Hello.
The future is hard.
Newspaper Advertising Revenue Adjusted for Inflation, 1950 to 2012

Millions of 2012 Dollars

Source: Silicon Alley Insider
Ad sales: Q3 2006 to Q3 2012 (in $billions)
Sources: Newspaper Assoc. of America & Internet Advertising Bureau
U.S. Newspapers compared to Sears & Kodak

- Newspaper advertising
- Sears
- Kodak
- Newspaper circulation

Numbers in millions. Newspaper figures are revenue totals for U.S. daily newspapers. 2010 circulation revenue is estimated.
What is the future of newspapers?
You can spot the future.
Human-centered design allows you to see the future in the outliers.
Don’t ask.

@michaelmaness
In context.
What is the future of newspapers?
Lack of transformational leadership.
(Biggest problem in news industry)
Newspaper: An industrially manufactured product that attempts to provide complete information coverage of a defined geography and distributes advertising tonnage.
What is the future of news?
Traits of the new journalist:

context, verification, filter, interpretation, curation
Generalism is nearly dead!
BOSTON — Things looked bleak for the Angels when they trailed by two runs in the ninth inning, but Los Angeles recovered thanks to a key single from Vladimir Guerrero to pull out a 7-6 victory over the Boston Red Sox at Fenway Park on Sunday.

Guerrero drove in two Angels runners. He went 2-4 at the plate.

“When it comes down to honoring Nick Adenhart, and what happened in April in Anaheim, yes, it probably was the biggest hit (of my career),” Guerrero said. “Because I’m dedicating that to a former teammate, a guy that passed away.”

Guerrero has been good at the plate all season, especially in day games. During day games Guerrero has a .794 OPS. He has hit five home runs and driven in 13 runners in 26 games in day games.

After Chone Figgins walked, Bobby Abreu doubled and Torii Hunter was intentionally walked, the Angels were leading by one when Guerrero came to the plate against Jonathan Papelbon with two outs and the bases loaded in the ninth inning. He singled scoring Abreu from second and Figgins from third, which gave Angels the lead for good.

The Angels clinched the AL Division Series 3-0.
Breaking news is forever broken.
Reporters hang on for dear life in Hurricane Sandy
The article should not be the journalism unit of measure.
The threads of the work are as important as the finished cloth.
Social media is not a promotional tool.
Newspaper:
A portfolio of targeted communities engaged by key personalities on multiple platforms.
Starting a new news brand:

Find the largest niche communities.
Tuesday round-up

By Sarah Erickson-Muschko on Apr 30, 2013 at 9:48 am

We have changed our round-up format! In an effort to simplify the process for our round-up team, going forward we will only include in the round-up news articles and posts that are submitted to us. If you have (or know of) an article or post that you would like to have included in the round-up, please send a link to round-up [at] scotusblog.com so that we can consider it.

This Term’s scheduled oral arguments are now over, but yesterday the Justices sat to issue orders and opinions. In McBurney v. Young, the Court unanimously upheld a state’s policy of restricting access to public records by out-of-state residents against challenges under the dormant Commerce Clause and the Privilege and Immunities Clause. At this blog, Lyle Denniston reports that the Court based its decision on the only argument that Virginia made to the Court – namely, that the law is intended to “help its citizens keep track of how their public agents are performing.” Coverage of the case comes from Adam Liptak of The New York Times (who also covers the other action at the Court yesterday), Garrett Epps of The Atlantic, and the ABA Journal’s Debra Cassens Weiss. At the Constitutional Law Prof Blog, Steven Schwinn remarks that the case made clear that “there’s no fundamental right to public records” in the Constitution, but instead it is a matter for state legislatures.

Continue reading »
Starting a new news brand:

Define personalities for that community.
Starting a new news brand:

Become a platform and resource for talent.
Starting a new news brand: 

Build continuous interactivity.
Starting a new news brand:

Build continuous interactivity.
Innovation Cycle

Discovery  Prototype  Model  Beta  Scale
Starting a new news brand:

Over-promote junior tech savvy staff.
“Proceed until apprehended.”

-Emily Bell
Andy Carvin @acarvin

Senior strategist at NPR. Real-time informational DJ and occasional journalist, but not a social media guru. Author of the new book, Distant Witness. Proud dad.

out and about · bit.ly/distantwitness

157,739 TWEETS
2,308 FOLLOWING
89,187 FOLLOWERS

Tweets All / No replies

Andy Carvin @acarvin 1 hr
And the @Wonkette web chat is now under way. You can join us here: bit.ly/14p7gEY

Expand

Andy Carvin @acarvin 2 hrs

@michaelmaness

Knight Foundation
“I don’t know what you are doing, but keep doing it.”

-NPR exec on Andy Carvin
Lessons from Andy Carvin

- Build a news network
- Learn to be a social media DJ
- Create a critical mass of eyewitnesses
- Cultivate social media contacts like sources
Destination Distribution
Advertising

Marketing
Interactive: Impact of Potential Federal Cuts to Food Stamp Benefits

by Becca Aaronson  |  September 11, 2012  |  7 Comments

Nearly one in five Texas households struggled to afford healthy food in 2011, according to the U.S. Department of Agriculture. This interactive shows how many Texans would lose food stamp benefits if a proposed $16 billion cut to the Supplemental Nutrition Assistance Program is approved. FULL STORY

RELATED

- Interactive: Food Insecurity and Impact of Food Stamps

The Evening Brief: Sept. 11, 2012

by David Muto  |  September 11, 2012  |  10 Comments

Your evening reading: Sadler calls himself the "mainstream candidate"; Perry staffer named Railroad Commission executive director; Assange threatened to sue South by Southwest over documentary  FULL STORY

TRIBWIRE

- What the Failed Removal of UVA President Teresa Sullivan Means for Higher Education
- Spanish-Language Congressional
Visitors Overview

change in % of visits: +0.00%

Overview


100,000

February 2012
March 2012
April 2012

3,959,089 people visited this site

Visits: 197.43%
6,914,452 vs 2,324,722

Unique Visitors: 203.64%
3,959,089 vs 1,303,882

Pageviews: 107.56%
27,947,486 vs 13,464,718
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Keep spotting the future, trying new things and reading these things:

**Post-Industrial Journalism**
Anderson, Bell, Shirky

**The End of Big**
Nico Mele

**Distant Witness**
Andy Carvin