

JOURNALISM 2.0: HOW TO SURVIVE AND THRIVE



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TABLE OF CONTENTS

Licensing

1: Introduction

- 1.1: The future is now
- 1.2: You can do this

2: FTP, MB, RSS, oh My!

- 2.1: Introduction- Today's special? Acronym soup
- 2.2: Digital information- Megabytes, gigabytes and terabytes
- 2.3: How the Internet works
- 2.4: About Web browsers
- 2.5: RSS readers and feeds
- 2.6: Instant messaging
- 2.7: File Transfer Protocol
- 2.8: Summary

3: Web 2.0

- 3.1: Welcome to Web 2.0
- 3.2: Can you Digg it?
- 3.3: What does this mean for journalism?

4: Tools and Toys

- 4.1: Introduction
- 4.2: Tools you should be using
- 4.3: Mobile 2.0
- 4.4: iPod- The slim, sleek, 800-pound gorilla
- 4.5: 'Other' wireless

5: New Reporting Methods

- 5.1: Introduction
- 5.2: Spreadsheets and Storing data
- 5.3: Your 'so-called digital life'
- 5.4: Crowdsourcing
- 5.5: Distributed, Collaborative or Open-source reporting
- 5.6: Summary

6: How to Blog

- 6.1: Introduction
- 6.2: What is a blog?
- 6.3: Getting started
- 6.4: Love it or leave it

7: How to Report News for the Web

- 7.1: Introduction

8: Digital Audio and Podcasting

- 8.1: Introduction
- 8.2: The basics- Audio formats
- 8.3: Identifying opportunities
- 8.4: Buying a Recorder
- 8.5: Using a Microphone
- 8.6: Recording with your Computer
- 8.7: Editing your Audio
- 8.8: Ready for Podcasting

9: Shooting and Managing Digital Photos

- 9.1: Introduction
- 9.2: The Basics
- 9.3: Shooting Basic Photos with a Digital Camera
- 9.4: Editing Photographs Digitally
- 9.5: Summary

10: Shooting Video for News and Feature Stories

- 10.1: Introduction
- 10.2: Digital Video Cameras
- 10.3: Tapes, Batteries and other Accessories
- 10.4: Zooming, Focusing and Exposure
- 10.5: Get good Audio
- 10.6: Shooting Still Images
- 10.7: Shooting the Video
- 10.8: As simple as it gets
- 10.9: Do a trial run

11: Basic Video Editing

- 11.1: Introduction
- 11.2: Mac users- iMovie
- 11.3: PC users- Windows Movie Maker

12: Writing Scripts, Doing Voice-overs

- 12.1: Introduction
- 12.2: Interviewing while Recording
- 12.3: Voice-overs
- 12.4: On-camera Standup

13: Epilogue- Putting it All Together

14: Appendix- Script for Hurricane Family Feature

[Index](#)

[Glossary](#)

[Detailed Licensing](#)

[Detailed Licensing](#)

Licensing

A detailed breakdown of this resource's licensing can be found in [Back Matter/Detailed Licensing](#).

CHAPTER OVERVIEW

1: Introduction

This is a book about people, not technology. Sure, there's a lot of technology in the pages to follow, but if you boil it all down to its core, its essence, you'll find people trying to extend a noble and grounded craft into a new and unpredictable landscape. And it's the people who matter, not the latest software or Web site. If the people in this equation learn how make technology work for them, the rest is just details.

As journalists, we need to change our practices to adapt, but not our values. We're like sailors in the English proverb I chose for the title to this introduction: No amount of wishing for a return to smooth seas will calm the water around us.

To carry the sailing metaphor even further: It's time to tack. It's time to turn the bow of our ship and make the wind in this new sea work for us, not against us.

We'll use the best practices of other working journalists to point the way. We'll draw from the groundbreaking and innovative work being done at newspapers, radio and television stations and Web sites around the U.S. We can learn from their experiences.

As Benjamin Franklin famously said, "When you're finished changing, you're finished."

[1.1: The future is now](#)

[1.2: You can do this](#)

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