

The ETSPJ guy

BY JOHN HUOTARI
 ETSPJ president

A recent lecture by media pioneer Rob Curley at the University of Tennessee was amazing and inspiring.

Curley is vice president of product development for Washingtonpost.Newsweek Interactive. He spoke in early April at a Web journalism conference hosted by the University of Tennessee's School of Journalism and Electronic Media.

Curley showed high-tech examples of local journalism that used comprehensive multimedia packages with features like video clips, interactive Web maps and photographs, television and newspaper reports, and databases filled with incredible amounts of data.

The depth of coverage was both mind-boggling and a little intimidating.

One example Curley had was a multimedia package that reported on a basketball ticket controversy at Kansas University. Visitors to the story on the Web could click on pictured basketball seats and open photos showing the views of the arena floor from those seats. The interactive feature required thousands of photos, Curley said.

Besides The Washington Post, the packages he brought to Knoxville also came from the Naples (Fla.) Daily News and the Lawrence (Kan.) Journal-World, where Curley also has worked.



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During his presentation, which lasted more than two hours, Curley gave tips on what news sites need to be successful. Those keys to success are:

- “own” breaking news,
- offer “hyper-deep” content,
- use database-driven coverage and multimedia overkill,
- include “evergreen” content that only needs to be written once,
- embrace platform-independent delivery, and
- create a dialogue, as opposed to a monologue.

Several local people who work in online media attended Curley's lecture. One of those was Jack Lail, News Sentinel managing editor/multimedia and an ETSPJ chapter member.

I have asked Lail what online skills are desirable for journalists. He has given me a list of 10 tools:

- 1) Get good with a news reader like Google Reader or Bloglines.
- 2) Play around with Facebook, the social-networking site.
- 3) Know how to upload photographs to flickr.
- 4) Try blogging.
- 5) Figure out how to create and share documents on Google docs.
- 6) Learn how to shoot a short video and upload it to YouTube.
- 7) Check out twitter.com.
- 8) Basic HTML skills are good.
- 9) Basic image-handling skills are also good, using Photoshop or a similar program.
- 10) An advanced skill would be learning Flash or additional video skills.

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Follies FROM PAGE ONE

dinner, auction and show on Saturday, July 19. Tables of 10 at \$1,000 will receive preferential seating in the order payment is received. Single tickets are \$100 each, and members of ETSPJ will receive a 33 percent discount for their own tickets. Proceeds from ticket sales go to an endowment fund for scholarships for journalism and broadcasting students at UT and for a scholarship at Pellissippi State Technical Community College.

To buy tickets, please send a check payable to University of Tennessee with FPF in the memo line to: Front Page Follies, 302 Communications Building, 1345 Circle Park, Knoxville, Tenn. 37996. For further information, please e-mail etspj.communications@gmail.com.

MARK YOUR CALENDAR

- July 14** - Deadline for making reservations for Front Page Follies
- June 4-6** - Ted Scripps Leadership Institute, Indianapolis
- July 19** - Front Page Follies, honoring News Sentinel Editor Jack McElroy and First Amendment Attorney Richard L. Hollow, Knoxville Convention Center
- July** - Election by mail of 2008-09 ETSPJ officers
- Aug. 1** - New chapter year begins
- Sept. 4-7** - SPJ National Convention & Journalism Conference, Atlanta



Front Page Follies to honor McElroy, Hollow, leaders in sunshine lawsuit

BY JEAN ASH

Vice president/Front Page Follies and communications coordinator

The 2008 Front Page Follies will laud “The Sunshine Boys,” News Sentinel Editor Jack McElroy and First Amendment Attorney Richard Hollow, for their pursuit of justice after Knox County Commission plunged our area into darkness with backroom deals. These occurred Jan. 31, 2007, dubbed “Black Wednesday.”



McELROY



HOLLOW

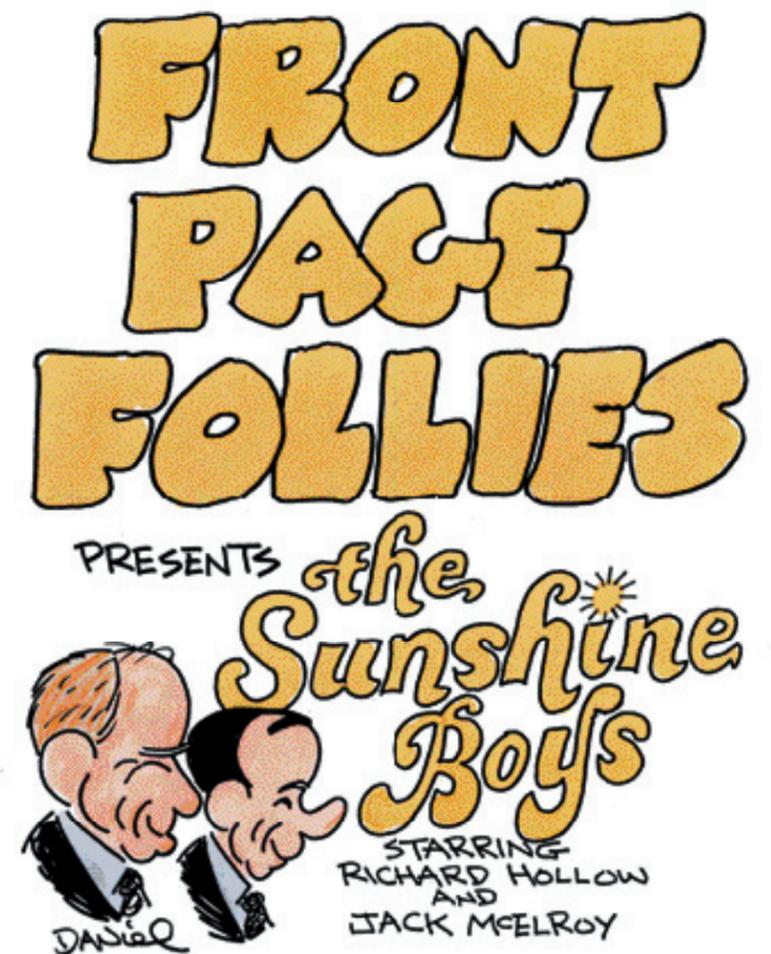
Maybe not as funny as George Burns and Walter Matthau in the acclaimed 1975 movie or earlier Neil Simon play, McElroy and Hollow made an even bigger impact on the lives of area citizens, who have a

more open government as a result of the decision upholding the Sunshine Law.

What will be hilarious, however, are the performances of the Follies cast, led by director Carol Zinavage. Some examples of song parodies now being rehearsed

MUST RSVP!

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are “Sunshine in our meetings--makes us nervous....” (to the tune “Sunshine on My Shoulders”); City Council members singing “Thank God We’re Not County Boys” (to the tune of “Thank God I’m a Country Boy”); “The Ballad of Pat Head Summitt,” with apologies to Davy Crockett, “... learned how to stare when

she was only three...”; and “Bubba Shot the Red Light....”

This year the Follies also will honor the nine citizens who joined the legal action represented by Herb Moncier.

The Front Page Follies will be staged at the Knoxville Convention Center with

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