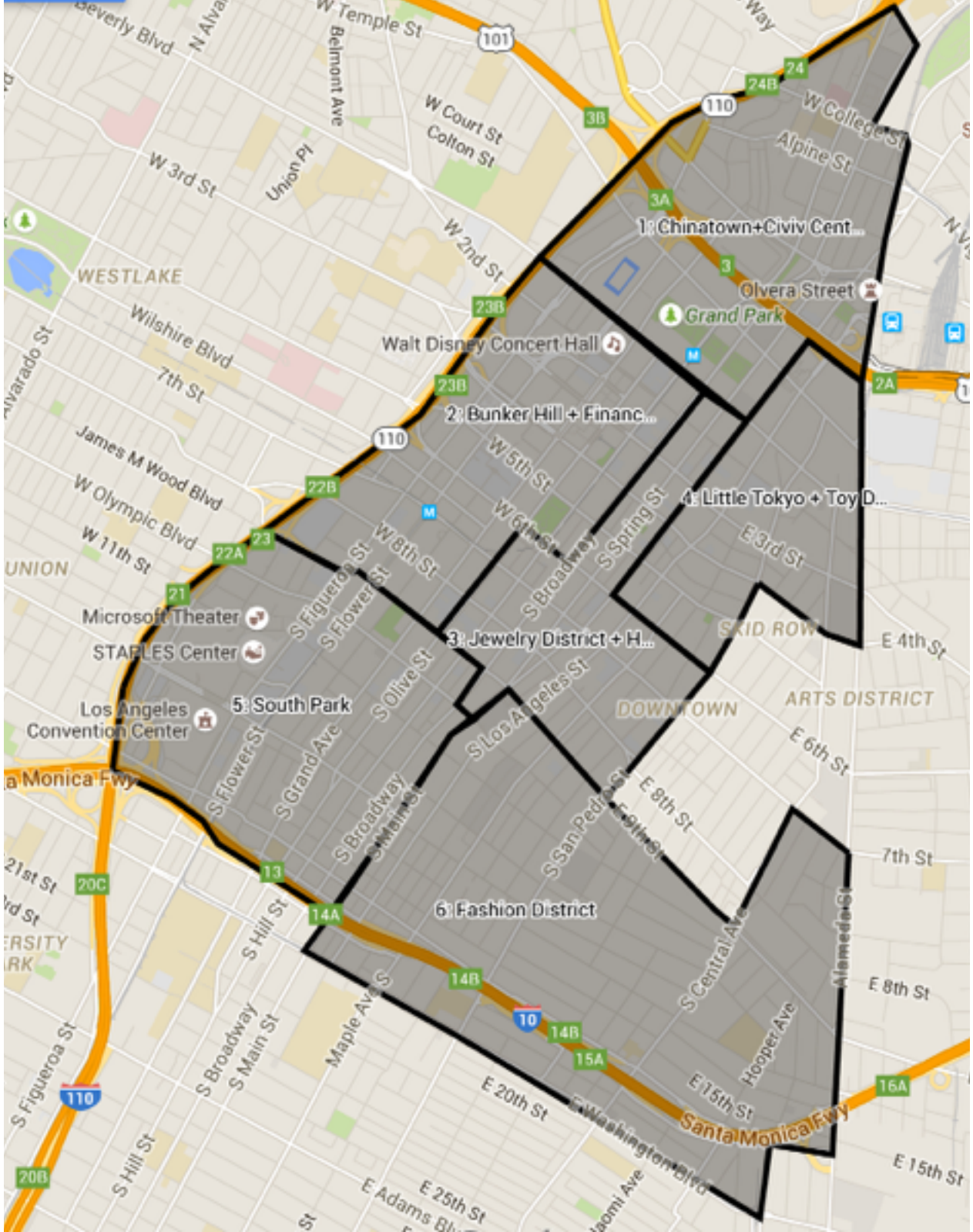
Bring a Digital Camera

Bring your own point-and-shoot camera
or check one out of the Equipment Room.

Deadline: Tuesday, Sept. 15 by Noon

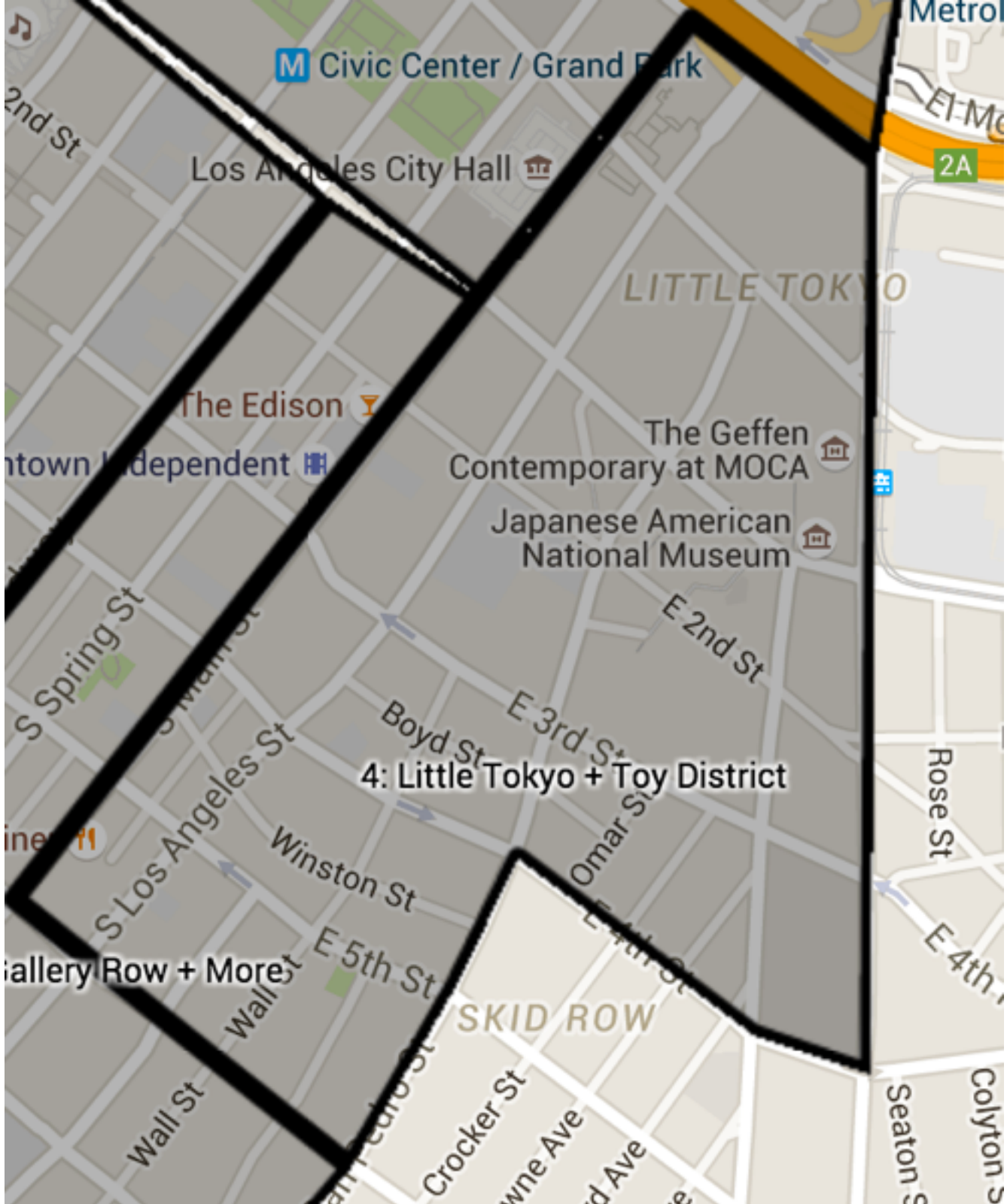
Stories in DTLA

OffTheFreeway.com



http://bit.ly/309-fall2015-map

Little Toyko + Toy District



THE RULES:

- No Friends
- No Family
- No USC

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