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Using technology to engage readers and viewers

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There's a pretty good chance you are reading this on your iPhone. News is accessed and consumed differently these days. If you're like me, you embrace the new developments in technology. Yet, you still enjoy reading the paper spread out on the kitchen counter, with a cup of coffee steaming nearby. But more and more, phones and tablets are how readers, especially young readers, find news. With the emergence of social media, news organizations have found themselves using several social media outlets to connect with audiences and as sources for major breaking news and developing news stories in order to enriched storytelling. As thousands of people turn to social media for information and to discuss trending events, elections and various current events, newsrooms worldwide must learn to be constantly switched on. Social media provide outlets into every conversation, sentiment change and trend as they are happening. It also improves newsrooms by providing the tools to visualize the greater scope of every event, while zooming in on public sentiment and measurable social data. Additionally, these technological advances are making it easier to connect with readers and viewers. Social media tools, such as Twitter, Facebook, YouTube, coupled with the latest devices like iPad, Nook, Kindle and smart phones are creating additional methods to produce and distribute an assortment of content. Managers must decide what to use, how to use it and what to buy during a period of budgetary constraints. They must think more analytically about how they can retain, recruit and engage their audiences, too. During this session, some of the latest developments and examine how some newsroom and media managers are using these tools to compete more effectively in a world where readers and viewers have a multitude of choices will be discussed. Furthermore, whether a media organization is dealing with a regional or global crisis, information needs to be relevant, timely, pointed, informative, sensitive and trustworthy as it unfolds. The author will also discuss how in these circumstances, news sources and emergency response teams can use social media to effectively visualize the both greater scope and breakdown of the crisis.

Biography

Aretha Frison has a Bachelor of Science degree in journalism, media and graphic arts from Florida A&M University. She has also conducted Post-graduate work in media and education at Indiana University and Tulane University. She also worked two years in Kampala, Uganda as an Editor at *The New Vision* newspaper and served as a media consultant/writer for other national publications in East Africa. Currently, she is a news producer at WDSU, the highly-rated NBC affiliate news station in New Orleans. She's been in journalism for about 20 years, and has served on a variety of media, community and government boards.

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