

Contents

Foreword	ix
Introduction	xv
Acknowledgements	xix
About the author	xxi
1 Knowledge management and journalism	1
Information a glut product	4
From information scarcity to surplus	6
Declines in circulation	8
Technology a powerful driver	11
Social and economic causes of change	13
The role of media giants	14
Changes in consumer attitudes	15
Managing knowledge in the newsroom	17
New skills for the knowledge age	21
New approaches for a new age	25
2 The re-defined newsroom	31
Attitude: changing newsroom mindsets	33
Links between technology and mindset	37
Blending competition and co-operation	39
Physical: moving the furniture around	41
Technical change: acceptance of technology	52
From a production to an information base	54

3	The coming of convergence journalism	59
	Factors influencing multiple-journalism	62
	America's first convergence company	65
	Multiple-journalism elsewhere in the USA	74
	Convergence in Hong Kong and Singapore	77
	Changes in Australian newsrooms	81
	Multi-media television coverage	84
	Opposing views of multiple-journalism	86
4	Intranets and knowledge management	94
	What is an intranet?	95
	Intranets and collaboration	96
	Intranets: catalysts for change	98
	A single source of information	103
	Intranets for research	103
	Cheaper to distribute electronic documents	105
	Intranets save time through convenience	107
	Intranets boost morale	109
	Anticipating potential problems	109
5	New tools for journalists	114
	Analysing successful data managers	115
	The Advanced Journalist Technology Project	117
	Newsplex: the newsroom of the future	123
	Computer-assisted reporting	125
	Geographical information systems	126
	Databases for information management	128
	Extensible markup language	131
	XML enables convergence journalism	132
6	Mobile journalism	139
	Mobile telephone generations	140
	Main transmission technologies	140
	Wireless application protocol	142
	DoCoMo's i-mode	143
	Open versus closed standards	144
	Enabling the virtual newsroom	145

The virtual newsroom in practice	148
Unique issues for mobile reporting	152
Developing wireless content	154
The future is still unfolding	157
7 How to involve and evolve the newsroom	161
Danger: speed can trap the unwary	162
Vital to invest in training	163
Universities' role in the future	165
The ideal journalism recruit	170
A knowledge-based daily: <i>Maeil Business</i> <i>Newspaper</i>	173
Putting it all together	174
Index	191