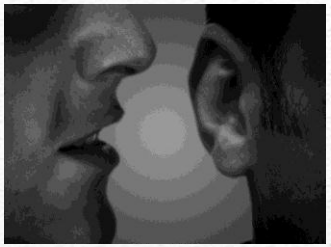
Multimedia Narratives, Collaborative News Engagement & New Media Business Models:

How the World's First Journalism Library Enables Creativity but Struggles with Preservation

Dorothy Carner: IFLA -2012 Mikkeli Pre-Conference



Word of Mouth
40,000 B.C.

Hieroglyphs
Egypt – 4000 B.C.

First Alphabet
Sinai-1500 B.C.

First paper
China – 105 A.D.

Gutenberg press
Germany - 1450

First American
Newspaper
Boston -1690

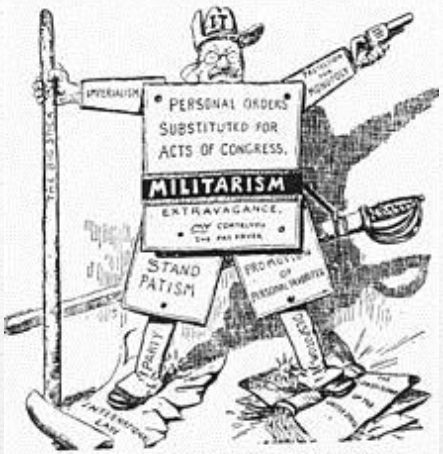
World's First Daily
Newspaper
London - 1702

First "New Business Model":
Mass Audience Appeal
+ Advertising - New York - 1833

Evolution of the News

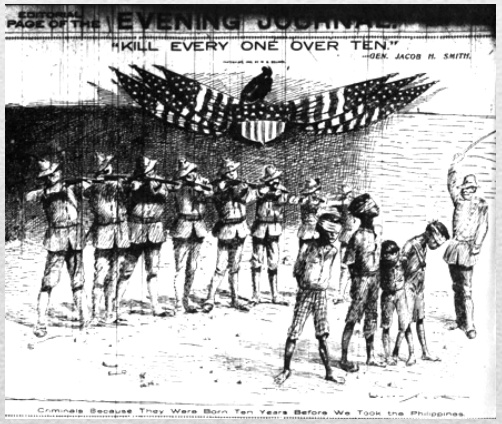
(2007, Stephens)
Images: &

- Joseph Pulitzer
  New York World- 1883



The Issue.—From the *World* (New York)

- William Randolph Hearst acquires
  The New York Morning Journal-1895



- Years of Circulation Wars – journalists paid by the "inch"

Yellow Journalism: Catalyst for Change

- **To counter "yellow journalism," many journalists called for "prescribed professionalism" through a university education.**

  - Correct practices
  - Knowledge of historical roots
  - Acceptable principals – (Narone, 2010, p. 22)

  "Before the century closes schools of journalism will be generally accepted as a feature of specialized higher education like schools of law or of medicine." – (Pulitzer, 1904, p 642)

  "The School's educational goal 'adds the laboratory to the lecture method, the clinic supplementing of the classroom. It trains by doing.'" – (Williams, 1929, p. 411) - The Birth of the "Missouri Method"

1908: Birth of Journalism Education

Fondée en 1899

Ecole Supérieure de Journalisme de Paris
Established - 1899

OR

Missouri School of Journalism
Established - 1908

The World's First Journalism School?

- I believe in the profession of Journalism.
- I believe that the public journal is a public trust; that all connected with it are, to the full measure of responsibility, trustees for the public; that all acceptance of lesser service than the public service is a betrayal of this trust.
- I believe that clear thinking, clear statement, accuracy and fairness are fundamental to good journalism.
- I believe that a journalist should write only what he holds in his heart to be true.
- I believe that suppression of the news, for any consideration other than the welfare of society, is indefensible.
- I believe that no one should write as a journalist what he would not say as a gentleman; that bribery by one's own pocket book is as much to be avoided as bribery by the pocketbook of another; that individual responsibility may not be escaped by pleading another's instructions or another's dividends.
- I believe that advertising, news and editorial columns should alike serve the best interests of readers; that a single standard of helpful truth and cleanness should prevail for all; that supreme test of good journalism is the measure of its public service.
- I believe that the journalism which succeeds the best-and best deserves success-fears God and honors man; is stoutly independent; unmoved by pride of opinion or greed of power; constructive, tolerant but never careless, self-controlled, patient, always respectful of its readers but always unafraid, is quickly indignant at injustice; is unswayed by the appeal of the privilege or the clamor of the mob; seeks to give every man a chance, and as far as law, an honest wage and recognition of human brotherhood can make it so, an equal chance; is profoundly patriotic while sincerely promoting international good will and cementing world-comradeship, is a journalism of humanity, of and for today's world.

The Journalist's Creed: Walter Williams (1908)

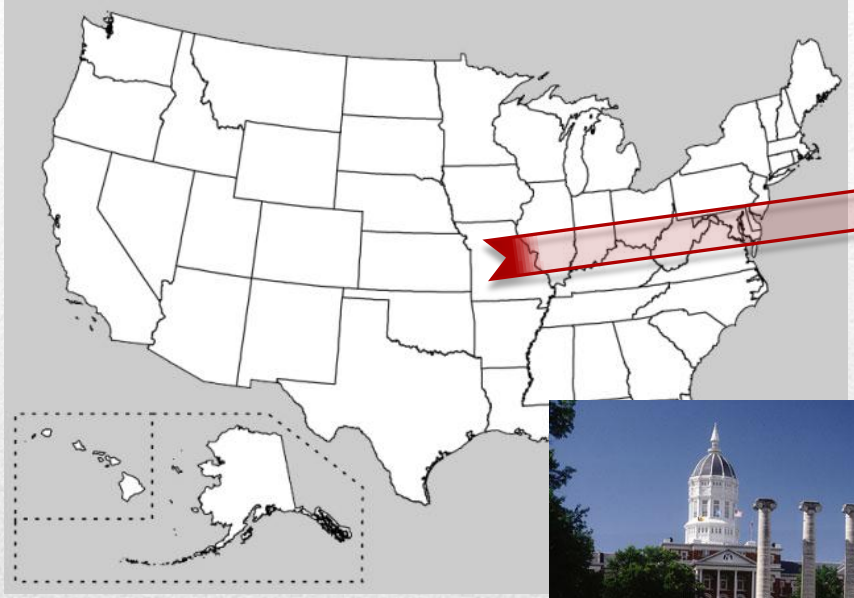
Missouri School of Journalism Opens

Journalism Library Opens

UNIVERSITY MISSOURIAN.

Vol. 1, Issue 1:
University Missourian Published

September 14, 1908



University of Missouri

Missouri School of Journalism

Missouri School of Journalism: Columbia, Missouri

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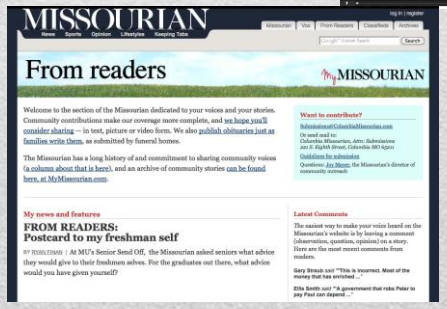
- 1908 - The *University Missourian* is published on the first class day - becomes one of two daily Columbia, MO newspapers.

- 1985 – The *Missourian* became the first daily newspaper in the world to use a local-area-network for production.

- 1992 – The *Missourian* became one of the first newspapers in the world to offer digital content as well as a print newspaper.

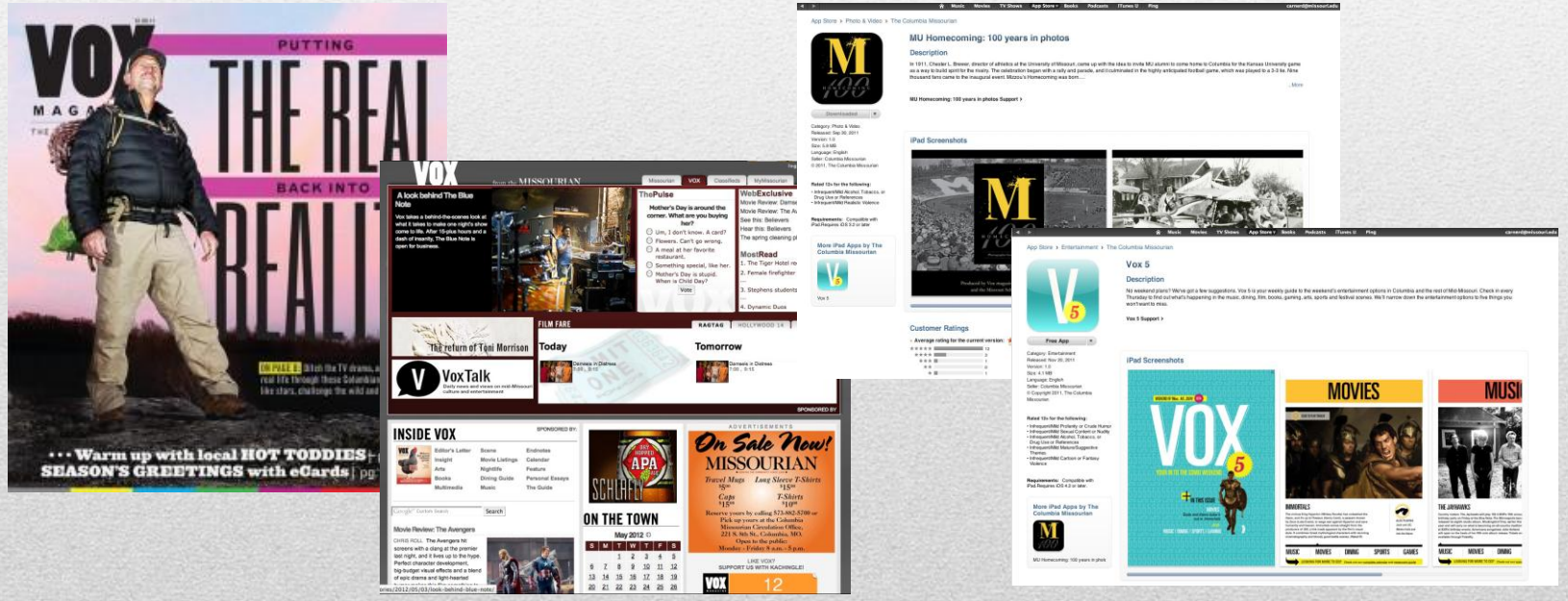
- 2008 - The *Missourian* changed its emphasis from a print-first publication to a digital-first news organization.

- 2011 – Community Outreach Coordinator fosters engagement through the "From readers" section of the *Missourian*.



Education Evolves with Media: Newspaper

- 1998 –*Vox* is published each Thursday
- 2006 - *VoxMagazine.com* is published on the digital platform
- 2011 - *Vox* publishes first iPad app – *MU Homecoming: 100 Years in Photos*
- 2012 – *Vox* publishes first *Vox5* magazine iPad app



Education Evolves with Media: Magazine

- 1995 - *Global Journalist* published by International Press Institute (IPI): Reports on the state of press freedom around the world, covers and serves international journalists.

- 1999 - *Global Journalist* produced by Missouri School of Journalism students.

- 2010 - *Global Journalist* produced as multimedia content for digital magazine, website and live-streamed radio/Internet broadcast..

Radio + Live-Streamed Internet Video

GlobalJournalist.org

Education Evolves with Media: Convergence

- 1924 - “Photojournalism” coined by Frank Luther Mott

- 1943 - First photojournalism program started by Clifton Edom
- 1944 - Fifty Annual Fifty-Print Competition
  - "to pay tribute to those press photographers and newspapers which, despite tremendous war-time difficulties, are doing a splendid job; to provide an opportunity for photographers of the nation to meet in open competition; and to compile and preserve...a collection of the best in current, home-front press pictures." (Clifford Odom)
- 1945 - College Photographer of the Year Competition

- 1948 - Pictures of the Year
  - oldest and most prestigious photojournalism program in the world
- 1949 – Missouri Photo Workshop
  - a week-long, intense learning experience where photographers and faculty collaborate to produce visual stories of a different small, Missouri town each year.
- 2001 - Pictures of the Year International

- 2011 – Microdocumentary Courses Offered

Education Evolves with Media: Photojournalism

- 1936 - First Radio Course Added to Journalism School Curriculum
- 1947 - First Radio Sequence – (KRFU Commercial Station)
- 1966 - Licenses Noncommercial Educational Radio Station
- 1972 - KBIA 91.3 Established as National Public Radio Affiliate
- 2009 - Intersection begins – live-streamed and chat driven community conversation

Education Evolves with Mountain Radio

Intersection

KBIA Radio + Live-Streamed Internet Broadcast

Recent discussions

News and information during a disaster (April 30)

Nearly a year after a severe tornado ripped through Joplin, a **new documentary** is being premiered this week in Columbia that chronicles the efforts of the Joplin Globe newspaper staff to keep the community informed in the wake of the disaster. We talk about the communication challenges a community faces in these types of situations. We also check in about crisis communication plans for mid-Missouri.

kbia.org

Education Evolves with Media: Convergence

- 1953 - Receives License to Operate Commercial Television Station
- 1954 – KOMU - NBC Network Affiliate
- 2011 – U News with Google+ Hangout

KOMU - 1954

KOMU - 2012

Education Evolves with Media: TV

U_News with Google+ Hangout

Education Evolves with Media: Convergence

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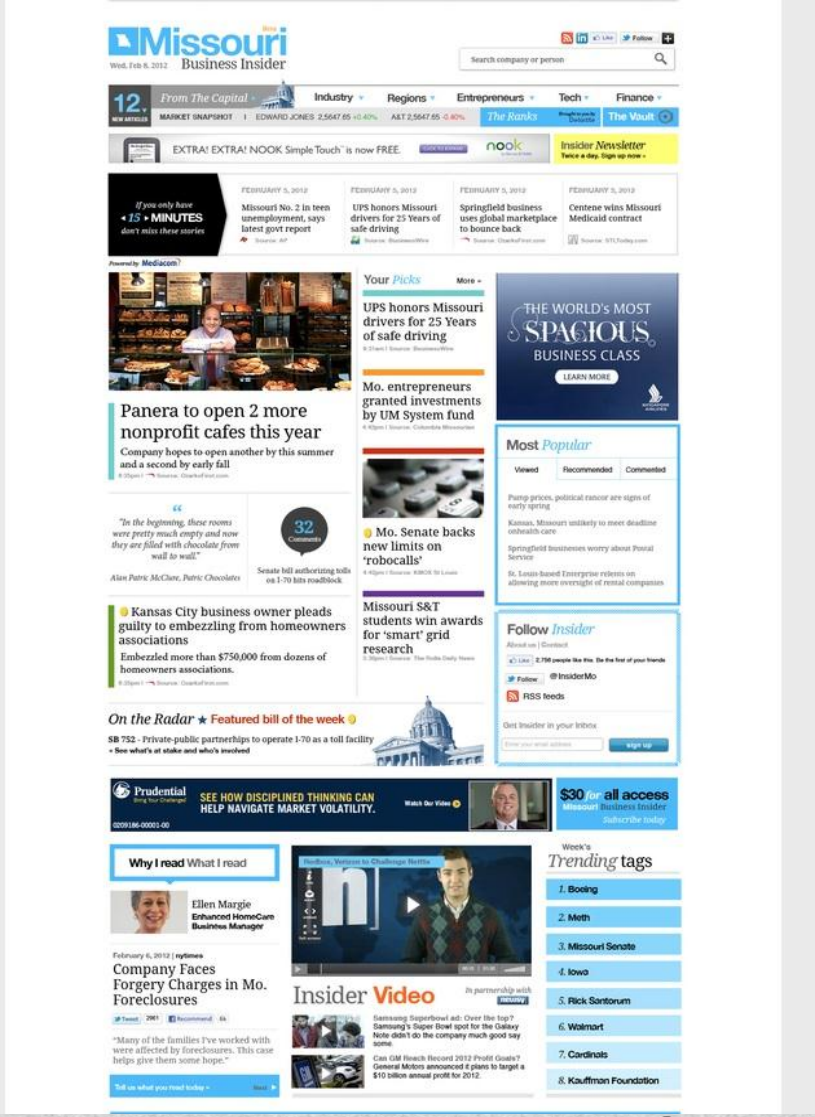
J4974/7974
Spring 2012: ADVANCED INTERNET APPLICATIONS FOR RADIO-TV JOURNALISM

Education Evolves with Media: Social Media

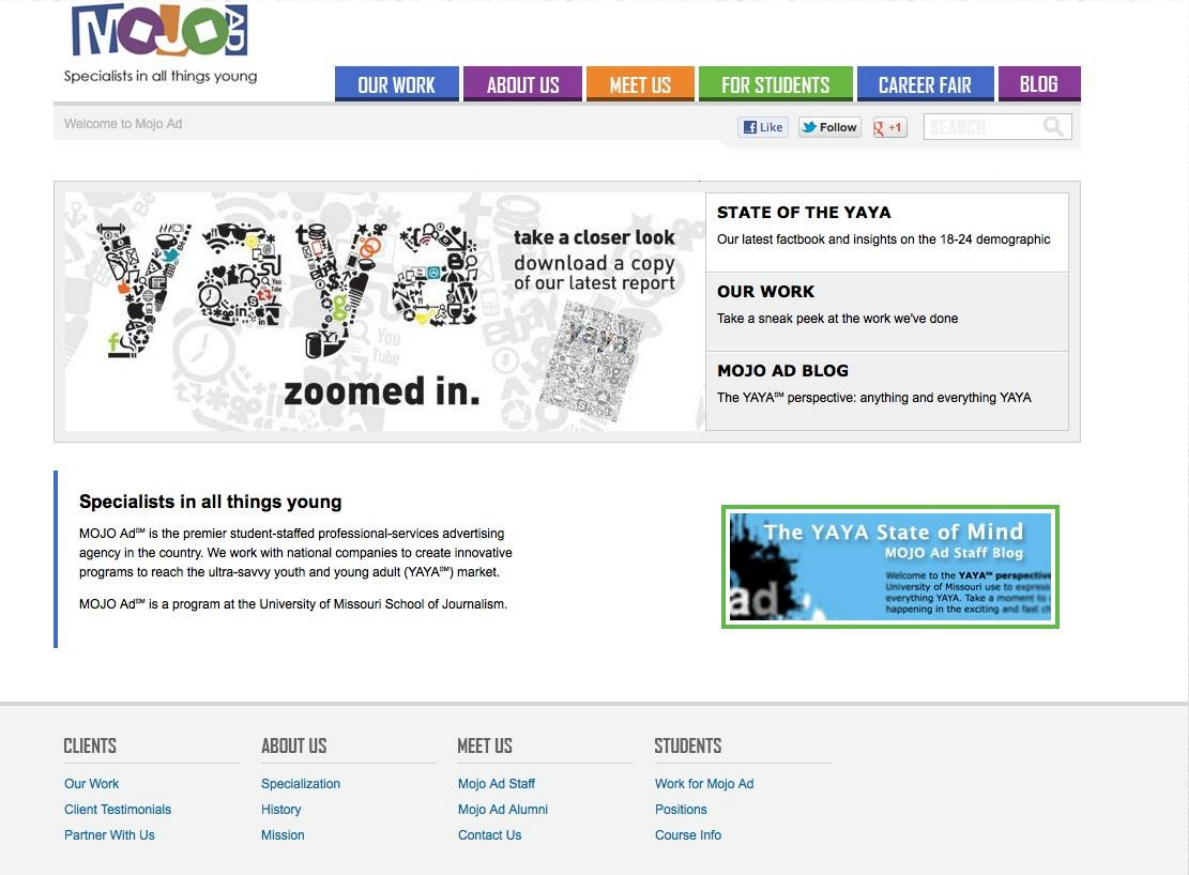
- 2012 - Digital Business Newsroom

An independent digital newsroom providing up-to-the-minute business journalism targeted at thought-leaders and change-makers in the state of Missouri.



Education Evolves with Media: New Digital Outlets

MOJO Ad℠ is the premier student-staffed professional-services advertising agency in the country. We work with national companies to create innovative programs to reach the ultra-savvy youth and young adult (YAYA℠) market.



National Clients: *Hallmark, Redbox, AOL Seed, Owens Illinois, Purina, U.S. Bank*

Education Evolves with Media: Advertising

- **Old Model:**
  - **"Push"** news to the consumer
  - Funded by advertising and circulation

- **New Model:**
  - Consumers "**Pull"** content they want at any time to the device of their choice

  - **"Engagement"**
    - Marketing
    - More focused, in-depth, topical content – keep readers at the site longer
    - Use multimedia, data visualization and social media tools – interactivity

  - New models for monetizing content – "work in progress"
    - Paywalls/Subscription – works for some, not for most
    - Advertising – Mobile size limits ads
      - $100 – offline = $10 on the web = $1 in mobile (Wolff, 2012)
      - Mobile app platform influences ad revenue
    - Advertising staff can sell "multimedia"

Engagement: The New Mantra

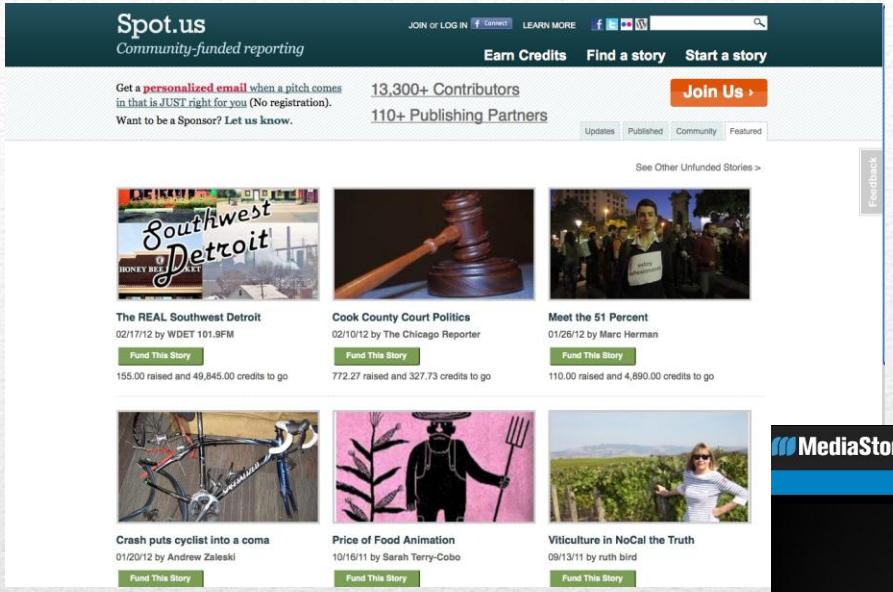
Newsy.
Multiple Sources.
The Real Story

Free, Award-winning, news app for all platforms.

Newsy.com is multi-source, multi-platform, multi-perspective video news

- Analyzes world news
- Compare how multiple global news outlets cover the day's events
- Allows users to compare bias by highlighting nuances in reporting.
- Provides another educational media outlet for journalism students

New Media Business Models



MediaStorm.com is an award-winning multimedia production studio, working with top visual storytellers, interactive designers and global organizations to create cinematic narratives that speak to the heart of the human condition.

Spot.Us is a nonprofit platform for "community empowered reporting" – acquired by American Public Media's Public Insight Network's (PIN) crowd-sourcing platform in 2011

New Media Business Models

1925

2012

Preserving the Past, Enabling the Present, and Innovating the Future:

The Evolving Role of the First Academic Journalism Library

- 1908 - Journalism library established
- 1920 - Became a branch of the University of Missouri Libraries
- 2008 - Moved into Reynolds Journalism Institute
- 2011 –
  - 231,000 visitors
  - 65 instructional classes for 1395 students
  - Access to:
    - 40,000 (print) monographs and periodicals on-site
    - 3,000,000 (print) volumes
    - 6,000,000 microfilm titles from the main library
    - 32,000 eBooks
    - 119,347 digital periodicals (including newspapers)
  - Circulated:
    - 5554 cameras (camcorders and still cameras)
    - 3366 books
    - 3311 laptops
    - 1641 laptop accessories (adapters, power cords, mice)
    - 1371 audio voice recorders
    - 798 headphones
    - 166 iPads
    - 164 DVDs

Re-evolution of the Journalism Library

- MOSpace - MU Libraries digital institutional repository (DSpace/Fedora/Islandora)

- Preservation Partnerships (Hathi Trust, WEST, etc.)

- Current management of journalism media assets
  - *Columbia Missourian & Vox Magazine* - use MerlinOne (commercial digital asset manager for print editions & photos, but not multimedia)

- In Progress
  - Identify media needing preservation attention
  - Plan for the creation of a digital curation center for news media
  - Hire digital curator/archivist for journalism to help with media preservation management
  - Create new multi-disciplinary curriculum to train news media curators
  - Integrate preservation life-cycle curriculum into journalism classes

Preserving Digital Media

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