The Future “outsourced”?
The Consequences of Merging and Converging
particularly for Freelancers & for Journalism Training

Merging Media, Converging Newsrooms: Workshop
March 7th / 8th 2008, Lucerne, Switzerland
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The space shuttle “crossmedia” has landed on earth...
What could happen?
Assumptions, worries, options

- The message from the congresses & media managers: We live in the middle of the future
  - integrated newsrooms
  - multimedia platforms
  - multi-channel-journalism: audio, video, print, online.
Assumptions, worries, options

John Russial (University of Oregon, 2008)

210 American daily newspapers
- The message: The future comes slowly.

Gap between goal and reality
Traditions are strong: Print journalists devote not more than 10 per cent of their time online.
Most videoclips are not produced by journalists but by newsroom photographers.
Assumptions, worries, options

Eva Dichand (heute, A):

The internet needs freedom and communities; but as soon as you control the user, he disappears. This cannot be of interest to us - I don’t believe we should create journalism for the internet.
Assumptions, worries, options

Jochen Wegner (*Focus online*, D):

To celebrate the marriage between print and online is the beginning of a great future with profits for all of us: online, print and public.
Assumptions, worries, options

- Thomas Satinsky (*Südkurier*, D):

  Thinking crossmedia is the **main challenge** today. We try to train volunteers and journalists to work topic-oriented, not channel-oriented. Print-online networks are the future.
Assumptions, worries, options

Joe Zihlmann (Willisauer Bote, CH):

I want to go crossmedia. But it is hard to find the best-practise and what the public really needs and wants.
Assumptions, worries, options

Münstersche Zeitung, D

- One year ago, the new publisher of the "Münstersche Zeitung" replaced the newsroom-team with a younger team. He said that the elder colleagues had refused innovation...

- People in Münster protested, circulation decreased.

- **The crises caused the chance:** In January 2008, "the old team" presented a local internet-magazine (www.echo-muenster.de)...
  
  Editor Stefan Glauser explains:
We had to think about ways to fill our time. We had to be quick because we are part of a transfer company for one year only. Thus, we (most of us are beyond 50) decided to qualify as online-editors, because here we expect the most security and perspective."
... and who gets out of the shuttle?
All-in-one device suitable for every purpose: Journalists as “Eierlegende Wollmilchsau”?
The heart of journalism

- Journalism is a matter of attitude.

- The content is the key of journalistic work. And the story is the content.
Five Theses for the Future

- Future is local
- Future is all about networking
- Future is specialization
- Future in education means crossmedia education
- Future in education means crosscultural education
T 1: Future is local
T 1: Future is local

- „Think global, act local”
- Crises as a way to success
- Web = road to recipients
- Crossmedia helps getting closer
- Picture of neighbourhood

Urs Gossweiler,
Chief Editor
Jungfrau Zeitung

Online: 30 000 users
T 1: Future is local - but you have to be prepared

- A freelancer has to **train** crossmedial skills
- A freelancer has to **earn** for crossmedial work
- A freelancer has to **stand up** for his rights
- A freelancer needs **backing** for his rights and for his work (trade unions, publisher etc.)
- A freelancer has to be **informed** – about topic & newsroom-concept. In the case of a crossmedia-structured newsroom, a freelancer should offer a corresponding exposé
T 2: Future is about networking
T 2: Future is about networking

- creating content: backgrounds, cooperations between newspapers, research groups, other excellence groups
- putting links
- communication with colleagues, audiences…
- building up communities
T 2: Future is about networking

- "Kleine Zeitung" and "Voralberger Nachrichten:"
- cooperation between and within their newsrooms
- not bimedial; only an exchange of experience
T 3: Future is specialization
T 3: Future is specialization

- Topics (religion: expertise instead of cliches; motorjournalism: reflecting the impact of CO2 instead not only car-fairs...)
- Techniques (media channels)
- Networks & Sources (how to use blogs)
- Offer excellence & expertise & quality
- Know about the other – remember the chinese wall? Offer journalism, not PR
T 4: Future in education means crossmedial education

- First priority: knowledge on how to present content in the fitting channel
- Second priority: technical knowledge about the channel
T 5: Future means crosscultural education

- Education needs to become less “ethno-centric” (particularly in the local sphere)

- A global phenomenon: Professional values are being underestimated as opposed to national interests

- A global challenge: Making students aware of different national, political and journalistic cultures

- Education needs to bridge the (global) gap: Students tend to be much more openminded than working journalists...
T 5: Future means crosscultural education

- Multicultural staff of trainers
- Multicultural group of students
- Multilingual journalism education across nation-borders
- One “lingua franca” for instruction
- Practical exercises in mother-tongue
- International cooperation as a door-opener of financing...
- Concept for Basic Education & Advanced Trainings
T 6: Conclusion: Future means new horizons…

- Enjoy the atmosphere of departure
- Be professional
- Keep cool…
Life means change: perhaps (…) of the global climate, for sure - of yourself

Thank you!