



## WRITING FOR YOUR ONLINE AUDIENCE

### **“News is no longer a lecture, but a conversation” - Dan Gillmore, the Center for Citizen Media**

This training session is for print editorial staff whose role is transitioning to include digital platforms. The in-house program is designed to give editors an overview of how consumers are using the web and how they can develop content for digital platforms that extends their brands in ways that are meaningful to users in a web 2.0 world. This course provides editors with insights into producing web copy for search engines.

#### **Course Facilitator - Brad Howarth**

Brad Howarth is a journalist and blogger who has contributed to numerous publications in Australia and the US over the past 13 years. For four and a half years Brad was a senior writer with the business magazine, BRW, where he held the positions of both Information Technology Editor and Marketing Editor.

Since leaving BRW in March 2004 Brad has worked as a freelance journalist, writing across a wide range of topics, including technology, marketing, entrepreneurship, entertainment, and foreign affairs. Brad has a strong interest in digital media, and has written on this topic for publications including the Australian Financial Review and AFR Boss magazine, Australian Anthill, B&T and Digital Media magazine. He has also consulted in the fields of digital media and messaging to numerous companies in Australia, and has worked with Digital Chameleon to develop this course.

## HALF-DAY COURSE OUTLINE

- **The media world is changing**
  - Share of attention moving online
  - Share of ad revenue moving online
  - Explanation of blogging, podcasting, MySpace, Facebook, etc.
  - What are RSS, Digg and Google News, and why are they important?
- **Building a community from your readers**
  - Soliciting feedback and discussions
  - User-generated content
  - Available tools
- **Other considerations:**
  - Usability and customer behaviour online
  - The importance of search engines
  - Using keywords to boost ratings
- **What are the options?**
  - Understanding the value of the masthead online - a news site, a resource, or a community?
  - Repurposing material for online vs originating new material
  - Media blogs
  - Third-party blogs
  - Podcasts and vodcasts
- **What are other publications doing?**
  - Giving it all away free - magazines and newspapers
  - Partial subscription model - New York Times
  - Closed portal model - Wall Street Journal, Fairfax Business Media
- **Determining success**
  - Measuring results

