



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



YEAR ONE: ALL IN

WE MADE SOME BAD ASSUMPTIONS



Malone's first Catholic group in formation

MEREDITH VALKO
Staff Writer

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photos: www.sxc.hu

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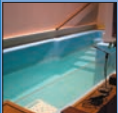
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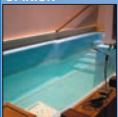
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THE STUDENT VOICE OF MALONE UNIVERSITY SINCE 1958

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THURSDAY DECEMBER 2ND 2010

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

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- 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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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

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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]

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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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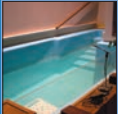
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• Posted by: Aviso
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• Posted by: Aviso
Community members gathered on campus for the 5th annual Jack Hazen Pump...



PIONEER RUNNING CELEBRATES 50 YEARS OF MEMORIES

• 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 [...]

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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 Terres, executive director of the project, spoke to about 70 students and faculty about the process and significance of the project. [...]

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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 constantly



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
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- OPINION: Contentment is about more than relationship status
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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 | [...]

KEY FINDINGS

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- Added video for both storytelling and entertainment (features)
- 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

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 3: TWEAKING AND MARKETING

STRATEGIC REFINEMENTS,
WITH MORE DRAMATIC RESULTS

KEY FINDINGS

- Changed publication cycle to spread out release of stories

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- Use social media even more, timed usage to when students were likely to be online

The background is a teal-to-blue gradient. In the corners, there are white line-art graphics resembling circuit boards or neural networks, with lines connecting to small circles.

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

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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



QUESTIONS? YOUR IDEAS?