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Fresh ideas

Making the most of newspapers
and related blogs

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Introduction

Let's get out those tears right away for newspapers:

1. Shrinking staff
2. Harried survivors (getting more e-mails and calls than ever before)
3. Loss of quick placement successes (zoned, regional editions).
4. Combined beats – less focus.

1. New opportunities

- Newspaper blogs, even with tangential themes (Green, Global, Public Service)
- Independent blogs
- Nascent independent competitor sites (West Seattle, HuffPost-Chicago, San Diego, Minneapolis)
- Themed sites

Red flags

- How much readership does a related blog have?
- Is that link just as good as a clip?
- What about those independent sites? Will I hit who I want?
- Who will take that 'interesting' story that does not involve search-engine optimized topics like sex, Palin, Jon and Kate plus 8?

Your own best friend

The redone web site (targeting students, potential students, parents, alum/donors, faculty/staff)

Also targets the community, as mainstream journalism loses staffing.

The redone press release, with story first and contacts at bottom. SEO'd, and ready to go (ex. Digg -- Olbermann-Cornell.edu)

BFF, Part II

- You can create it.
- You can see who is creating on your campus, and what outlets they use, and HELP with the SEO.
- That includes video channels. You become the distributor.
- You can seek pitches in new formats and ways to the world of creators (lists, galleries, anniversaries). You may do it all.

Inspirations



Success stories

- Being ready on spot news: Bhutto dies...we get insight:
http://belfercenter.ksg.harvard.edu/experts/1560/david_beard.html
- Understanding new 24/7 news calendars: prepared speeches for events/graduations can be blogged an hour or two early.
- Sharing audio/video of events, either through external links or through video players (Brightcove) of host sites. Which leads me to...

The gold rush

- Everybody wants free content.
- Some professors basically have filing keys to HuffPost, other sites. Little editing done.
- Other sites scrambling to stay ahead of HuffPost, lining up as many voices as they can (Chicago Trib, Miami Herald)

<http://www.chicagonow.com/beta/>

<http://www.chicagonow.com/blogs/>

<http://yourblogs.miamiherald.com/>

Questions



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