

Producing Multimedia for The New York Times

gabrieldance.com

lil bit bout me

how i got where i am

- computer science degree from colorado state
 - developed my computer skills separately from journalism, innate interest in teh toobs
 - aim for one thing really well, and at least two things.
- technical journalism degree from colorado state
 - wrote for newspaper
- MA in multimedia journalism from carolina
 - now is the time to experiment
 - rcrusoe.org
 - atacamastories.org
- Hired by nytimes.com in 2006
 - saw what they were doing and applied it to my own projects

skills ive picked up along the way

and apply at nytimes

- audio recording / audio editing
 - covered the israel/lebanon war summer of 2006
- photography
 - panoramas
- videography
 - including experiments with HD video
- variety of web development abilities
 - AS3, javascript, css, ruby on rails, php, sql
 - every project builds on past projects
- project management
 - one of the most important and hardest parts at being of producer
 - having a team work together, exercising everybody's talents well, getting the project done

things i focus on

pushing multimedia journalism forward

- usability
 - for your target audience, more and more, this is becoming everybody
- context
 - the job of the journalist is not only to provide the information, but also to provide the proper context
- transparency
 - the foundation of journalism and the way forward
- innovation
 - we're in such a wonderful time for journalism, oh yeah except for the business model
- user generated content
 - the challenge of balancing the journalistic resources available to me with the wisdom of the crowd

usability

it doesn't matter how great your project is if it is difficult to use

- people will be frustrated/confused and they will leave
- clear navigation with as few distractions as possible
 - [Olympic Voices: Riding the Pipe](#)
- it's the producer's job - and responsibility - to get out of the way of the content
- this is very closely coupled with design and information architecture
 - andrew kueneman and khoi vinh's desk
 - colors, designs, grids all aid in usability
 - consistency is key

context

what am i looking at, and why does it matter?

- the internet gives multimedia journalists the opportunity to provide more context for projects than a newspaper
 - a newspaper is one day in time, it's focused around news of the previous 24 hours
 - teh internet provides the opportunity (through hyperlinks, databases and interactivity) to give depth to news
- try to leverage the internet by driving people back into previous coverage
 - [Iraq 5 Years In](#)
- or guide them through current coverage, helping them navigate the firehose
 - [Inside the Rings](#)
- while simply providing data is the first step, the real value of a news organization is putting that data in context
 - i have the pleasure of working with Steve Duenes, Shan Carter, Matt Ericson, Archie Tse and the best graphics team in the world
 - [Inside the Action: Snowboard Halfpipe](#)

transparency

let's be clear about - well - everything

- the internet is an inherently transparent medium. which makes it perfect for journalism.
 - Debate Analyzer
 - different types of journalism can leverage the internet in unique ways
- the depth of the internet also enables deep database journalism
 - Also able to work alongside Aron Pilhofer and the Interactive News Technologies team
 - Represent by Derek Willis and Andrei Sheinkman
- Transparency through other mediums
 - View From the Convention
 - as authentic an experience as i an provide

innovation

it's a great time to experiment with journalism

- one of the great things about the internet being so new is that there is no 'right' or 'wrong'
 - when it hasn't been done before, it's hard for somebody to say you're doing it wrong
- people have come to expect more options on the internet and the ability to engage on their own terms
 - explore the possibilities of the web, find the right kind of journalism
 - usually a compliment of several mediums
 - the internet is different for everybody, so innovate on your own terms, throw it at the wall, see if it sticks
- Good time to try new things
 - [Gauging Your Distraction](#)

user generated content

yeah we wanna hear from you, but who do you wanna hear from?

- very interested in exploring the balance between user generated content and the media
 - The Election Day Word Train
- the internet is all about community and the conversation
 - not only between the media and the reader, but between the readers themselves
 - Health Care Conversations by Tom Jackson and Andrei Sheinkman
- i think there is the desire though, to balance the user generated content with reporting
 - Snowboarding Trick Library

Planning and Executing

a lil bit of project management can take you far

- Olympic Coverage
 - went to Stratton, VT in March 2009, almost a year before Olympics
 - researched sport and brainstormed interactives
 - worked backward from what we wanted
 - tried to explore different storytelling methods, showing, telling, describing
 - were able to make three interactives from one set of reporting
 - Inside the Action, Snowboard Trick Library, Olympic Voices

thanks

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