




The Editor's Guide to the Digital Galaxy:  
Editing A Paperless, Multimedia "Magazine"



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First, let me introduce myself...



 **Karl Leif Bates**  
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Duke University ([karl.bates@duke.edu](mailto:karl.bates@duke.edu))

-  Editor, Duke Research ([research.duke.edu](http://research.duke.edu))
-  Recovering Newspaper Journalist -- 15 years in newsrooms; 9 years in multimedia/PR



## After this webinar, you will...

- Look for alternatives to linear prose
- Begin to think visually, first and last
- Start looking for new stories, told in new ways
- Reconnect with your old audience and build a new audience
- Have some great stuff to show your bosses

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## Why are we talking about this?

A Print Publication is -

- ~ \$1 per unit to produce and mail
- A burdensome mailing list
- Huge lead times
- Spotty audience feedback
- An occasional \$10,000 survey
- Oh so recyclable



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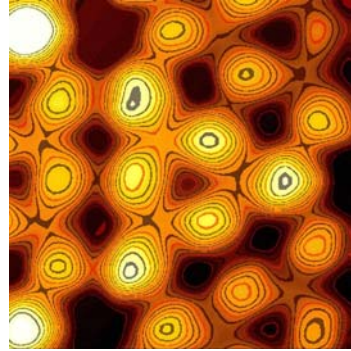
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## Why are we talking about this?

An Electronic Publication is -

- Negligible unit cost
- Serendipitous exposure
- Quick to build & produce
- Easy to update and correct
- Infinitely measurable
- Never trashed
- Always searchable



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## What's your strategy?

- Electronic can and should ADD value
  - It can do things that print simply can't
- Cross-post and re-purpose
- Stop and think:
  - Why do we need this?
  - Who's it for?
  - What do we want to achieve?

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## Next Step: SURF!

- See what's out there; not just in other schools, but THE WEB, all of it.
- What stole your attention? What's confusing? Where did you linger? Why?
- Take notes; steal shamelessly
  - [pearlcrescent.com/products/pagesaver](http://pearlcrescent.com/products/pagesaver)
- Imagine your assets filling some of these niches (eg. picture of the day)

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## Example: Dartmouth Medicine

- Re-rendering of magazine in both HTML and PDF
- Value Added -- Video features are teased in print version.

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## Example: **Harvard Science**

- 🔗 Great business model
  - 🔗 Capturing streams from all over and digesting them in web-friendly format. Click to original.
- 🔗 Sorted by topic
- 🔗 New, original content

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## Example: **NIGMS Findings**

- 🔗 On-line adjunct to print version
  - 🔗 Audio and video supplements
  - 🔗 Note huge 'Subscribe'
- 🔗 Entire issue on one screen
  - 🔗 HTML and PDF versions (PDF should be in chapters, not whole)
- 🔗 Value-added multimedia
  - 🔗 Hands-on database experiment
  - 🔗 Talking crossword puzzle?!

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## Example: **Vanderbilt Exploration**

- Wow Technology
  - Does it serve the story?
- Multimedia
  - Create it, label it, give it a home



## Examples: **Community building**

- The web builds communities by being two-way and reader-built.
  - Cogito – Johns Hopkins University
- Reader participation rules!
  - Driven to Discover, University of Minnesota



## Example: Duke Research

- Short, freestanding items, packaged
- Archives segmented by media type
- Talk-back on every page
- Built with customized WordPress tool
  - (psst- the front page doesn't actually exist!)

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## Building Duke Research

The screenshot shows the WordPress post editor for a post titled "Puzzles, Drool And Happy Noises". The editor is divided into several sections:

- Title:** Puzzles, Drool And Happy Noises
- Post:** Includes a visual editor with a rich text toolbar and a code editor. The content includes a paragraph about Duke assistant professor Brian Hare and his graduate students, followed by two quotes.
- Path:** A text field for the post's path.
- Tags:** A text field containing "bonobo, brian hare, chimpanzee, congo, maclean, rosati, wobber".
- Subheader:** A text field containing "What grad students do in the jungle".
- Author:** A text field for the author's name.
- Home Page Image:** A text field with a "Browse" button and a URL field.
- Home Page Alt Tag:** A text field for the alt tag.
- Story Image:** A text field with a "Browse" button and a URL field.
- Story Image Alt Tag:** A text field containing "grad students in Congo".
- Story Image Caption:** A text field containing "L-R: Alex Rosati, Tory Wobber, Evan MacLean, and an".
- Thumbnail Image:** A text field with a "Browse" button and a URL field.
- Categories:** A sidebar on the right with an "Add" button and a list of categories. The "Story" category is checked.
- Discussion:** A sidebar on the right with a "+" button.
- Post Slug:** A sidebar on the right with a "+" button.
- Post Status:** A sidebar on the right with a "+" button.
- Post Timestamp:** A sidebar on the right with a "+" button.
- Post Author:** A sidebar on the right with a "+" button.



## Cost/Benefit: Duke Research

- Collaboration, 1 FTE, and a great tool
- \$20,000 to design, and code
- \$10,000 in annual operation
  - freelancers, email tool, programming, maintenance
- 20,000 unique visitors thru first six “issues”
  - ~ 18 percent are really reading it

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## Best Practices - Content

- Show, don't tell
  - Use multimedia to replace text (eg. Exploratorium)
- Write for the web, not the dean
  - Short words, sentences, paragraphs and SHORT STORIES. (link to longer version)
- Build and package in chunks
- Think visually from the get-go
- Ask and LISTEN
  - (Use your measurement tools)

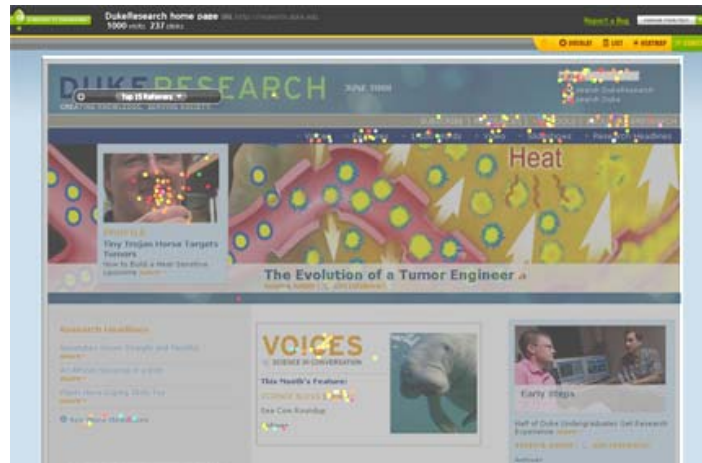
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## The power to read minds



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## Best Practices - Connection

- Partner with your other media
  - Coordinate on value-added multimedia
- Market FOR the web ON the web
- Pursue Google ranking
- Referrals and links
- Create “Push Products”
  - Email and RSS companions, a blog

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## Checklist

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- ☞ Show, don't tell
- ☞ Think audio-visually
- ☞ Add multimedia to existing products
- ☞ Write (or rewrite) for the web
- ☞ Engage in 2-way and measurement
- ☞ Market FOR the web ON the web
- ☞ Pursue Google ranking
- ☞ Create "Push Products"

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## Got a question?

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- ☞ We have about 15 minutes to answer your questions
- ☞ After the webinar, you can post them in the HEE forum or send them via HEE private messages to speaker's name as listed in directory.

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Don't forget the exit survey!

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Thanks for taking part in this HEE webinar!

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