

Notes from Saigon 2008 Online Journalism Workshop

Mindy McAdams, University of Florida

All links:

<http://mindymcadams.com/guest/saigon2008.htm>

My online journalism blog:

<http://mindymcadams.com/tojou/>

Contact me:

mmcadams@jou.ufl.edu

What is a podcast?

- Podcast = an audio file (MP3 file) that you can download.
- Usually you can “subscribe” to it.
- New one appears on a regular schedule.

Angela Grant says video is best when it shows at least one of these three things:

- Action
- Emotion
- Something you just have to see to believe it

Colin Mulvany makes some very interesting videos for a newspaper in Washington state:

<http://www.spokesmanreview.com/blogs/video/>

- He made the video about the explosion.
- He also made the video about the paraplegic dog.

Video standard for the still camera (good enough for Web video):

- 640 x 480 (resolution)
- VGA video
- 30 fps (frames per second)

“Reporter-shot video” at The Washington Post

Expert and trainer: Chet Rhodes

Video vocabulary:

- clips = video files on your computer
- shots = each time you record, then stop, that is ONE shot
- sequence = several shots showing one activity, from different angles

To compose the shot — use the “Rule of Thirds” (divide the frame in your mind into three equal parts).

Hold the shot steady for at least 10 seconds.

Do not move the camera or zoom!

This makes it easy to edit.

VIDEO PROGRAMS for Windows

- Windows Movie Maker (easy and free)
- Sony Vegas
- Pinnacle Studio
- Adobe Premiere

AVID (very expensive, very complicated, used by TV news)

RSS feeds:

RSS = Really Simple Syndication

XML = a type of code or scripting used by RSS (and also other things, like database files)

The URL for an RSS feed will look like this:

<http://www.vnexpress.net/RSS/GL/The-gioi.rss>

(Ends in .rss)

Social bookmarks:

<http://del.icio.us>

You can just type *delicious* in the Web browser — it will open del.icio.us for you!

QUESTIONS

1. What are the rules of online journalism? What is the difference between online journalism and print journalism? How you display the contents.

2. The techniques necessary for online reporters. How to adjust to new requirements of an online Web site.
3. How are feature stories written differently for online?
4. How we can make use of the online journalism for print? How to take advantage of the Web site in the print version?
5. What are the IT techniques that online reporters should have? Such as Photoshop, softwares, etc. How the online newsroom should work.

Reporters:

- Pen and notebook
- Audio recorder
- Audio editing software (Audacity or another one)
- Camera
- Video — shoot and not edit
- Book: *Photojournalism: The Professionals' Approach*, by Kenneth Kobre.

Online staff:

1. Basic HTML
 2. Basic CSS
 3. Book: *Don't Make Me Think*, 2nd edition, by Steve Krug
 4. Photoshop
 5. Video — shoot and edit
 6. Video editing
 - Windows Movie Maker or iMovie (Mac)
 - (high-end = Final Cut Pro, Premiere, Avid)
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6. Rules of designing the interactive Web sites. How to work with the IT department of the online newsroom effectively.

Show when the story was updated: time stamp

Examples: <http://naplesnews.com/>

SEO = Search Engine Optimization

- Do your articles and news stories show up in a Google search?
- Please Google “seo” and learn about ways to improve your stories’ ranking in Google searches. There are many articles and tutorials about this.

Average length of audio slideshow:

Length of audio file: average of 2 minutes

About 5 seconds per photo =

- 12 photos per minute
- 2 minutes = 24 photos (average)

Free Web hosting — for your Soundslides —

<http://webng.com/>

Example — <http://macloo.webng.com/bonsai/>

FREE uploads

To upload the Soundslides *publish_to_web* folder:

- Use any FTP program.
- For example: FireFTP (Firefox Web browser only)
- FireFTP tutorial:
- For IE Web browser — I don’t know which FTP program is best for you.

Photo sharing site (free):

<http://www.flickr.com>

(Not Flickr — it is spelled Flickr)

Convert audio files:

Audacity cannot open the WMA file format.

Many audio recorders make audio files in .mp3 or .wma format.

- These formats CAN be converted to .wav using the free **Switch** program.
- Google search: switch audio
- Warning: Do not download Switch Plus. That one is NOT free.

INSTRUCTIONS for Editing Audio with Audacity

- Format = .wma or .mp3 > go to number 3
 - Format = .wav > go to number 4
 - Other format = install software and convert to .wma or .mp3 — then go to 3
1. Copy files from the audio recorder to My Documents.
 2. My Computer > Tools > Folder Options > View > Remove check mark from “Hide extensions for known file types” > Apply > OK
(This is how you can see what the file format is!)
 3. If the format is WMA or MP3, open Programs > use the Switch Sound File Converter
 - Add Files button > Add your WMA file
 - Check box — “Output to same folder as source files.”
 - Output format > .wav (This is *uncompressed* audio format.)
 - Click the Convert button
 4. Open Start menu > Programs > Audacity
 5. File > Open (find your .wav file and open it in Audacity)
 6. Edit the .wav file in Audacity. Save project file often.
 7. When editing is finished, export MP3 file.

On this page, you will find the links to two handouts about how to use Audacity:

<http://mindymcadams.com/guest/saigon2008.htm>

You will also find links there to tutorials about Soundslides.