

#ONA12 NOTES

A note-taking experiment of all the panels I see, presentations I hear at ONA12

Other ONA12 Google Docs: [Anthony De Rosa](#)

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SoundCloud featuring audio from panels: <http://soundcloud.com/onlinenewsassociation>

Vimeo's videos from ONA: <http://vimeo.com/user2159705/videos>

****SCROLL DOWN FOR MOST RECENT UPDATES****

9/21; 10:30AM - Mini-Law School for Digital Journalists

Recap/liveblog: <http://ona12.journalists.org/sessions/mini-law-school-for-digital-journalists/>

PANELISTS (from left to right)

David Ardia (@dsardia) - moderator

Anthony Falzone, *Deputy General Counsel at Pinterest, Inc.*, (@tonyfalzone)

Karlene Goller, *Los Angeles Times*

Mark Stephens (@MarksLarks)

Julie Ahrens, *Center for Internet & Society, Stanford Law School*

Jon Hart, *ONA*, @hartjon

Fair use

- There is nothing that exists in terms of a hard rule. 300 words vs. 30 words. - Julie Ahrens
- There is no 5-second rule or 300-word excuse to using copyright-protected material. But there are best practices. - @caseycapachi
- While attribution doesn't matter a whole lot in legal analysis, it can be "critical" in aggregated situations. (Anthony Falzone)
- Be careful w/ the word all on the panel agree they are beginning to hate: curation/curated.
- "Copyright rules to follow? No, there's no black and white answer. Look at the court examples, steer yourself within that realm." - @rewrightme
- **3 pieces of advice:** 1. Add value, don't just replicate the whole story. 2. Feel free to

borrow facts, liberally, but don't take the prose. Present the story in your own style. The facts are ours "to use for free." 3. Always go over the top to give credit, ht/, where credit is due. It can make all the difference. - Anthony Falzone

Things to think about

- How to add value in a curation situation.
- Find best practices for fair use, try to identify borders so the argument is used sparingly
- Over-attribute

Relevant links & documents

Guide to journalism and copyright by Peter Jaszi:

http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2119933

9/21; 11:30AM - How to have an impact, then measure it

Recap/liveblog: <http://ona12.journalists.org/sessions/have-an-impact-then-measure-it/>

PANELISTS

Wendy Levy, *New Arts Axis*, @twendywendy

Greg Linch, *Washington Post*, @greglinch

"What if I told you your metrics aren't real" - read this in a Morpheus voice.

Newspaper/magazine metric to consider: *Do you enjoy your subscription, would you recommend it to a friend?* Good to ask qualitative questions too w/ analytics.

"Gist of @greglinch at #onaimpact: Quantifying how stories change behavior, prompt deeper engagement is much more meaningful than PVs." - @caitlindewey

"**Key takeaway** people should take: Don't measure journalism impact on numbers. Measure it on policy change, engagement, etc. #ONAIMPACT #ONA12" - @BrianManzullo

9/21; 11:54AM - 10 Tech Trends for 2012

Recap/liveblog: <http://ona12.journalists.org/sessions/10-tech-trends-for-2012/>

PANELIST

Amy Webb, Webbmedia Group, @webbmedia

How do you know if your great idea is going to stick? These 5 questions, if you can answer 1 or 2, means you've got something. If you don't have answer to any of these, you probably need to go back to the drawing board and rethink your strategy.

1. **Where/how are people wasting their time?** -inefficiencies or boredom. DropBox solved problem of sharing docs quickly vs. email. Angry Birds.
2. **Where/how are people experiencing difficulty with technology?** SlideShare (b/c hard to make big slideshow if you don't know how. Made it easy, solved big problem.)
3. **Where/how are people looking for information?** Khan Academy! Free, low-tech, highly-informative tutorials.
4. **Where/how are people stuck?** If stuck w/ directions? Google Maps! Google Now (Android) -
5. **How do people want to be perceived?** A bit part is in public. Online. Speaks to our aspirational aspirations. LinkedIn, Facebook, Quora, Twitter, etc. Why? For who? YOU! Well, me. We want to be perceived in a certain way.

Which "horse" does an investment company back (b/t 4sq, Gowalla, scnvgr) when first getting started? How Foursquare scored:

1. **Wasting time:** How can we meet up?
2. **Information:** Who's doing what, where?
3. **Perception:** Super-geeky badges, made people jealous.

How do you know something is truly innovative? What's the next big thing? Behlold! The 5 Attributes of Innovation:

1. Effortlessly blends disciplines and platforms (incorporates images, blogs, links social networks)
2. Leverages exponentials (originally each member got 10 invites. No other way to join. Think Pinterest, Kloud, Gmail). Sense of artificial demand.
3. Relies on virguos and vicious cycles. Capitalizes on bad photo sharing on other networks.
4. Liberates data/content/time/ideas/staff in some way
5. Core competency is elegantly simple and easiest to explain. Have to be able to explain great big idea. Your explanation can be long but has to be super easy for someone to understand upon first pass.

DOCUMENT TO FIND: OUR BIG LIST OF Q4 TRENDS

Some news trends to keep in mind:

- **Responsive design**
- **Algorithm curated news**, looks like something a human wrote
- **Atomic units of news** (Ben Huh working on news-based product that thinks in terms of atomic based news. Think like iTunes. You've got song, you can see top hits, you can see more music, deep cuts, etc. Think of atomic units of news in same way. Basic story, then more context. Some people working on systems to figure out who you are and what your relationship is to that story so you get right unit of news based on who you are.)
- **Utility-based applications**: Cloth (Kloth?) - can go into closet, take picture of all your clothes, it will catalog all your clothes, look at weather, then tell you what to wear (!).
- **Wearable technology**. Example: Purse. Inside: it charges her phone. Called *EverPurse*. There are going to build technology into lots of things we wear. Walking batteries.
- **Ambient social networks**: you can check-in and stalk! ie. airports. Can create information bubble that walks around with her wherever she is. "If I was a reporter, this is game-changing technology that every reporter should be using from here on out." Google Glass!

***CHALLENGE:** For those of you who want, take a look at those tech trends and, if you want to try your hand, try webmediatrends.tumblr.com, between now and end of year, post what top ten tech trends should be for media organizations. "Winners" get to go hang-out at Webb!

9/21; 1:07PM - Dick Costello Keynote

Recap/liveblog:

<http://ona12.journalists.org/sessions/keynote-conversation-dick-costello-and-emily-bell/>

PANELISTS

Dick Costello, *Twitter*, @dickc

Emily Bell, *Columbia Journalism School*, @emilybell

Topic 1: Twitter & the newsroom

- "It's clear that globally it's just become an incredibly valuable reporting tool," on TweetDeck. - Dick Costello on walking around the *New York Times* newsroom.
- Q: "How does it feel to be in charge of the free press in the 21st century"? (AWESOME QUESTION). Dick: "I don't view that as my job of course..."
- "I think of media companies as companies in the business of creating or editorially

curating content...**that's not the kind of company we're creating.**" - Dick Costello, saying Twitter is not reeeeeeeally a media company. More "a platform company."

- Emily to Dick: "Every choice you make about your platform essentially becomes editorial." Dick: "We can argue about the details behind that point. I'll say this: As distinct from, say, a news aggregator technology, publishers come to us and type in their content, and that's the content we distribute. We don't go out and gather content and arrange it on the page [MY COMMENT: YES YOU DO, THROUGH HASHTAGS LIKE #GOP2012].

Topic 2: Twitter & legal issues

- "Twitter: we strongly believe in right of users to protect rights private information #ona12" - @MJ_Coren
- Dick says he handed over Occupy protester's tweets in a sealed document because they play on appealing--and think they'll win. So judge/court cannot use until it's clear on the legality.

EDITOR'S NOTE: [FOLLOW EMILY BELL](#) BECAUSE SHE IS KILLING IT.

Topic 3: Twitter as a business

- Dick won't comment on business issues as Twitter is a private company. Boo.
- Does Twitter give Dick more responsibility than he'd like? "No! It's extremely fun and challenging to be running a company that's got this (tk) responsibility."
- 1,300 employees (some are in the room, and are jokingly encouraged to race to the microphones before us journalists during the Q&A)
- "Twitter CEO @dickc actually asked some tough questions during keynote conversation at #ONA12. Declines to talk revenue as private company." - @RealAdrianC

Q: Who's not on Twitter who you'd like to see on Twitter?

A: Dick Costello: Tom Brady.

Q: Is it possible to have Piers Morgan removed from Twitter?

Moments later, Piers Morgan [tweeted](#) (!): Nope - @jack 's got my back RT @AntDeRosa: "Is it possible to have@PiersMorgan removed from Twitter?" - @emilybell asks @dickc#ONA12

Topic 4: Recent news (changes to API)

- "There's a big distinction in my mind that people sometimes conflate having an API and having a real platform." - Dick Costello
- ".@dickc essentially saying the Twitter API was great when Twitter had no resources to develop apps themselves #ONA12" - @mhkeller
- "Amazon is example of what Twitter aspires to be as a platform company, says @dickc #ona12" - @burtherman

- Instead of the alternate experience, you build into Twitter and get all the value...
- We have tens of thousands of developers who leverage the API and build successful businesses with it. Cites Storify as an example.
- "It's become a little bit of a, y'know, I didn't get my homework done b/c Twitter changed it's API." - Dick Costello, regarding devs like IFTTT stepping back from the API. *Shots fired.*
- "We continue to spend an enormous amount of \$ providing a free and open API," era of openness not over, @dickc says. #ONA12 - @lheron

Topic 5: Twitter & events

- When you (over?) curate live events, "you lose the roar of the crowd," says Dick Costello. When you look at a hashtag stream, it sometimes feels like noise. It also feels like Twitter.
- We need to nail down these curation tools - Dick
- "While the digerati were tweeting #NBCfail...it is absolutely the case (Emily points to Jeff Jarvis, laughter) that they had the highest rating Olympics in 36 years." - Dick, saying Twitter wants to learn a heck of a lot more about Twitter's relationship to TV/video.

Q&A by Emily

- Twitter on instant translation: "Not so"
- Twitter on ability to download all your tweets: "By the end of the year," says sorry to the Twitter engineer.
- "Are you absolutely sure you don't want a Twitter phone," Emily asks. Dick envisions four years from now, but says "we don't have any plans" about that. "It's not the way we think about the future of the company..."

Q&A by Audience

- Jeff Jarvis wants Dick to better communicate future of Twitter so people know API changes are good. Dick says it's tough due to timing.
- On the future: "We would like to migrate to a world in which the 140 characters can serve as a caption for additional functionality."
- Dick Costello clearly wants developers to "leverage" Twitter's platform, says it will actually help their products get further distribution, etc. These developers "aren't necessarily the same" as those other developers.
- Jeff: "Any more shoes to drop?" Dick: "We will do work over the coming years that will result in announcements that are helpful to people. If you mean in terms of **are there more things we are going to restrict in the near term? No.**"
- Back at his seat, @JeffJarvis tweets: "Glad to hear more from @dickc at #ona12 on the vision for the platform going forward. Asked about more shoes to drop; he says no."
- We think about TweetDeck...as where we want to invest in desktop (place?). It's the

technology we see used in newsrooms across the room. We have a strong team working on that. I think you'll see us invest significantly in TweetDeck as more of a--I'm gonna use the term TwitterPro in name only--more of the professional, multicolumn, safe searches capabilities in Twitter, and we'll invest in that for our desktop technology across platforms.

- Lesson from Apple: The great acknowledgment from Steve Jobs, strategy being about what not to do.
 - "We haven't done as good a job communicating the what and the why as we could have..."
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9/21; 2:15PM - Collect, Clean and Manipulate: A Data Journalism Workshop

Recap/liveblog:

<http://ona12.journalists.org/sessions/collect-clean-and-manipulate-a-data-journalism-workshop/>

Pitch that sold me: *"This session will help you take the first steps in understanding, finding and interpreting data and maybe even do a mash-up or two and create a visualization. You'll get a set of replicable case studies and methods to get you going and offer tips on when to get a developer on board."*

PANELIST: Jennifer LaFleur, Dir. Computer-Assisted Reporting, *ProPublica*, @j_la28

*Jennifer LaFleur will tweet out her slides afterwards.

Why Data?

1. Contrasts are in the data
2. Your most powerful figures are in data
3. ?
4. ?
5. ?

Collecting the data

- If there is a report, if there is a form, there probably is a database.
- More often than not, you'll need to go to the data. Can be tricky if an agency doesn't want to release it.
- Sometimes there is no data. :(But that's OK! You can build databases from available data. Example: "Last year ProPublica obtained list of 2K people denied pardon – pulled

random sample and spent a year backgrounding these people. Showed that whites were more likely to get a pardon.” - <http://bit.ly/R5YzvK>

When you have to ask for data...

- Before filing a request, just ask for it.
- If they require a formal request, find out who it should go to (name, title) and what you should ask for.
- Letter should describe what you're asking for. Say you're willing to negotiate. Ask for a cost estimate. Can use automatic [letter generator](#). “Here's a handy FOIA request generator by state: <http://t.co/EES1j1GK> Be specific with dates, database, names. #ONA12cleandata” - @donica
- **Things to know:** relevant law, exact information, cost (real and perceived), who does the data entry, Leon (the IT guy at the agency), etc.

All data are not perfect - always important to check data to ensure it's correct, properly formatted, etc. Just: do integrity checks to find flaws, add caveats where necessary, do your own analysis--not the agency's.

How to do an Integrity check: Read the documentation. Understand the contents of every field. Know how many records you should have. Check counts & totals against reports. Check to be sure all possibilities are included. Check for missing data, duplicates, misplaced data, blank fields. Use a standard naming convention. Consider margins of error.

Beyond the basics: keep a notes file w/ status. Don't work off your original database. Make a copy. Know the source (look for bias). Use the right tool (talk to experts). Check for outliers. Gut check.

TO READ: Math in the Newsroom by Sarah Cohen, *New York Times*

9/21; 2:15PM - Pinterest, Instagram, Google+: Keep Up, #KeepSane

PANELISTS (Left to right)

Farai Chideya, @faraichideya

Phoebe Connelly, Senior Editor Yahoo News, @phoebedoris

Stephanie Clary, BreakingNews, @sclary

Recap/liveblog:

<http://ona12.journalists.org/sessions/pinterest-instagram-google-keep-up-keep-sane/>

Pitch: *"Learn how to use social analytics to evaluate and predict the value of emerging social platforms, and know when and how to call it quits when one doesn't deliver."*

Intros and social networks that work/don't work.

- "Q did you jump into platform & didn't work for you? @faraichideya says @Pinterest. It's a time factor. #keepsane #ONA12" - @NABJDigital
- Instagram - YahooNews's Phoebe Connelly not finding a reason to active the newsroom's channel. @thedailybeast has solved that (I think, though I'm biased) by giving user/password to reporters when they go out on reporting excursions.
- GOOGLE WAVE! *Everybody drink*. BreakingNews experimented with it quite a bit, used during a breaking news event in Seattle area. Boss walked up: "It's time to use the Google Wave." Got crazy, tech issues, worked for a bit w/ community feedback. People want to contribute and they want to be in the know, then BreakingNews could be there to verify. "We're looking at screenshots from possibly the only public journalistic use of Google Wave, via @sclary. Good times... #ONA12," tweeted @robpegoraro.

How do you navigate social media: public vs. private

- Point: Don't try too hard, promise too much, with new networks like Pinterest. **Treat new platforms as an experiment** and things may go better for you. - Phoebe Connelly
- Counter-point: "Keep hearing people talk about "still experimenting" with Pinterest. At this point, if it works, we should know. #keepsane #ONA12" - @DeanPraetorius

New platforms

- "A tip from @sclary on trying a new platform: Start early, pick a story you have some control over in terms of scope"
- Google+ is @BreakingNews's number three priority right now. Wow. Get lots of referrals a month, good SEO, etc. Might be the ONLY success story I've heard. The key? Having one person own it. Control it. Make it awesome.
- **"Really take advantage of those beta invites."** <- SO TRUE.
- Identify super-users, figure out WHY they are killing it. Replicate.

Pinterest & the gender divide

- Point: From the audience: "Is there a gender divide on Pinterest? Any guys use it, an audience member asks at#ONA12? Two hands go up," - @degarciaaknight
- Counter-point: "G+ for males, Pinterest for women these days? Sounds about right. #Keepsane #ONA12," - @TauhidChappell

Things to think about

- Embrace the word “experiment.” Don’t treat everything as a product launch that needs to be featured on Poynter. Try your best to be an early adopter (easier said than done). Find the power-users if you snooze.

END DAY ONE! THANKS FOR READING EVERYBODY. FOLLOW ME ON [TWITTER AT @MONEYRIES](#) or [FACEBOOK.COM/BRIANRIES](#).

9/22; 10:15AM - Social Media Debate: Best Practices vs. Bad Habits

PANELISTS (Left to right)

Eric Carvin (playing moderator), *AP*, @EricCarvin

Liz Heron, *WSJ*, @lheron

Niketa Patel, *CNN Money*, @Niketa

Anthony De Rosa, *Reuters*, @AnthonyDeRosa

Recap/liveblog:

<http://ona12.journalists.org/sessions/social-media-debate-best-practices-vs-bad-habits/>

Pitch: "Journalists have now been using social media for years to engage their audience, share their stories, develop sources and uncover amateur content. As this practice matures, is a consensus developing around a strong set of best practices? Or have we fallen into bad habits, using social media the way we do simply because “that’s the way it’s done”? Some of the leading social media editors in the news industry engage in a lively debate on whether it’s time to hit the reset button.”

Relevant links:

- AP’s policy:
http://www.ap.org/Images/Social-Media-Guidelines-7-24-2012_tcm28-8378.pdf
- Reuter’s policy: http://handbook.reuters.com/index.php/Main_Page

What’s changed since this time last year?

- Social publishing, aka “the rise of BuzzFeed.com,” which is pushing the idea that our content should be created to be shared. - Liz Heron
- Getting away from the stale article, having a page that’s continually being updated with live content, being driven primarily by social. - De Rosa

Social action as endorsement

- Context is important. It boils down to how you frame something.
- Twitter should allow us to add more context within their own website. We have to do this off of their website w/ tools like Storify. In their own best interest to give us better tools to make sense of what we're tweeting. - De Rosa

Corrections in social media

- Hoping for a correction/edited tweet? It is "a bit of a technological challenge" Liz Heron says, citing Twitter sources.
- Deleting tweets OK, Anthony De Rosa & Liz Heron say, but key is to disclose what happened. Put a another tweet out there saying, essentially, we deleted that last tweet due to a bad link/incorrect hashtag/etc.
- "Agree w/ @lheron. If there's factually incorrect info in a tweet, delete it so it doesn't spread. Issue correction. #ONA12" - @danielpetty

Confirming reports on social media, speed vs. being correct

- It's totally valuable to look for the wisdom of the crowd, it's just a matter of framing. Make sure people understand: "we're asking for reports, don't take anything in this thread as confirmed just yet." - Liz
- If you're watching cable news all day, all they're doing is putting out unconfirmed reports all the time - De Rosa
- General news consumer probably doesn't know who was first on a lot of these stories, more an ego thing for the journalists.
- Positive part of social media is crediting people with discovery.

Opinionated posting on social media

- Niketa says her thinking has evolved. Journalists are humans, are beacons, are thought leaders, so yes it should be OK.
- People should realize you should understand who these people are and where they're coming from, instead of trying to hide what their opinions are.
- Expressing really strong opinions you may hurt your credibility, credibility of your news organization. Cites "the view from nowhere" - Liz
- False-equivalency misinforms people, fact-checking on the rise, not just in social but in news gathering. AP's Eric Carvin says **most-popular stories for them were the #DNC2012 #GOP2012 fact-checks.**

Implications of images in social media -- are we handling them properly? Rights? Credit?

- Visual storytelling is kind've the language of the web--especially the social web these days.

- WSJ has no staff photographers!
- **Instagram:** Empire State Building shooting had a few gory pictures, many of them filtered and shared on Instagram, Pinterest. Important to track original author down, get permission, etc. But it's a challenge. You can't always win. Reuters works closely with photo editors.
- None of the lawyers at the mini law school could agree or figure out what **fair use** really means.

Social media guidelines -- do we need them anymore? More than ever? Should it be public?

- At the *Times*, it came down to "no," things are moving too fast. Would be outdated. Would up w/ "Don't do anything stupid." Now at *WSJ*, Liz Heron says journalists want more of a policy to know the rules of the road. Still **can be difficult to keep it up-to-date**.
- AP continues to update theirs.

Do news organizations need a social media editor? DO WE NEED TO EXIST?

- In a few years, this will all just become a part of everybody's toolkit, won't need such a specialized team anymore, not a specialized job. - Liz
- I think the job will evolve, says De Rosa, a newsroom will never really embrace it as we do. We can't manage all the different topic accounts for politics, world news, etc.
- Job will become more strategically looking at tools so newsrooms can do its job better. **Everyone should be a social media editor.** Guy/gal at the top should focus more on strategy.

What's next? What's new and controversial when it comes to social journalism in the future?

- **Audio:** Look at SoundCloud, audio making a comeback, a rebirth for audio, audio storytelling.
- **Video:** Seems like everybody is getting into video, HuffPost has strong focus on social. Will be interesting to see if its evolved, etc.
- **Packaging:** How to compile and share news across all mediums.

Q&A

Use comments from website, Facebook in story-telling/feedback? If it's a public comment, chances are you can use it, but be careful if its a sensitive subject. Always good to consider reaching out to verify identify, etc.

9/22; 11:30AM - Is Tumblr The New TIME?

PANELISTS (Left to right)

Jessica Bennett, *Tumblr*, formerly of *Newsweek*, @jess7bennett

Xana O'Neill, *WNYC.org*, @xanaoneill

Allie Townsend, *Facebook* formerly of *TIME*, @Allie_Townsend

Recap/liveblog:

<http://ona12.journalists.org/sessions/unconference-session-is-tumblr-the-new-time-inc/>

Pitch: *"As print suffers a slow and painful decline, it's not just the web that's changing journalism as we know it — it's tech companies like Tumblr and Facebook who are launching what could be the new new media movement."*

Relevant links: <http://storyboard.tumblr.com/>, <http://www.facebookstories.com/>,
<http://www.wnyc.org/>

- **Storyboard:** If Tumblr were a city of 60 million people, Storyboard is basically their newspaper. News about that community.
- **Facebook Stories:** An app launched by Facebook, really interested in how people are using our platform, were blown away by the response. Allie was brought it to create edit content that surrounds videos filmmakers have created--and are creating--about Facebook users' use of the platform.

Allie on leaving Time: You take a risk when you leave your dream job, but I'm happy I did it.

WNYC: It's really difficult to get people who are trained in one medium for decades and decades to adopt, evolve, and start using social media tools. "Oh, it's just one more thing I have to do..." Have to play to reporters egos to get them to use social.

So **is it journalism** what Allie & Jess are doing--covering the users of their companies? This seems to be the elephant in the room and is now front and center of the discussion.

- Allie (Facebook): Absolutely. Considers herself a journalist. Has not faced any friction.
- Jess (Tumblr): Yup. Still covering communities and subcultures. If you consider your brand your community then you are just reflecting what's happening on the ground.
- Could they do negative stories? Allie says **they'll have to earn the right to do that**. Point of the site at the moment is to cover how people are using the site in extraordinary ways...so no, not negative or extraordinarily bad yet. Tumblr's Jess says Storyboard less about company stories, more people stories. She approaches most stories she would

the same as at any publication.

- It is interesting to be funded by a company, b/c what happens when there is an issue you want to dissect?
- Stories have been killed at normal media companies too, because of advertisers, etc. So is it this any different? - Jess/Allie
- Audience member (later learned it was @digiphile, who tweeted to me “there was framing & several statements that deserved to be challenged, IMO”) just asked if it was time to ask questions, panel said later, but he went ahead anyway. Asked: All this is really great marketing, business-to-business, and the like, but without criticism, **is this really journalism?! Or is this just marketing?**
- Q. If you're blogging for a company but never write anything negative, isn't that just marketing & NOT #journalism? #ONAuncon @tumblr #ONA12 - @designerGNA
- A. @tumblr #storyboard panel says no. Journalist hired to make sure it "isn't a bullshit blog." #ONAuncon #ONA12 - @designerGNA
- “Dude undermined tumblr session and panelists' careers saying work at social media comps is marketing, not journalism. Dude's right. #ona12” - @thomasbink

"You've got to report on things that'll sell," says Allie Townsend. This is true for companies & media outlets alike, though for the latter it's more “that'll get traffic.” Though the biz side would say “that'll get ads.”

Identifying your audience?

- **Facebook:** There are more than 950 million people on Facebook, so finding a specific audience is hard to find. They've been identifying *communities*.

Sorry guys. At this point the Wi-Fi dropped and I ducked out to grab lunch.

9/22; 1:00PM - Lightning Round: Knight News Challenge: Data

PANELIST

Michael Maness, VP Journalism and Media Innovation, Knight Foundation, @michaelmaness

Recap/liveblog: <http://ona12.journalists.org/sessions/lightning-round-knc-data/>

Pitch: “Settle in with your boxed lunch and hear the winners of the Knight News Challenge: Data give Ignite-style rundowns of their projects, focused on making the vast amounts of information produced each day available, understandable and actionable.”

Relevant links:

- <http://www.knightfoundation.org/press-room/press-release/six-ventures-bring-data-public-winners-knight-news/>
- <http://blog.safecast.org/>
- <http://gocaldata.com/>
- <http://openelections.net/>
- <http://developmentseed.org/>
- <http://popuparchive.org/>
- <http://census.ire.org/>

Knight Foundation portfolio: 132 active grants, totaling \$119M.

Focus areas:

1. Freedom of Expression (big media outlets, mostly)
2. Journalism Education
3. Digital Transformation
4. Media Innovation (big focus now)
5. Open Government Data (big focus in the future)

Moving from rewarding and training journalists, journalistic programs, shifting now towards recognizing how we're bringing technology into the newsroom, building innovation, making people excited about storytelling. Now in a mode of disseminating and celebrating.

Knight's shift: *Legacy media -> New Media journalism -> social media -> post-institutional*

Types of grants:

1. Transforming organizations: this is big-time organizations.
2. Tent poles that can move the field forward: freedom of expression, individual rights, data & journalism
3. Challenge: based on themes. Looking to expand next year w/ different approach. Big challenges AND small challenges.
4. Prototype grant: Iteration in the space, transformative leadership. Brand new fund, started in June, meant for quick turnaround to prove proof of concept and do a beta. If they work we'll move into...*(ries thought: combine this w/ #10techrends 5-question checklist for launching new ideas/apps/tools)*.
5. Scale! These are projects that are funded after prototype.

Knight's ultimate goal: trying to build a self-propelling systemic innovation

network.

And now...**The 2012: Data Challenge winners!**

1. census.ire.org: the next generation

- started w/ a version one. the challenge, then, was to make browsing census data easier.
- a better product than 'american fact finder'
- successes w/ 1.0: friendly browsing, downloadable data, SQL scripts
- misses w/ 1.0: still complex, could use more context
- v 2.0 has a number of improvement goals
- **IN SHORT, THE GOAL:** Want to make it dead simple for journalists to use census data in their stories.

2. [Open Street Maps](#)

- "the year of the open map" - quote by max howard (sp?)
- Goal is to make it easier to work w/ data and Open Street Map, "so people can do stuff with it."
- The real power of @openstreetmap is getting the data out of maps to tell really creative stories. #newschallenge #ona12 - @kzhu91

3. [Local Data](#): community data toolkit (@golocaldata)

- The team: Alicia, an urban planner, matt (@matth) and prashant (@prashtx)
- The problem: neighborhood surveys lengthy, confusing, requires an expert. It's a closed process.
- The goal: Improve efficiency, retain accessibility, and empower communities.
 - They created a "hybrid paper product" with scan-tron style fill-in-the-blank Q's, QR codes, etc to retain accessibility.
- Export to useful formats: .csv, .kml, .shp & GeoJSON
- Building out way to visualize, so one can see crowd-collected data on a map, and share place-based data b/t communities, etc.
- The first five cities: Detroit (beta city), Chicago, Boston, New York, and San Francisco
- They are a 'Code for America' fellow/group. [note to myself: <http://codeforamerica.org/>]

4. [Safecast Air](#) - creating community air monitoring network (Levi Simons)

- inspired by radiation mapping after Fukushima disaster
- created an AWESOME-SOUNDING network of arduino-powered radiation sensors around Japan, some on cars, etc. 4 million data points.
- **Issues to address:** what if they were collecting *before* Fukushima? What will be the next environmental catastrophe?
- need they are addressing: lack of geospatial data re: air quality.
- As a platform: generalizing the hardware & software, make everything open (instructions, software, etc)

- They are developing modules, expanding API, so you can get platform and modules (which detect different types of chemicals in the air), and putting all the specs online and public.

5. [The Open Elections Project](#) (@zstumgoren)

- From the website: "Our goal is to create the first free, comprehensive, standardized, linked set of election data for the United States, including federal and statewide offices."
- Stated challenge: Election data is TOO HARD (unless you have lots of money and/or time)
- Created out of 'mutual frustration' that 'election data is too hard, a total mess
- Goals. Make it...
 - free
 - comprehensive
 - standardized
 - linked - most exciting. want to link to all things (campaign finance, census data, etc).
- HOW ARE THEY GOING TO FIX IT? The three phrases:
 - Phase 1: fact-finding & process

6. [Pop Up Archive](#)

- From the site: "Using web services, Pop Up Archive makes broadcast media content searchable, reusable and shareable, without requiring technical expertise or substantial resources from producers."
- The Kitchen Sisters: collecting oral histories for over 30 years.

9/22/12; 2:30pm - Ethics of the Community Newsroom

PANELISTS

Amanda Michel, *Guardian*, @amichel

Fergus Bell, *AP*, @fergb

Jennifer Preston, *New York Times*, @nyt_jenpreston

Recap/liveblog: <http://ona12.journalists.org/sessions/ethics-of-the-community-newsroom/>

Pitch: "Leveraging the strength of the community is now an integral part of digital news coverage, as are the ethics of publishing user-generated content. Share a discussion on issues of attribution, verification and industry standards in re-packaging content created by outside sources, as well as potential security risks in publishing content from some sources who put their lives on the line in going public."

First up: Jennifer Preston detailing how the *Times* uses user-generated content for reporting and how its presented to tell multimedia stories on *The Lede* blog.

Jennifer Preston

Former social media editor at the *Times* says she always tries to ask for permission.

"What I'm getting from most of these panels: always ask permission and verify content from public. Check everything." - @LATiffanyKelly

Where does the Times find the social UGC?

- Topsy
- search.twitter.com
- Google images

Some examples:

- *Times* found a blog by the Bales family (soldier who shot up an Afghani village) detailing how depressed they were he had to go back. Made decision to use due to news value.
- Times used tribute Facebook page of Aurora to find a YouTube video of one of the victims.
- **Syria & social media:** Challenge was no journalists on the ground. So they created the 'Watching Syria' feature: what they know, what they don't know. We share with our users what we know and what we don't know."
- **No UGC? No story?:** Rumors of an explosion off the jersey shore, yet no photos, videos, tweets. Strange..."
- **Dealing with minors** - so many young people sharing information on these platforms, as a reporter, how do you handle that? Example: Chardon.

The Guardian's Amanda Michel: Plan to give 5 quick and simple ways we can treat our readers "right."

1. **Reject submissions** more frequently (while trying to figure out production, etc). It's a horrible experience for our readers. *HuffPost* had a hard rule: reject quickly.
2. **Go back.** Example given was email sent to commenters on a previous interactive. In many ways we're tied to production cycle, but contributions on our site have much more lasting effect. One of the simplest things: go back and respond to readers on the site.
3. **Support your public space** (the comment platform).
4. **Test the assignment before you dole it out.** It's not that it may be difficult, but the assignment may be out of wack. Don't waste time: why am i being asked to do this. Best way to test an assignment's value, try doing it yourself first!
5. **Be transparent.**

Q&A - random bits

My Q: *The Guardian's* Amanda Michel loves forms, always leans on having more time to reach her goal than less. The AP's Fergus Bell likes his UGC raw, unedited because he doesn't know what's cut out. "If you're asking someone to do something, is that ethical in journalism?"

Summed up: If you're framing your questions and asking for something — it puts it on your terms.

"Terms of service doesn't necessarily mean its right thing to do. @fergb, responsibility to be sensitive to reaction will evoke #UGCethics" - @Aubrey115

9/22/12; 3:30pm - The New Era of Social TV

PANELISTS

Gabe Goodwin, ESPN, @gabethewp

Cory Bergman, Breaking News, @breakingnews

Kate Gardiner, dstl.it, @kategardiner

Recap/liveblog: <http://ona12.journalists.org/sessions/the-new-era-of-social-tv/>

Pitch: "More than a quarter of the television audience is online when they're watching traditional television. And 30 percent of that group is on Facebook, talking to their friends — and posting about the shows they're watching. For news entities, this presents an unparalleled opportunity to garner reaction from all corners of their viewing public, leading to insights and editorial situations that are as exciting as they are unpredictable. We speak with four of the leading names in the new era of #socialtv about what they're doing today, and what they'll be doing soon to incorporate the news consumer in the very product they're watching, on-screen, online and on mobile devices."

4 reasons why #SocialTV is such a big deal

1. Social media has been "proven" to drive tune-in. "As tweets draw closer to airtime, has positive correlation, esp with live events," says Cory.
2. Data helps you discover shows you love.

EXAMPLES GIVEN: **Team Coco's** app syncs app content with what's happening on the TV screen. **Viggle**. Trivia questions in sync with what you're seeing on the screen. IntoNow, Yahoo App, ties into ABC News broadcast. ConnectTV, focused more on local programming, can get deeper info, scripts, can listen in to syndicated shows. ZeeBox launching soon "with a major

partner,” allows partners bri....

--AUDIBLE, I'M GOING TO ELECTION NIGHT PANEL--

9/22/12; 3:30pm - The Votes Are In: Winning Election Night Coverage

PANELISTS

Burt Herman, Storify, @burtherman

Olivia Ma, YouTube News Manage, @oliviam

John Keefe, Senior Editor, Data News, WNYC, @jkeefe

Pitch: “Nov. 6 will have it all: intense public interest, nerd-heaven analysis, high drama — and a fire hose full of data. Learn how to best synthesize, translate and present local, state and national results to tell the full story, all on the tightest of deadlines, and which tools can help you do it.”

Recap/liveblog:

<http://ona12.journalists.org/sessions/the-votes-are-in-winning-election-night-coverage/>

First up: John Keefe from WNYC! [Here are his slides](#).

Random links I walked in during...

<http://www.ap.org/media-center/elections/us-election>

<http://www.github.com/datadesk/python-elections>

Don't have access to AP? Live data depends on a few things

- Will gov't be providing data you can use? Hard to answer. Every community is different. On the national level, there isn't a way to get national data. AP employs people all over the country to standardize the data. If you are collecting data on your own, there are a few ways to do it. WNYC tracking candidates leading up to election. Can use Google Spreadsheets to collect data that is fed into web applications. (link: <http://www.wny.cc/mayortracker>). They use a HighCharts chart using Javascript, connected with a spreadsheet, and when a reporter updates chart w/ data it automatically updates on the site. This does require code! *There are a few tools....*

Tools!

- [Tabletop.js](#) - makes it easy to take data from a Google spreadsheet and put it into a web application.
- [Miso project](#) - collaboration b/t Guardian & TK tying Google Spreadsheets and CSVs to

web applications.

NOW UP: Olivia. News Manager at YouTube.

Today's topics: YouTube, Insights, Consumer Surveys, Civic Information API & Gadget

--AUDIBLE. BOUNCED FOR NEWSROOM DESIGN--

9/22/12; 3:30pm - Designing Digital Newsrooms

PANELISTS

Gabriel Sama, Rest of the World Media, @gabosama

Steve Herrmann, BBC News Online, @BBCSteveH

Anjali Mullany, Fast Company, @anjalimullany

Pitch: "Does anyone really know what a successful digital newsroom looks like? From editorial strategy to project management, skill-sharing and culture change, there's a real art — and a lot of hard work — to building a foundation for a 24/7, integrated newsroom. Those who helped lead and manage the process in their organizations will share what they've learned along the way."

Recap/liveblog: <http://ona12.journalists.org/sessions/designing-digital-newsrooms/>

****CAME IN LATE, SO STARTING THESE NOTES TOWARDS THE END OF STEVE HERRMANN'S PORTION****

UP NOW: Anjali Mullany, Fast Company

Elements: Technology & workflow, if both understand each other, she finds most interesting innovation & progress happens.

Try [SPUNDGE](#). "Like a Storify connected to your CMS."

IDEAS: Screens that show analytics. Editor says nothing has changed the newsroom attitude more than showing reporters their numbers. At *FastCompany*, all reporters have access to ChartBeat.

END DAY TWO, AND THAT'S THE END OF ONA FOR

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KEEP IN TOUCH!