

The Changing Face of *The Media*



Today's Discussion

- Current state of *the media*
- Impact on law enforcement
- Opportunities

First, a question ...

What does *the media* have to do with law enforcement or traffic safety?

The Media and Law Enforcement

- Historical context
- Love-hate
- Mutual need
- Change over time
- Great opportunity



The State of the News Media

- Eight trends
- New daily realities
- What it means

Trend #1

It's a 24/7 World

- 24/7 now local, too
- Race is on: Constant updates



Trend #2

Web-driven Convergence

- Web trumps all
- Outlets indistinguishable
- Radio catching up



Trend #3

Newspapers: Information Hubs

- Start in print, evolve to online
- Combine with multi-media
- Invite feedback
- Conversations
- News forum



Trend #4

TV News: Beyond Entertainment

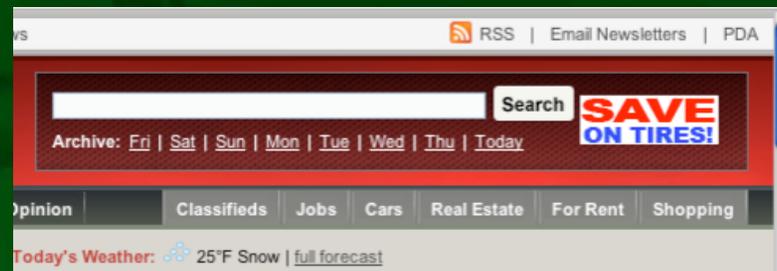
- On-air: Soundbites, entertainment, sensational
- Online: More news, constant updates
- “Film at 11”
 - All day online



Trend #5

It's All in the Archives

- Everything archived
- Stories have more “legs”
- Transparency
- Everything linked



Trend #6

New News is a 2-Way Street

- Interactive, participatory
- Invite commentary
- Readers: news, pics, videos
- Everybody blogs
- Even newsmakers weigh in



Trend #7

Papers Recommitting to Local

- Original franchise now trump card
- Proliferation → Local
- Driven by online
- Mojos are coming!



Trend #8

Web Transcends Time and Space

- Space and time slots irrelevant
- Web is infinite – no limits
- Non-linear
- Want and use 24/7



Evolving Daily Realities of the News Media

Reality #1

Reporters' Roles are Expanded

- Newsrooms staffed 24/7
- Online departments staffed 24/7
- Added duties: blogging
- They also write ads!
- Heavier workloads

Reality #2

Everyone Competes for Webshare

- All (AOL, Google, Comcast, blogs) – are competition
- Pressure for “fresh”
- Their belief: At desks looking for news online all day
- (They’re right!)

Reality #3

Do the Math

- More resources to technology
- Margins getting slimmer
- Staff cuts at every level
- But asked to do more



Reality #4

Adolescent Mentality

- “Old media” returning to adolescence
 - Experimenting
 - One thing to the next
- What will they be when they grow up?
- Each making its own path

And Another Thing

- Social media
- Bleeding into news
- Technology for conversation, dialog
 - two-way communication



And Another Thing ...

Blurring: Social Media and News

1. Publishing tools (Blogs)
2. Social networking tools (Facebook)
3. Collaboration tools (Wikis)
4. Presence apps (Twitter)
5. Photo-sharing tools (Flickr)
6. Video-sharing tools (YouTube)

And Another Thing ...

Blurring: Social Media and News

7. Personal broadcasting tools (uBroadcast)
8. Social bookmarks and news aggregation (Digg)
9. Media-sharing sites (Pownce)
10. Content-monitoring tools (RSS)

What Does It All Mean?

What It Means: The World is Watching ...

- On the record all the time
- Expect public evaluation
- Premium on sensational



What It Means: Relationships (Still) Rule

- Need help: Workload, speed
- Still a people business
- “Make it easy for them?”
- “Add value?”

What It Means: Help Them Compete

- Need ideas
- Angles and updates

What It Means: Get Smart

- Venture into the new
- Get familiar
- How can it help?

What It Means: Multi-media Edge

- Layers – details, maps, photos, graphics, video, audio
- “Data storytelling”
- *USA Today*
- Opinions and numbers drive news



What It Means: The News Conference is Dead

- Use all media
- New media alternatives

What It Means: Work It

- Monitor
- Participate
- Share
- Go direct
- Post on your site – drive to it
- “Give up control to gain control”



A hand holding a car key with a steering wheel in the background.

Thank You



