How we blog (and tweet)
breaking news

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Breaking News Blogs

• FAQ:
  – What’s the difference between a breaking news story and a blog?
  – Why…?
  – When does a blog post become a story?
  – So… why?
Blog post vs. online story

- Lowers the bar – often, ‘we don’t have a story’ stops breaking news in its tracks.
- Blog AP-style alerts; news like “the coroner has arrived” which is awkward in inverted-pyramid-style news.
- Allows seamless use of Youtube, Cover It Live (← more later.)
Why?

• Speed!
• Volume of updates
  – More ‘Webby’ way of breaking news
  – Inverted pyramid vs. river of facts
• Coverage of World Series, elections drove great stories into print
When does a blog post become a story?

- Often, police news, weather stories, lottery stories or other one-source reports stay in the blog.
- At second source, we’ll make it a story.
- Mostly.
  - Exceptions: Google, syndication (cnn.com), Drudge – when local news has larger reach.
One reason why this works

• At The Inquirer and philly.com, our blogs are part of our CMS
• We can – and often do – lead the site with blog posts.
• For us, it’s never been about ‘voice’ on blogs – our audience responds to reported blogs.
The top 10 blogs on philly.com

- Eagles (DN) – reported, news.
- NFL (philly.com producer) – reported, news & links
- Phillies (DN) – reported, news.
- The Insider (entertainment, Inq) – reported, news & links
- Phillies (Inq) – reported, news
- Gossip (DN) – reported, news & links
- DN columnist (sports) – mini-columns
- Eagles (Inq) – reported, news
- Breaking News – reported, news & links
- Inq columnist (sports) – mini-columns.

April 5-11; this is the usual top 10 blogs, order changes often.
Body of man who jumped from Loews still on sidewalk

Inquirer staff writer Melissa Dribben reports:

More than an hour after an unidentified man leapt to his death from a Center City hotel, his body remained on the sidewalk near the corner of 12th and Market Streets.

The man who jumped from Loews: “Somebody’s loved one”
By Melissa Dribben
INQUIRER STAFF WRITER

A life of promise, frustration and tragedy

When Zal Chapgar took matters into his own hands, the questions only got harder.

By Melissa Dribben
Inquirer Staff Writer

The security camera tape shows a grainy, shadowy figure making his way through the main entrance of the Loews Philadelphia Hotel. He enters the elevators at 9:27 a.m. Dec. 1. On the 33d floor, the camera catches him again as he steps into the elevator shaft.

Posted on Tue, Dec. 30, 2008
Why?
A new tool adds LIVE
The video evidence.
“If the news is that important, it will find me.”

Finding Political News Online, The Young Pass It On
The New York Times
March 27, 2008
How?

Facebook

Ur doin it wrong
Social networks

Facebook, Twitter put the broadcast back in breaking news

Our audience is already talking about news; find and then get into this conversation.
@PhillyInquirer

- Started April 23, 2008 – day after presidential primary.
- On purpose, not a typical newspaper Twitter account
- Hand-crafted (by yours truly)
- Followers / following ratio pretty close
- Mostly local
Once you’re there...

- Post your work.
- Ask. What should we cover? What are we missing?
- Find your comfort zone. Stay there.

From Reporting on Facebook
Case study

- Monday, April 13: Harry Kalas collapses, dies before Phillies/Nationals game in Washington, DC
- News breaks.
News develops

"We lost Harry today," David Montgomery, the team president, said. "We lost our voice." [http://snurl.com/ft9gp]

1:04 PM Apr 13th from tw hurl

Phils announcer Harry Kalas dies. [http://snurl.com/ft9gp]

1:58 PM Apr 13th from tw hurl

Phillies President David Montgomery: "I think it's serious. Our thoughts and prayers are with Harry (Kalas)." [http://snurl.com/ft77m]

1:37 PM Apr 13th from tw hurl
The audience spreads the word
Twitter users engaged on this story

- “Harry Kalas” – Top terms on Twitter after his death.
- How philly.com responded:

**HARRY KALAS DIES AT 73**
Phillies Hall of Fame announcer Harry Kalas died at 1:20 p.m. today.

“We lost our voice,” said team president David Montgomery.

**Share your thoughts on Kalas (350 comments)**

- Live chat: Talk about Harry and the Phils
- Montgomery: Team 'stunned' to hear news
- High Cheese: Remembering Harry Kalas
- From the archives: Kalas got to live his dream

**LATEST HEADLINES**
- One dead in Chester County crash
- Public defender seeks to dismiss 26 Phila. drug cases
- Solar-power financing approved for Pa.
- Phils' IronPigs missing a dog named Champ
- Passenger lands small plane after pilot dies

**On Twitter**

**Fans react on Kalas' passing**

Thousands have already tweeted on Harry Kalas, our beloved Phillies announcer for 36 years. Tweet your favorite memories of him here.

**Remembering Harry**

Photo Gallery: Remember the career of Hall of Fame announcer Harry Kalas with photos of the legend in the booth, on the field and celebrating the triumphs for which he himself provided the soundtrack. See the photos.

**Poll:** What was the ultimate

@kjlintner: Harry was definitely the voice of my life
Twitter Tips

• Twhirl
• Others use TweetDeck, more clients available
  – Clark Kent Syndrome
• Mobile – for me, TwitterBerry
• Find what works for you – often, that’s not Twitter.com.
Other sites to watch

• Twitter Grader:  
  http://twitter.grader.com/top/users

• Check your Twitter Influence  
  http://www.twinfluence.com/

• When do you gain or lose followers?  
  http://www.tweeteffect.com/
Thanks for watching.