



PRINT TO DIGITAL

THINKING DIFFERENTLY ABOUT THE SAME STORY

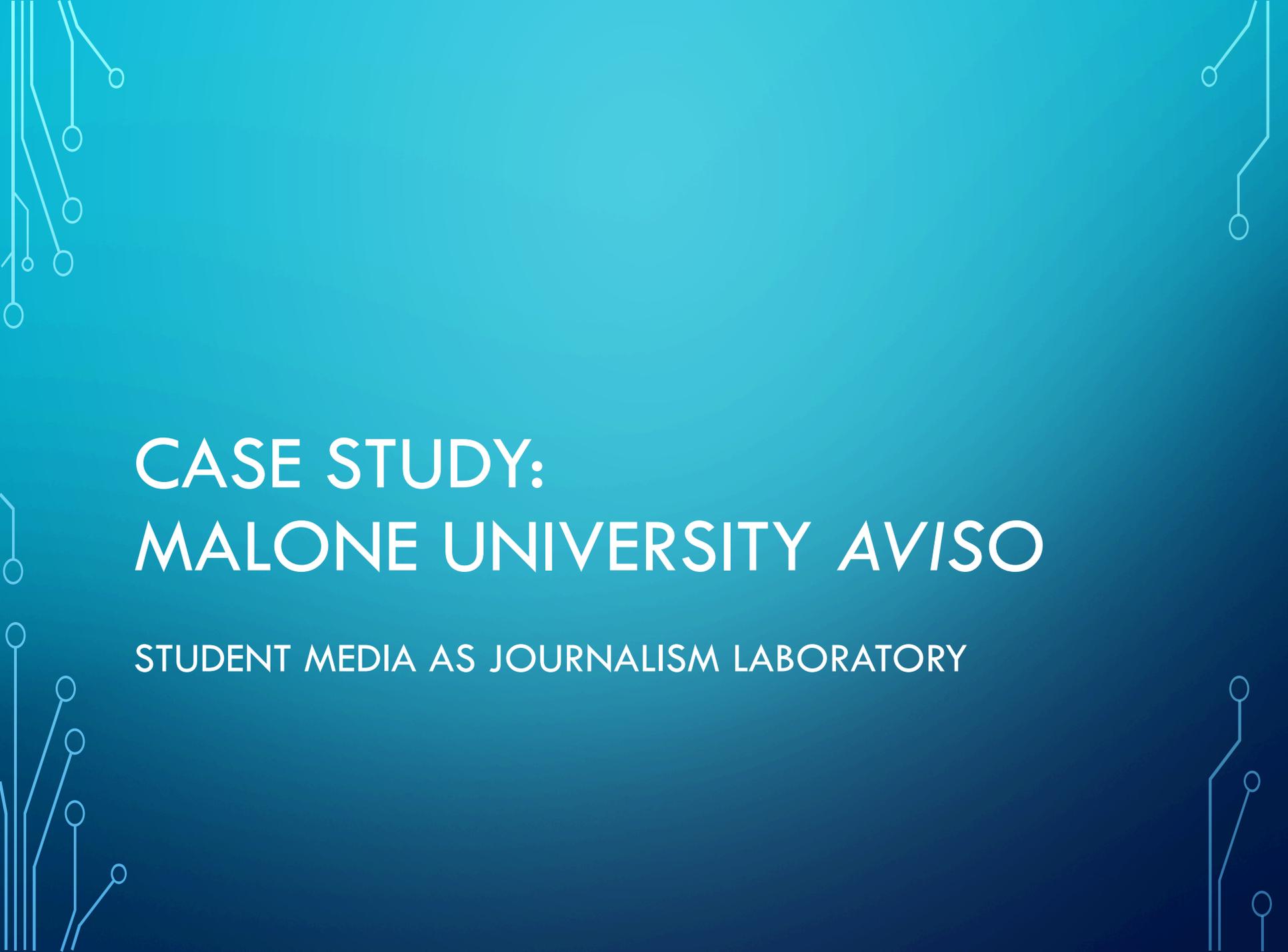
TAKEAWAYS:

- Selling the story (and publication) works differently online —from getting the audience's attention to keeping them on the site
- Stories must be told differently online to match the reader's experience
- Current trends include emphasis on mobility and integration with social media
- Specific challenges can be addressed.

DAVID DIXON

MESSIAH COLLEGE



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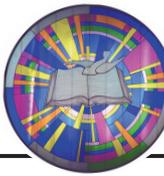
CASE STUDY: MALONE UNIVERSITY AVISO

STUDENT MEDIA AS JOURNALISM LABORATORY

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YEAR ONE: ALL IN

WE MADE SOME BAD ASSUMPTIONS



Malone's first Catholic group in formation

MEREDITH VALKO
Staff Writer

Who is Mary? What is Purgatory? Why are there saints?

Malone's first ever Catholic Student Organization is currently in formation. The title F.Q.I., Fides Quaerens Intellectum meaning Faith Seeking Understanding, also appropriately stands for Frequently Questioned Individuals. According to junior Jessica Dolezal, this is exactly what Catholic students are on Malone's campus.

"Students are curious—there are many questions about Mary, saints and purgatory," said Dolezal, the student who has taken the reigns of the group.

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photos: www.sxc.hu

of the group.

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that this group will be able to evangelize and educate both Protestants and Catholics.

See CATHOLIC, page 2

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FOCUS is a self-paced internet based career guide tool that assists students self-assessment and career exploration. According to Reichemberger, Director of Career Services, the club became aware of the program six or seven years ago the direct advertising route the system's founder, Dr. Minor. At the time, however was a stand-alone system the college was currently SIGI (from the same company that conducts GRE and PR exams).

"The SIGI system came with a higher price tag and of 'bells and whistles,'" Reichemberger, and there "not enough students us

The Aviso | The Student Voice of Malone University since 1958

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THE AVISO

THE STUDENT VOICE OF MALONE UNIVERSITY SINCE 1958

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THURSDAY DECEMBER 2ND 2010 Search

News

Forensics and debate »
If you ask forensics and debate coach Ann Lawson how many awards the team has won so far this year, her answer will

• WATCH: Jammin' in Your Jammies...
• Writer series encourages student writers
• WATCH: Gigana Hugana Banana Contest...
• Eating influences more than survival
• Silver War provokes friendly competition

Dramatic increase on recycling is seen on campus due to more concentrated

Features

Students choose careers in a »
College is supposed to be a time where you take classes, make friends and figure out what you want to do [...]

"Guy problem" in service »
A disproportionately low number of men have applied for this year's service learning trips. And according [...]

Laundry Love Project reaches »
Ranada Davis, a resident of Canton, walked into Professional Coin Laundromat with her two daughters, [...]

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Opinion

Vaccinating Christianity: »

"The Integration of Faith and Learning" is a familiar phrase. It's a phrase that I would like to consider Christian jargon because of how much it is [Read More]

Arts & Entertainment

"Harry" »
WATCH: Harry Potter fans rejoice; the Harry Potter movie franchise has finally given us, [...]

25th St Productions »
25th Street Productions, the record label housed at Malone, is getting ready to release a [...]

Randy Gernovich »
Senior music education major, Randy Gernovich, knew he wanted to become a musician at the [...]

Sports

Living Legend: Jack Hazen »

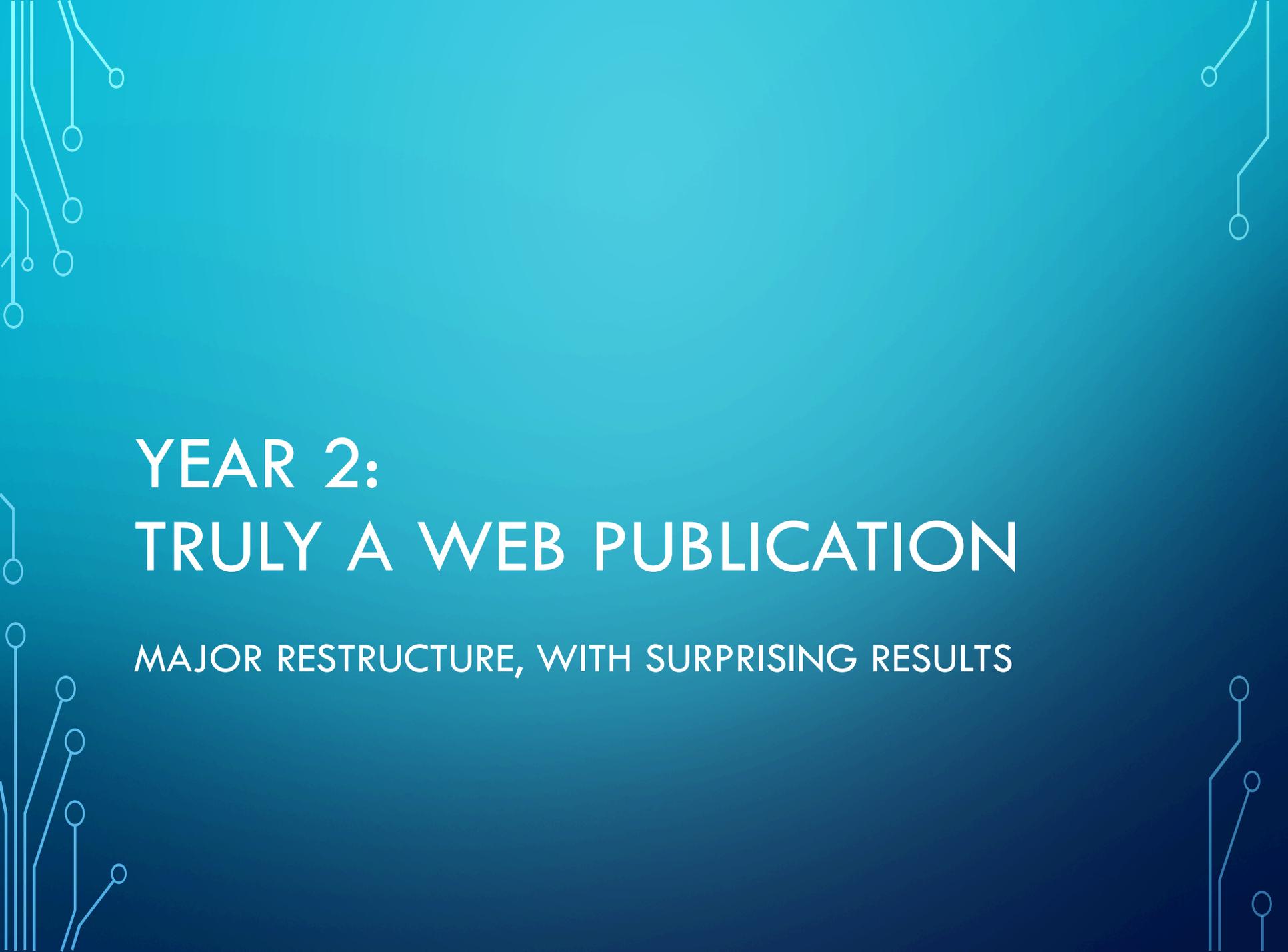
After forty-four years of coaching cross-country Jack Hazen could certainly retire. Yet, Hazen said he has no such plans. "I can't retire now. I love what I do too much. I get to train and travel across the country with young athletes. It really does not get much [Read More]

More Sports Headlines

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- Multi sports athletes show...
- Making History: Volleyball wins...
- Pressure cooker: Men strive for...
- Fresh start: Women's basketball...
- Buzz on the court: Men's...
- Swimming and diving coach talks...
- Go big or go home: Volleyball...
- Pressure Cooker: Men strive for...
- Bryan Eckenfels conquers heart...

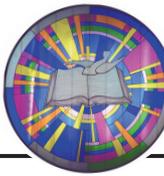
KEY FINDINGS

- We tried to transition slowly from print to digital, but we were far too conservative in providing our approach
- Good news: It was an important baseline for evaluating future changes

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YEAR 2: TRULY A WEB PUBLICATION

MAJOR RESTRUCTURE, WITH SURPRISING RESULTS



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Staff Writer

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Community members gathered on campus for the 5th annual Jack Hazen Pump...



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• Posted by: Aviso
There is no doubt that Pioneer running is legendary, but who would have...



STUDENT SOL UNIVERSITY V

April 17, 2012 • Post
Senior Business A
Air Force reservist C

TOP STORIES



AVISO NAMED FINALIST FOR ACP ONLINE PACEMAKER

April 17, 2012

The Aviso AVW has been named a finalist for the Associated Collegiate Press's (ACP) 2012 Online Pacemaker award in the online-only category. As a finalist, The Aviso finds itself in the company of publications from much larger schools such as Northwestern University, Temple University and the Savannah College of Art & Design. The Online [...]

CONTINUE READING →



OPINION: CONTENTMENT IS ABOUT MORE THAN RELATIONSHIP STATUS

April 17, 2012

Our campus tends to categorize people in one of three ways: single, Malone couple, and engaged. What a narrow way of thinking about a person! It is sad to be defined by one's relationship status. This is a problem. We (and, yes, I also have been single) are so quick to



ST. JOHN'S BIBLE DEBUTS TO COMMUNITY

April 17, 2012

One of the 299 editions of the Heritage copy of the St. John's Bible was presented at a reception and documentary screening in the Johnson Center Memorial Chapel on Wednesday, April 11. Tim Ternes, executive director of the project, spoke to about 70 students and faculty about the process and significance of the project. [...]

CONTINUE READING →



SHERWOOD SAYS: TOP 10 BASEBALL SUPERSTITIONS

April 17, 2012

When classes started again after the week off for spring break I wrote a Pioneer Focus on senior first baseman Matt Anderson. In the piece, one of the questions I always ask is what your biggest superstition is and Anderson's answer was glaringly different from past Pioneer focuses. "Eye blacking guys on the team [...]

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APRIL 17, 2012
- St. John's Bible debuts to community**
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- Student soldier honors university with flag**
APRIL 17, 2012
- Students energize for finals, papers**
APRIL 17, 2012
- OPINION: Contentment is about more than relationship status**
APRIL 17, 2012

CANTON REPOSITORY TOP NEWS

- Charge guard Campbell gets his shot in Vegas summer league** July 25, 2012
Charge point guard T.J. Campbell makes the most of his time with the Cavalier's summer league team. [...]

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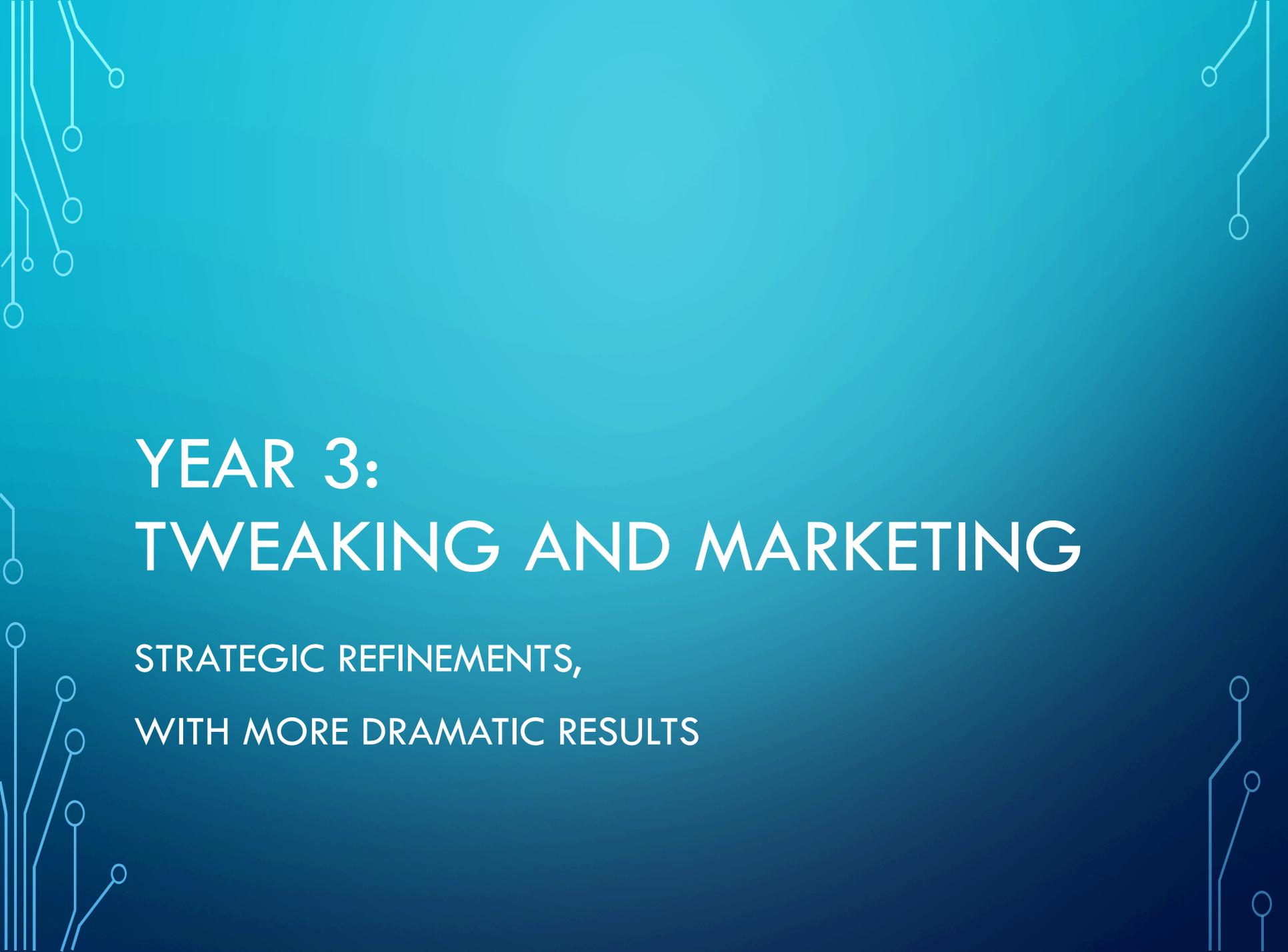
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- Emphasized storytelling that included both text and video (and just audio)
- Added photos of writers to increase personalization
- Began working with social media (specifically Facebook) both from the publication and individual writers

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YEAR 3: TWEAKING AND MARKETING

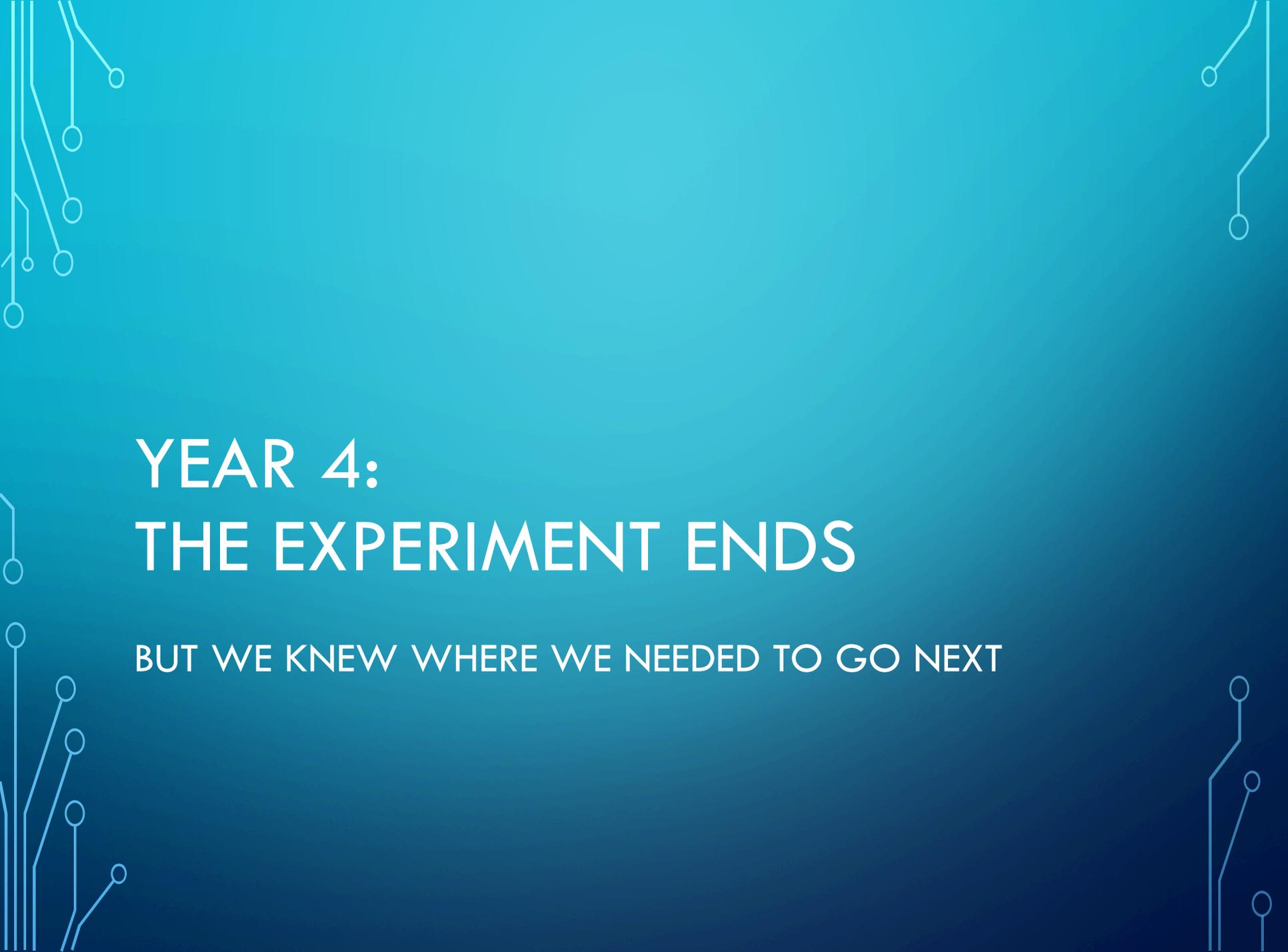
STRATEGIC REFINEMENTS,
WITH MORE DRAMATIC RESULTS

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The background is a teal-to-blue gradient. In the corners, there are white line-art graphics resembling circuit traces or data paths, with small circles at the end of the lines.

YEAR 4: THE EXPERIMENT ENDS

BUT WE KNEW WHERE WE NEEDED TO GO NEXT

KEY FINDINGS

- We desperately needed a design update to a dynamic, mobile-friendly design
- Even better, we really wanted an iOS app
- Needed to extend our social media to other platforms, especially Twitter, Instagram, Pinterest

A COUPLE FAILURES

- QR codes had no traction at all
- RSS died (and this was sad)

MORE CURRENT TRENDS

- Digital media are no longer the exotic media—they're the “normal” media

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- Digital media are no longer the exotic media—they're the “normal” media
- Stories increasingly start on social media and migrate to webpages
- Story structures are becoming more fragmented as smaller chunks work better on small screens (and with short attention)
 - More use of subheads
 - More use of lists and bullets

A decorative graphic on the left side of the slide, consisting of white lines and circles on a blue background, resembling a circuit board or data flow diagram.

QUESTIONS? YOUR IDEAS?