



THE EDITORS WEBLOG QUARTERLY REPORT

July 2007, Fourth Edition

Welcome to the 4th edition of the Editors Weblog Quarterly Report, an initiative of the World Editors Forum offered exclusively to members, which aims to inform editors-in-chief as to the most important developments in the global newspaper industry over the previous three months. It consists of summaries of the latest trends followed by links to relevant articles from the Editors Weblog (www.editorsweblog.org), which describe the trends in greater detail.

This quarter's report covers three aspects of the newspaper industry:

- Web Design: What to Include in the Toolbox
- Towards pro-am journalism
- Newsroom Integration: for Big and Small Players

If you have any questions, comments, or would like to suggest a topic for next quarter's report, or, if you would like to unsubscribe, please contact John Burke, Editor of The Editors Weblog at jburke@wan.asso.fr.

We hope you find this report informative and helpful for understanding our rapidly transforming industry.

Best regards,

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(www.editorsweblog.org)

Web Design: What to Include in the Toolbox

Online journalism and newspaper websites are by no means a new trend, but the editorial choices involved in designing a news website are constantly evolving. What are the must-haves and what are mere bells-and-whistles? Should an editor prioritize the implementation of video or citizen journalism? What drives traffic when a website is redesigned?

The following list is – by far – non-inclusive. Instead, it provides an overview of what some of the big names, and smaller titles, are doing online to attract new readers and play into their likes.

In April, *The Hindustan Times* launched a ‘classic’ redesign of its website ([article 1](#)): classic inasmuch as it boasts all the fundamentals of a new media news website, with continuous news, streaming video, RSS feeds and use of the Ajax interface.

Three big US players, *USA Today*, *latimes.com* and *washingtonpost.com* recently redesigned their websites. All three mentioned the importance of readers’ input during the process and video as a priority ([article 2](#)).

As you consider redesigning your website, you may also be interested in the views of the Guardian’s readers’ editor, who wonders whether new

trends of web design, toward clear bloggish layouts, are going in the right direction ([article 3](#)).

As for some specific features implemented by web designers, you can try privileging ‘news portal content,’ as is the case of the *Times of Oman*, which attracts much traffic by offering community services ([article 4](#)). **Gannett** (US) is promoting the use of widgets linking to its websites ([article 5](#)), which allow users to get continuous information in a particular domain of interest. The *Telegraph* also offers an interesting, tech savvy, option: an RSS aggregation tool ([article 6](#)), and the website also developed (in line with *USA Today*) social networking-type personalization features ([article 7](#)). Last in this list of online tools for newspaper websites, the **Associated Press** partnered with technology firm Attributor to be able to track how and where its content is used and distributed online ([article 8](#)).

At a time when newspapers must increase digital revenues to compensate for the decline in print, a solid website redesign can make a significant difference. A month after the **Times Online** unveiled its 10 million-pound relaunch, it had increased its traffic by nearly one million users ([article 9](#)).

1) India: New look for Hindustan Times site (30/04/2007)

The Hindustan Times (HT), a leading English-language daily, has relaunched its website to provide around-the-clock breaking news and more interactive features. http://www.editorsweblog.org/news/2007/04/india_new_look_for_hindustan_times_site.php

2) Editor and Publisher discusses redesign process with three major news sites (28/05/2007)

USATODAY.com, latimes.com, and washingtonpost.com recently discussed the redesign process of their sites with Editor and Publisher. Some of the common threads

were: the importance of readers' input during the process, video as increasingly significant, and the redesign as an ongoing process.

http://www.editorsweblog.org/news/2007/05/editor_and_publisher_discusses_redesign.php

3) UK: Guardian editor questions function of website (15/05/2007)

Siobhain Butterworth, the Guardian's readers' editor, questions the function of the paper's website, in light of its recent redesign. Should it have kept its more traditional print aspect, or is the new layout representative of adaptation to new media?

http://www.editorsweblog.org/news/2007/05/uk_guardian_editor_questions_function_of.php

4) Times of Oman: how a small team sustains an award-winning news site

(03/04/2007)

With three full-time online staffers, TimesofOman.com, which was re-launched in November 2006, receives on average 80,000 views per day. Cariappa A A, the web editor, explains how such a small team can put up a quality website daily, through efficient time management and adapted content.

http://www.editorsweblog.org/analysis/2007/04/times_of_oman_how_a_small_team_sustains.php

5) News companies launch widgets (29/05/2007)

The largest newspaper company in the US, Gannett, is beginning a strategy that may let it distribute its brand and content over the Internet – the launching of widgets.

http://www.editorsweblog.org/news/2007/05/news_companies_launch_widgets.php

6) Telegraph.co.uk launches RSS (06/06/2007)

By launching an RSS aggregation tool on its website, Telegraph.co.uk is sending its readers to content from rival publishers. However, in the beginning stages only a certain range of feeds will be available to users.

http://www.editorsweblog.org/news/2007/06/telegraphcouk_launches_rss.php

7) UK: My Telegraph boosts customizability (10/05/2007)

The Telegraph Media Group has launched a new feature for its online 'My Telegraph' version, enabling users to customize their page. The tool will initially enable users to customize their news by keywords and favorite subjects.

http://www.editorsweblog.org/news/2007/05/uk_my_telegraph_boosts_customizability.php

8) The Associated Press can now track their content with technology from Attributor (31/05/2007)

Thanks to Attributor, the AP can track its content anywhere on the Web. "We are looking at it not just to protect our rights but to derive some intelligence," said Srinandan Kasi, vice president, general counsel and secretary of AP.

http://www.editorsweblog.org/news/2007/05/the_associated_press_can_now_track_their.php

9) £10 million re-launch increases Times Online's users by 1 million (24/05/2007)

After re-launching its site in March, the Times Online registered close to 1 million additional unique users in April. This translates to an increase of about 11%, moving from 8 million to 8.9 million unique users.

http://www.editorsweblog.org/news/2007/05/10_million_relaunch_increases_times_onli.php

Towards pro-am journalism

Citizen journalism, participatory journalism, user contributions and reader blogs: by now most editors grasp the nuances of what once fell under the generic idea of 'blasphemous' user-generated content (UGC). Indeed, some media experts are still worried that UGC and Web 2.0 will burden both general culture and traditional media ([article 1-2](#)).

On the other hand, many newspapers have come to an opposite conclusion, as expressed by **Tom Callihan**, vice president of *The Enquirer*, who believes UGC will in fact save newspapers ([article 3](#)). For **Keith Harrison**, deputy editor of the UK's second biggest regional newspaper, the future of the regional press as a whole lies within the extensive use of citizen journalism ([article 4](#)).

Not all newspapers are as unequivocal in their view of citizen journalism, but most have increasingly sought to include UGC: the *Chicago Sun-Times* has launched and is planning to launch about 30 hyper-local citizen journalism news sites ([article 5](#)). In France *Le Monde* is planning on launching a website dedicated to participatory

journalism ([article 6](#)), and in Spain *El País* launched a special online section open to readers' input ([article 7](#)). In Sweden, the freesheet *Metro* is considering a project that would pay for aggregated bloggers' content based on the number of page views they receive ([article 8](#)).

Paying for citizen journalism? Managers are still seeking how to reap potential revenues from UGC (its cost benefits are obvious enough), but some numbers speak for themselves: within 30 days of partnering with blog-aggregator **Pluck**, **Cox Newspapers** had registered an increase of 5 million views ([article 9](#)).

Finally, although UGC is a pure Web 2.0 product, and is thus easily applicable online, some newspapers have started including citizen journalism in their print editions. This includes several newspapers in India ([article 10](#)), as well as *Boston Now* in the US ([article 11](#)).

While this raises concerns over (lack of) editorializing and accuracy, a 'quality' daily in print, written almost exclusively by non-professionals, may not be that far down the road.

1) **Andrew Keen: User-generated content is ruining culture** (28/06/2007)

In a recent *Business Week* video interview with senior editor **Diane Brady**, **Andrew Keen**, founder of **Audiocafe.com** and author of the new book *The Cult of the*

Amateur, expounded on his beliefs that user-generated content and Web 2.0 are bringing down culture and professional media.

http://www.editorsweblog.org/news/2007/06/andrew_keen_usergenerated_content_is_rui.php

2) Mainstream media: to worry or not to worry about user-generated content?

(19/04/2007)

A new **Accenture** survey reveals that 57% of media executives see user-generated content as a challenge, however, a **Hitwise** survey showed that, judging by the still-low percentages of users creating content, traditional media should be able to catch up.

http://www.editorsweblog.org/news/2007/04/mainstream_media_to_worry_or_not_to_worr.php

3) The Enquirer: User-generated content will save newspapers (28/06/2007)

With concerns of an “industry that is fighting for survival,” many newspapers are turning to user-generated content for support and input on the changing face of traditional news media. “We realize we’ve got to change or die,” said **Tom Callihan**, vice president of *The Enquirer*.

http://www.editorsweblog.org/news/2007/06/the_enquirer_usergenerated_content_will.php

4) The power of citizen journalists to produce ultralocal news (25/04/2007)

Keith Harrison, deputy editor of the UK's second biggest regional newspaper, the *Wolverhampton Express & Star*, thinks that the future of regional papers lies in ultralocal content – for which, he says, his paper will need 500 new citizen reporters.

http://www.editorsweblog.org/news/2007/04/the_power_of_citizen_journalists_to_produce.php

5) Chicago-Sun Times to launch 30 hyper local news sites (13/06/2007)

The *Chicago-Sun Times* will launch about 30 hyper local citizen journalism websites by the end of the year. The community is largely depended on to provide content, such as news, photos and local information, with community journalists moderating and fact-checking the submitted material.

http://www.editorsweblog.org/news/2007/06/chicagosun_times_to_launch_30_hyper_local.php

6) France : Le Monde to launch participatory journalism site (14/05/2007)

The French quality daily *Le Monde* will be launching a new participatory journalism website in the weeks to come. Users will be able to, initially, comment on and react to news items.

http://www.editorsweblog.org/news/2007/05/france_le_monde_to_launch_participatory.php

7) El Pais promotes citizen journalism (24/04/2007)

The Spanish online news site, *ELPAIS.com*, has launched a new section for citizen journalism. “*Yo periodista*” is an interactive section in which citizens can publish news at any time.

http://www.editorsweblog.org/news/2007/04/el_pais_promotes_citizen_journalism.php

8) Swedish Metro to pay bloggers half a cent per page view (19/06/2007)

The free daily *Metro* in Sweden could launch Metrobloggen, a tool that would pay bloggers 3 öre, or half a US cent, per page view. Bloggers must get at least 5,000 views to be given any money and page views are counted monthly and not aggregated.

http://www.editorsweblog.org/news/2007/06/swedish_metro_to_pay_bloggers_half_a_cen.php

9) Pluck helps Cox Newspapers generate five million BlogBurst views in 30 days (24/05/2007)

Within just 30 days of introducing **Pluck's** Blogburst - a blog syndication network which arranges thousands of category specific blogs together for news companies to select from - on some of its newspaper websites, **Cox Newspapers** achieved over five million views.

http://www.editorsweblog.org/news/2007/05/pluck_helps_cox_newspapers_generate_five.php

10) US: BostonNow freebie uses bloggers' content (09/05/2007)

Boston's recently launched freesheet, *BostonNow*, is including articles from 'new media' such as blogs and online sources in its print edition. As newspapers increasingly rely on user-generated content and non-professional sources, this could kick off a new trend for other print papers.

http://www.editorsweblog.org/print_newspapers/2007/05/us_bostonnow_freebie_uses_bloggers_conte.php

11) India: Print newspapers incorporate user-generated content and local news (30/05/2007)

Some newspapers in India are using material written by local people almost unchanged in their newspapers.

http://www.editorsweblog.org/print_newspapers/2007/05/india_print_newspapers_incorporate_userg.php

Newsroom integration: for Big and Small Players

Newsroom integration, which has been a concern for the major players in the industry for years already, is now a priority for all newspapers, big and small alike.

In the last quarter, many newsrooms have set their minds on convergence including the *Los Angeles Times*, which changed its editorial setup to accompany the process ([article 1](#)). At the 6th IFRA International Newsroom summit, **Will Lewis**, editor of the *Daily Telegraph* and **Michael Maness** from **Gannett** described the required changes in their organization in order to set up the hub-and-spokes newsroom and Local Information Centers respectively ([article 2](#)).

Newsroom integration isn't exclusive to large newspapers, as demonstrated by *The Shelby Star* (circ. 15,000) which ventures into an integrated newsroom and launched projects related to blogs, moblogs and video ([article 3](#)).

The real question remains, how can newspapers make a smooth transition from a platform-based entity to an integrated newsroom?

At the same IFRA Summit, two consultants described their experiences helping the integration of newsrooms. They emphasized basic but essential requisites, such as involved management, increased communication with staff and continuous, personalized, training ([article 4](#)). In an interview with the

Editors Weblog, **Tom Kent**, deputy managing editor at **Associated Press**, details specific strategies to help newsroom integration, from establishing training websites to the physical setup of the newsroom ([article 5](#)). Taking integration to the next step, **News International** recently announced it would merge the staffs of its four major titles into one team ([article 6](#)).

The previous examples paint the ideas and projects used by mainstream titles, but editors still hesitant to follow the road to convergence may be interested in more 'experimental' ventures. Duke University is going to launch its "next newsroom" project, trying to conceptualize a "newsroom of the future" for its campus paper ([article 7](#)). **Mark Glaser** of **MediaShift** also imagines the ideal, local newsroom of the future ([article 8](#)), which would "serve the public by collaborating with them and delivering the news they want on the platform of their choice." Finally, **Dave Morgan**, chairman of behavioral targeting advertising network **Tacoda**, advises for a radical leap into integration rather than a slow process, although this doesn't seem to be the path favored by editors ([article 9](#)).

For more coverage of integrating newsrooms, you can also have a look at the conference presentations from the 14th World Editors Forum, where integration was discussed in detail ([article 10](#)).

1) US: LA Times making changes to emphasize integration (10/04/2007)

The *Los Angeles Times* announced several upcoming, specific editorial changes set to complement recent new content launches and emphasize print and online integration.

http://www.editorsweblog.org/print_newspapers/2007/04/us_la_times_making_changes_to_emphasize.php

2) 2006's best examples of newsroom integration (20/04/2007)

Representatives from two of 2006's most closely watched news organizations present the trials and tribulations of their respective newsroom integration processes. **Will Lewis** gave the anxious audience a peek into the *Daily Telegraph's* new newsroom and **Michael Maness** from **Gannett** detailed his organization's dive into hyper-local "Information Centers."

http://www.editorsweblog.org/news/2007/04/2006s_best_examples_of_newsroom_integration.php

3) The small Shelby Star is experimenting with some very innovative technologies (25/05/2007)

The Shelby Star, with a circulation of about 15,000, is experimenting with some of the most innovative digital technologies in the industry. Use of blogs, moblogs, video, and an integrated newsroom are among the innovations being rolled out at the Shelby Star.

http://www.editorsweblog.org/news/2007/05/the_small_shelby_star_is_experimenting_w.php

4) Newsroom integration: changing mindsets, training staff (23/04/2007)

Jonathan Halls, Managing Director of **Talkshow Communications** (UK), and **Sarah Schantin-Williams**, consultant for **N-able Media** (Austria), described the necessary changes in newsroom culture for editors to implement their integrated newsroom. Both emphasized the necessity of involved management, increased communication with staff and proper training.

http://www.editorsweblog.org/print_newspapers/2007/04/newsroom_integration_changing_mindsets_t.php

5) Associated Press: detailing the road to integration (14/05/2007)

The **Editors Weblog** interviewed **Tom Kent**, AP's deputy managing editor, who insisted on the importance of cultural change and communication for smooth newsroom integration. More than that though, Kent details the strategies put into place, explains the changes in the editorial process, and gives a preview of the future of the integrated newsroom.

http://www.editorsweblog.org/analysis/2007/05/associated_press_detailing_the_road_to_i.php

6) News International to integrate print and online (11/07/2007)

The print and online editorial staffs of News International four major titles will soon be integrated into one team in an attempt to maximize efficiency and stay "number 1" in the newspaper industry.

http://www.editorsweblog.org/news/2007/07/news_international_to_integrate_print_and_o.php

7) Duke University to launch "next newsroom" project (18/06/2007)

"We're trying to imagine [the digital era newsroom] from scratch," says business reporter **Chris O'Brien**. With his input and guidance, plans are underway at **Duke**

University to create a revolutionary “newsroom of the future” for its student-run, campus paper.

http://www.editorsweblog.org/news/2007/06/duke_university_to_launch_next_newsroom.php

8) The local newsroom of the future (02/05/2007)

Mark Glaser of **MediaShift** recently offered specifics on how a non-platform-specific local newsroom would actually operate on a daily basis. The goal of such a newsroom? “Serve the public by collaborating with them and delivering the news they want on the platform of their choice,” says **Glaser**.

http://www.editorsweblog.org/print_newspapers/2007/05/the_local_newsroom_of_the_future.php

9) US: Radical advice: A slow descent into multimedia convergence won't work (06/04/2007)

Dave Morgan, chairman of behavioral targeting advertising network **Tacoda**, wonders which major metropolitan US newspaper will be the first to “truly and dramatically change its business model.” Though he is positive about the future of newspapers he says that they need to leave slow, cautious attempts at digital convergence behind.

http://www.editorsweblog.org/print_newspapers/2007/04/us_radical_advice_a_slow_descent_into_mu.php

10) 14th World Editors Forum: Discover everything you missed!

http://www.editorsweblog.org/analysis//2007/06/14th_world_editors_forum_discover_everyt.php