
Low cost ways of getting in the online game

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This is not 1998

- Lots of companies want your business
- Technology = competition = lower costs
- There's more than just the iPad
- Digital doesn't mean expensive

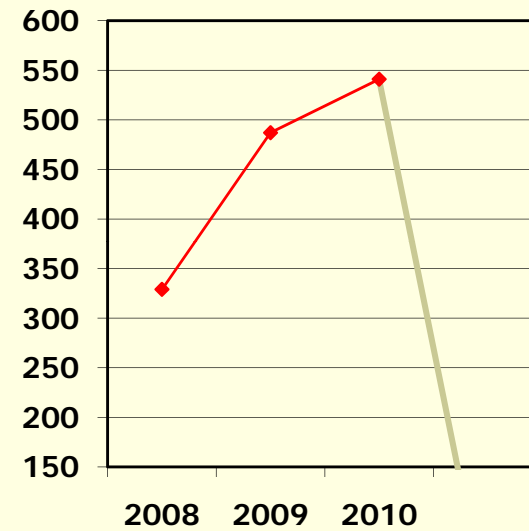
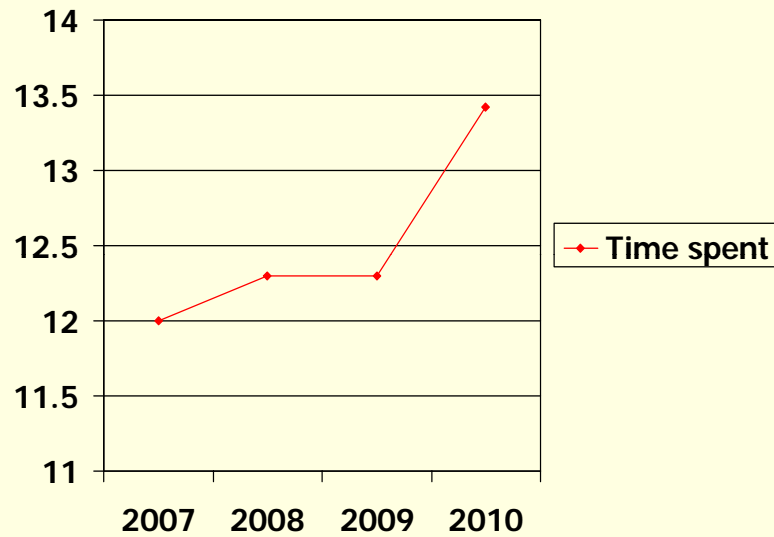
Everybody can play

- No barriers to smaller publishing companies
- No technological expertise barriers
- Not terribly time consuming
- No need for big cash outlays

Train your newsroom

- Own breaking and local news
- Remember: Online has a different audience
- Get into multimedia --- not just slide shows
- Update, update, update
- Really encourage risk taking

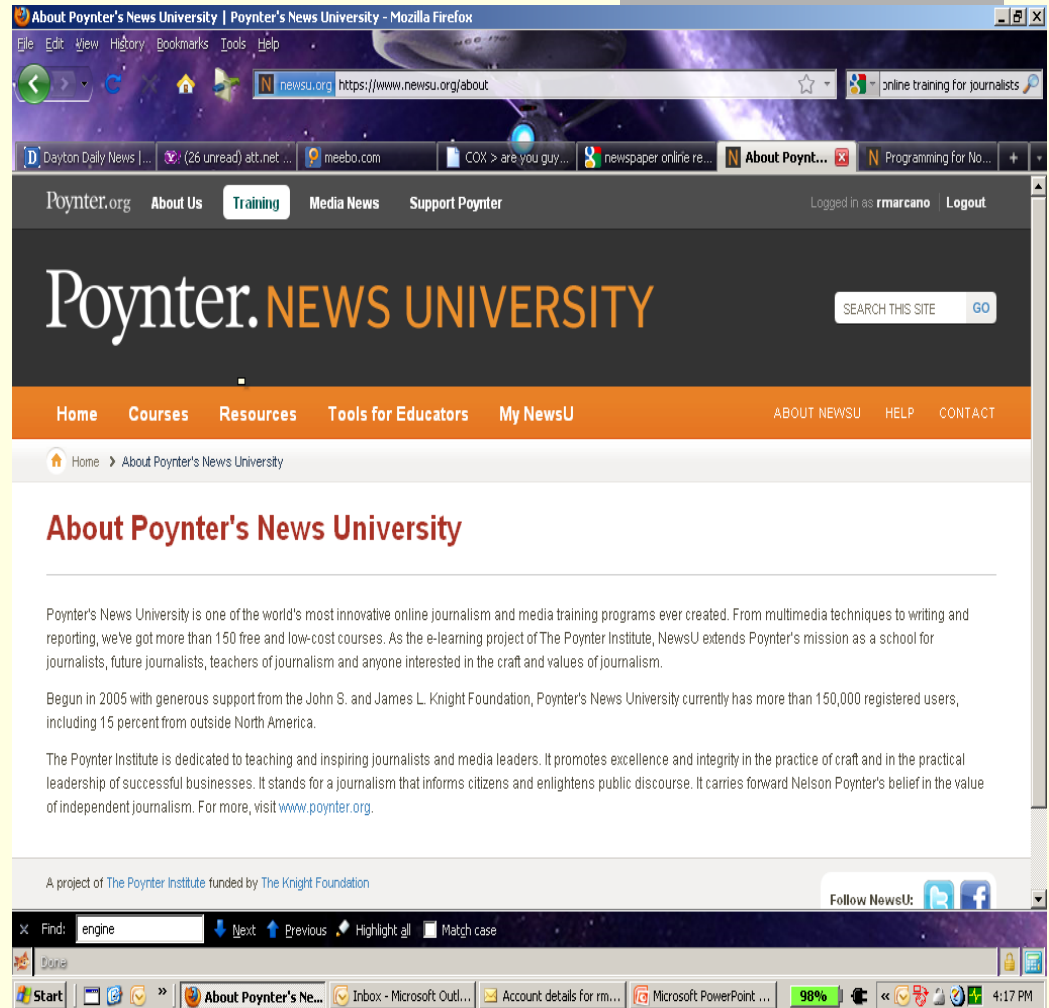
Training grows your audience



NewsU.org

- Low cost
- Topics include:
 - 10 things you can do free on your website
 - Adobe training
 - Google Maps
 - Engage Local Audience

All courses cost less than \$25 each!!!



The screenshot shows a Mozilla Firefox browser window displaying the Poynter News University website. The browser's address bar shows the URL <https://www.newsu.org/about>. The website's header includes navigation links for "Poynter.org", "About Us", "Training", "Media News", and "Support Poynter". The main content area features the "Poynter. NEWS UNIVERSITY" logo and a search bar. Below the logo, there is a navigation menu with links for "Home", "Courses", "Resources", "Tools for Educators", and "My NewsU". The page content includes the heading "About Poynter's News University" and several paragraphs of text describing the organization's mission and history. The browser's taskbar at the bottom shows various open applications, including "About Poynter's Ne...", "Inbox - Microsoft Out...", "Account details for rm...", and "Microsoft PowerPoint ...". The system tray indicates a battery level of 98% and the time as 4:17 PM.

Journalismdegree.org

Site lists 50 free courses journalists can take, including some digital

The screenshot shows a Mozilla Firefox browser window with the address bar displaying <http://journalismdegree.org/2009/top-50-free-open-courseware-classes-for-journalists/>. The page title is "Top 50 Free Open Courseware Classes for Journalists". The website header reads "JOURNALISM JOURNEYMAN" with the tagline "Jubilant journalism Juice".

About Our Blog
The Journalism Journeyman is a jovial and joyous blog that juxtaposes jubilant journalism with juicy bits of jazzy writing all for your amusement.

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Top 50 Free Open Courseware Classes for Journalists
NOVEMBER 15, 2009

If you write fiction, then you are not a journalist – although, many people might believe that mainstream media has moved more toward sensationalism than to the truth to gain ratings. Journalism is in trouble, if this is how this writing genre is depicted today. But, educators are seeking to turn the genre's reputation around to a more reputable yet still exciting stance. This movement is reflected in many free online courses and in entire Websites dedicated to journalism ethics, editing and new media.

The following list of top 50 free open courseware classes for journalists includes classes offered by college and universities. But, it also includes entire Websites sponsored by nonprofit foundations and colleges, which are dedicated to teaching readers about journalism. This list is categorized and listed alphabetically by course name or Web site name within those categories, and the sponsoring college or foundation is listed after each description.

New Media

1. [Center for the Digital Future](#): Read about digital futures, conduct research and learn about current news and events within a global project that focuses on understanding mass media's impact [USC Annenberg School Center for the Digital Future].
2. [Digital Broadcasting and the Public Interest](#): This online program includes essays with an eye to regulation, Constitutionality and policy in digital broadcasting [The Aspen Institute].
3. [Electronic Frontier Foundation](#): Use this site to learn more about bloggers' rights, coders' rights, social networking, surveillance self defense and more [Electronic Frontier Foundation].

The browser's search bar contains the text "engine". The taskbar at the bottom shows several open applications: "Top 50 Free Open...", "Inbox - Microsoft Ou...", "Account details for r...", and "Microsoft PowerPoint...". The system tray indicates 98% battery and the time is 4:24 PM.

International Center for Journalists

Lots of free digital info

The screenshot shows the International Center for Journalists (ICFJ) website in a Mozilla Firefox browser window. The browser's address bar displays the URL: <http://www.icfj.org/OurWork/ProgramsbyTopic/OnlineCourses/tabid/913/Default.aspx>. The website header includes the ICFJ logo and the tagline "Advancing Quality Journalism Worldwide". A navigation menu lists: HOME, ABOUT US, OUR WORK, SUPPORT ICFJ, AWARDS DINNER, RESOURCES, NEWS, and a search bar. The main content area is titled "Online Courses" and features a video player with the title "May Eilan on Creating a Wat...". Text on the page states: "ICFJ is supporting journalists all over the world with free online courses on a range of topics, including digital journalism, investigative reporting and business and economics." It also mentions that courses are offered in various languages and that interested applicants can look for more information on current listings. A sidebar on the right contains "Participant Testimonials" and "Upcoming Courses". The browser's taskbar at the bottom shows several open applications, including "ICFJ's Online Cour...", "Inbox - Microsoft Ou...", "Account details for r...", and "Microsoft PowerPoint...". The system tray indicates a battery level of 98% and the time as 4:35 PM.

Get into mobile

- Textcaster: www.textcaster.com
- DotGo: www.DotGo.com
- Verve: www.verve.com
- Myxer: www.myxer.com

Google HAS changed the world

- Google maps
- Google Earth
- Google Apps (\$50/year/pp)
- Gmail for business

Search: Google applications

Start your own blogs

- Wordpress
- Blogger
- Blog Spot

Need a better website?

- LOTS of companies offer small, free, basic websites, including Wordpress
 - NOTE: Most of them have NO bells and whistles, so all you get is a place to put out your content

Free HTML

- [About.com](#)
- [HTML.net](#)
- [W3Schools.com](#)

Questions to ask

- What do you are you trying to accomplish?
- What do you really need?
- How will this benefit your organization?
- How much time will this take away from other duties (free is never free!)
- Are you sufficiently invested in digital?

Train your ad department

- We don't sell "the newspaper" anymore
- We sell audiences
- Training will cost: But it's worth it in the long run

2008 Training Initiatives

Online Training



Seminar Training



Internal Management Training Program

WEEK 1 January 18 Introduction PowerPoint SnagIt	<ul style="list-style-type: none"> • Online Media Kit • Expectations • Terms • What to bring • Overview of class curriculum • How to format PowerPoint slides • Broad to narrow site and product presentation • How to take images used in SnagIt and paste in PowerPoint presentations
WEEK 2 January 25 Measuring A Campaign	<ul style="list-style-type: none"> • Site Catalyst and DART training (Alysson Cotrell/Monica Seals) • What kind of stats are available and how to read them • Selling Against Competitive Media • Research: Online Needs Analysis Discussion
WEEK 3 February 1 OAPS Building a Presentation Homework Prepare for Pitch	<ul style="list-style-type: none"> • Online Advertising Production System • Questions • Review PowerPoint building / Packages • Set up projector • On-line account scenario • Homework: Build presentations for next week
WEEK 4 February 8 Review of Last 3 Weeks	<ul style="list-style-type: none"> • Review and answer questions of last 3 weeks • Present with projector • Critique and discuss
<p>Classes will be once a week for 3-4 hours during the course of 4 weeks. In summary you will review the software and tools of online advertising and walk through the sales process for successful selling of print and online advertising.</p>	

Training: Print Reps to Media Specialists

<p>WEEK 5 November 21</p> <p>Building a Presentation Homework</p>	<ul style="list-style-type: none"> • Test on week four curriculum • Review PowerPoint building • On-line account scenario
<p>WEEK 6 November 28</p> <p>OAPS</p>	<ul style="list-style-type: none"> • Go over homework • Online Advertising Production System • Questions
<p>WEEK 7 December 5</p> <p>Review of Last 6 Weeks Prepare for Pitch</p>	<ul style="list-style-type: none"> • Review and answer questions of last 6 weeks • Discuss accounts that reps have selected and their needs • Homework: Build their presentations for next week
<p>WEEK 8 December 12</p> <p>The Pitch: Online Presentation</p>	<ul style="list-style-type: none"> • Present with projector for directors • Critique and discuss • Celebrate
	<p>entire training material</p>

Impact of training

- Cost:

- Paridigm: \$10K

- Laredo: \$5K

- ROI:

- Dayton's training investment: \$15K

- Direct sales up 32% y-o-y, or +1M incremental

Once training is completed

- Sell audience
 - No longer a print sell
- Decrease reliance on upsell
 - Print classified decreases hurt online
- Upsell to print
 - Paradigm shift
- Different thinking leads to different sales opportunities

Questions to ask

- Do you have a sales structure that places an emphasis on digital sales?
- Do you have incentives for digital sales?
- Who is your cheerleader?
- What's your message to your advertisers?
- Are you in-step with the newsroom?

Questions?

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