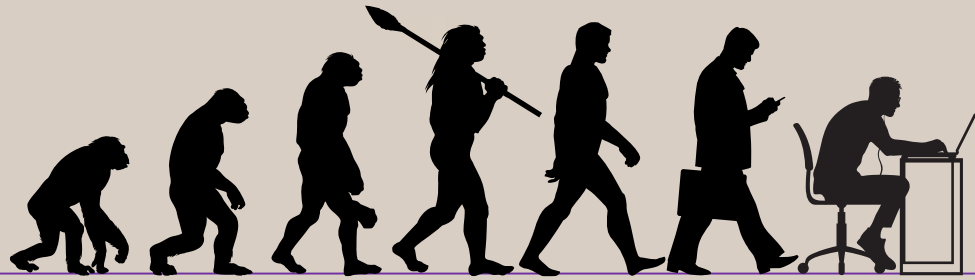


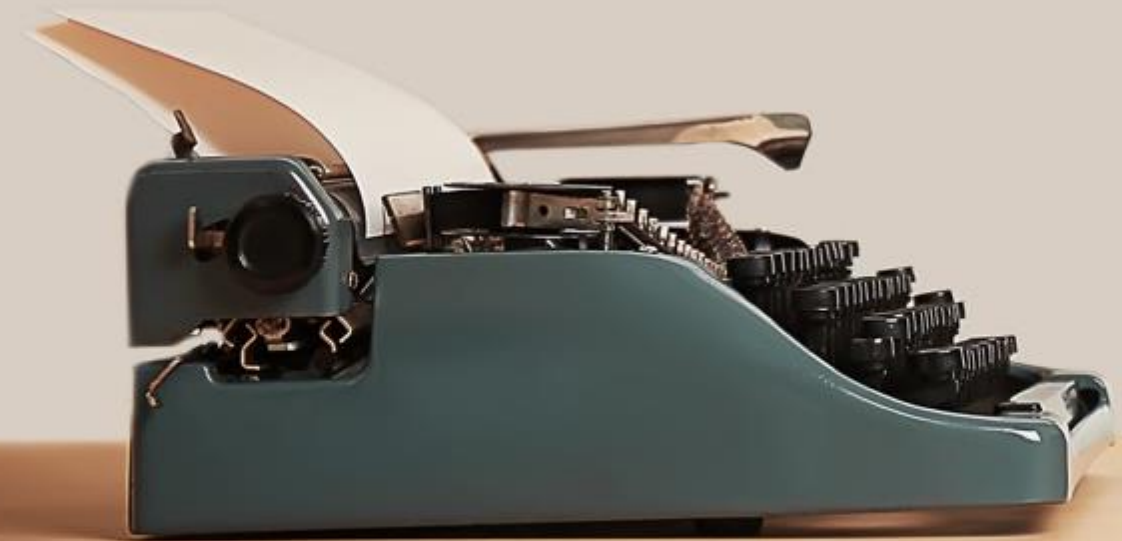
Journalism in the Digital Age

The Business
of Content





EVOLUTION OF JOURNALISM





- **Traditional Journalistic** media includes print, television, radio, and newsreels.
- The early advances the digital age offered journalism were faster research, easier editing, conveniences, and a faster delivery time for articles.
- The Internet has broadened the effect that the digital age has on journalism
- Digital journalism's **lack of a traditional "editor"** has given rise to citizen journalism..



Has the evolution in Journalism made the keyboard mightier than the pen?

- Everyone is a journalist today
- New Audiences. Reach is wider than before
- New speed. Real time information
- New Voice. Self Publishing sites (Social Media)

- New Ethical challenges. Social networks are a ready source of images.
- No longer does the news desk have to wait for a cherished photo to hand over.
- Live Stories. The cut off for broadcast journalism

What makes digital journalism interesting to marketers?



Defining your brand story in the digital age of journalism.



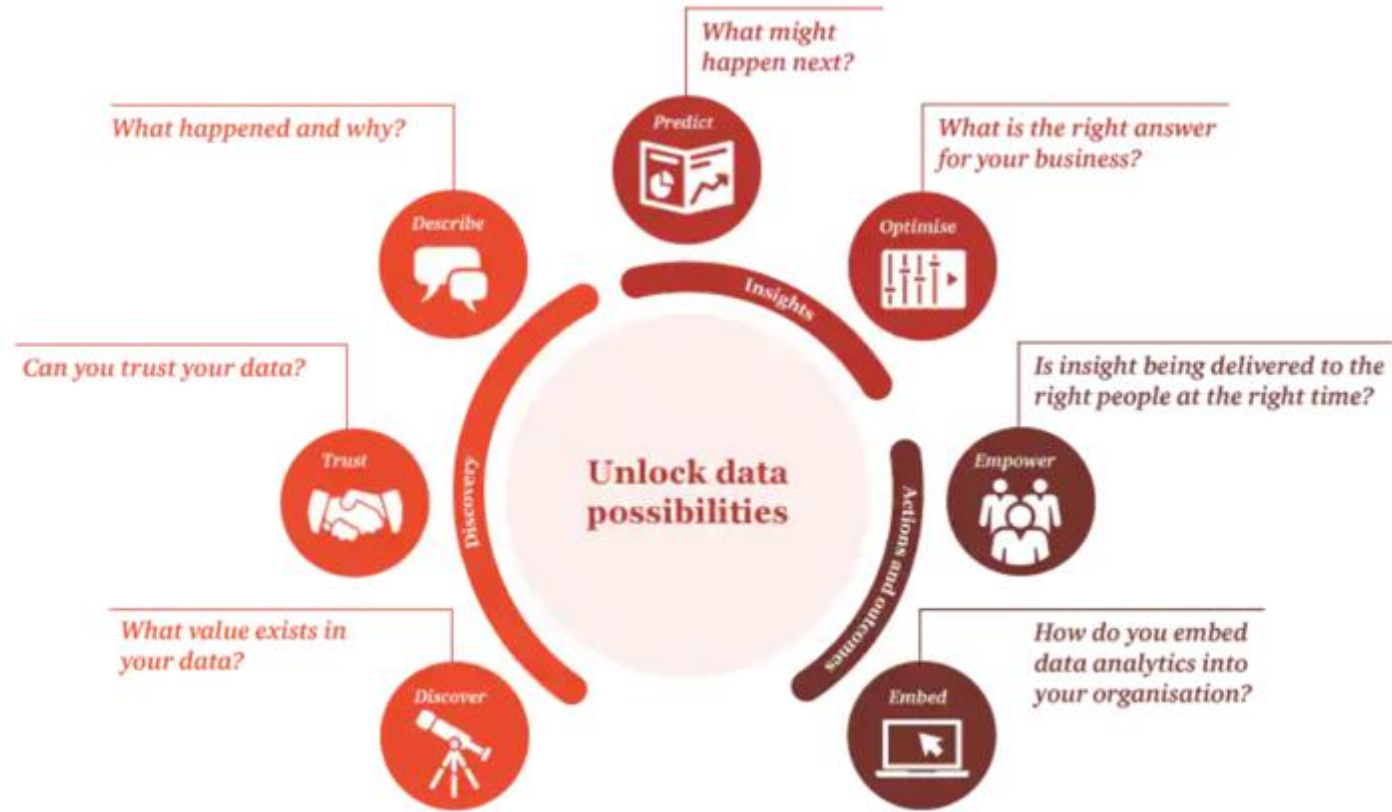
A man with glasses and a red and white striped t-shirt is sitting at a desk in a dimly lit room with a stone wall. He is gesturing with his hands while speaking. On the desk in front of him is a laptop, a microphone on a stand, and a mug. In the background, there is a camera on a tripod and a desk lamp.

**The digital age of journalism
is focused on story telling**



**Where are the audiences
in digital journalism?**

Delivering change in this new digital age



How do you target this new audience?



**LET YOUR STORY
BE HEARD**

