



PR Newswire

United Business Media

Untangling the World Wide Web: New Trends in Online News

Moderated by Brian Anderson,
PR Newswire Media Relations

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Oscar Martinez

- Senior Editor for News, Dallasnews.com
- 19 years of journalism experience
- Former news editor for the *Port Arthur News*, *News-Times* and *Boston Globe*
- Joined *Dallas Morning News* in 1993
- Moved to online operations in 2000
- Emmy awards in 2003, 2004 working with WFAA-TV
- 2004 Edward R. Murrow Award winner
- Graduate of the University of Houston



Randy Covington

- Director, IFRA Newsplex
- Assistant professor, University of South Carolina School of Journalism
- 27 years experience in television news
- Served in managerial roles at TV stations in Houston, Louisville, Philadelphia, Boston and Columbia, S.C.
- Honors include a duPont-Columbia Citation, an Ohio State Award and four Emmys
- 1997 News Director of the Year – RTNDA/Carolinas



Daniel Gaines

- Editorial Ops Manager, LATimes.com
- Online business editor 2000-2005
- Markets editor for print editions of the *Los Angeles Times* from 1994-2000
- More than 10 years as a reporter, editor and news executive at *The Press-Enterprise*
- Journalism instructor – University of Southern California and California State University, Fullerton
- Graduate of State University of New York, Albany





2043

Philip Meyer, author of “The Vanishing Newspaper” and a professor of journalism at the University of North Carolina, predicts the final gasp of print newspapers to come in the first quarter of 2043.



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Challenges to Print Journalism

- Declining circulation as younger audiences shun newsprint for the Internet
- Declining revenue as classified and other advertising migrates online
- Declining relevance as traditional gatekeepers of news and information



Online and Unleashed

- Citizen journalists use the Web as their own publishing platform, assuming the professional journalist's traditional role of community watchdog
- Bloggers may distribute their own unfiltered information and opinions to a worldwide online audience
- Proliferation of technology such as multimedia cell phones and digital cameras allow ordinary people to become spot news reporters



Journalism's Response

- Shift talent and resources to online operations and reorganize the traditional newsroom for a 24/7 news cycle
- Use blogs, interactive polls and other tools to engage the readership in new ways and build community
- Explore new avenues for storytelling that 'converge' all of a media outlet's resources including video, audio, print and interactive elements



Questions



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