## Student journalist: Anna

1. Are there any projects or types of stories that you would like to be able to do (or would like to do more of), but, because of the limitations of the Newshouse website, are currently difficult, time-consuming, or not feasible to do?
   1. Podcasts with transccripts, timeline bar, tabs, descripiton, etc.
      1. There is a whole class (MND 305) that create podcasts (Takahashi’s class only)

### Notes

* Podcasts are currently made videos with a picture
  + Might be helpful to have podcasts be integrated into the webstie as more visually appealing
* Integrate PDFs into website
* News
  + Encompases on and off campus sections
  + A lot of whitespace on photojournalism pieces. Maybe they can be more blown up
  + Email link
  + No tag distinction between hard news and editorial
  + Not a lot of breaking news
  + Oppertunity for students to get their name on a story
  + A lot of MMD students need published sotries to get internships
  + Definitely could integrate subheadings
  + Less passive voice - more SEO friendly
  + Home page is very condensed in the center
  + **Newshouse only has central stream of images, but NYT has lots of content on the page**
  + Content can overlap
  + Blurry line between news and life and style
  + Life and style is also called arts and culture
  + Each nav section is associated with a lead producer
  + Is there a way to see how many tags there are?
  + Most people are freelancers

## Student journalist: Julia (executive producer)

### Process:

* Ideal is to have assets taken and articles written before uploding
  + A lot of times they are waiting for photos
* Can’t upload photos from harddrive, needs to be from media library in wordpress
* Add story into the story calendar first
  + Usually schedule stories a week in advance, unless it is a big planned event
* Slug and category first when added in story calendar, and then when the story is actully being uploaded they fill in other information
* Uploading story
  + Switch to block editor
  + Go to outlines and then patterns, and then NH design elements
  + Different patterns, such as normal size photo, or a jumbo photo
  + Photos need to be 3:2 (3000 px by 2000px)
  + Photos need to be cropped to fit that
  + If vertical images, multiple are lined up
  + Try to avoid taking vertical photos
  + Sometimes cropping photos can be a pain, and some photos can’t be used
  + Sometimes add photos within the story
  + Sometimes add subheadings in the story
  + The wordpress backend is slow
  + Bylines are added to the bottom of their contributions when there are multiple authors
    - Doesn’t like that b/c makes it seem less important
  + Before publishing, need to complete checklist
    - Checklist is really useful because it prevents you from forgetting anything in the article
  + Copy and paste from the document the author sent
  + Wordpress is clunky to use
  + A lot of little bugs with wordpress
  + DIdn’t know how to fix bug that was happening, so she said she would have to ask professor glass
    - Once a week
    - Sometimes affects posting schedule
  + Most people are contributors, but Julia is a producer so she should have permision. If she wanted to add a user, she would need to message professor glass or gitner, which can delay posting
  + Sometimes they will have a really good headline, but it will be too long so they have to shorten it
  + Mobile headlines should always be different
    - Two different fields (one for mobile, one for desktop)
    - Sometimes constricted with mobile headlines b/c they are so short
    - She doesn’t think the mobile headline should take up the whole screen and be so big
    - The headline is so big that you don’t see the photo and byline
  + Need to go through and add hyperlins
  + Need to hide slug
  + Ensure right categories are selected and add tags
    - Have 5 tags minimum
    - Don’t usually use tags like “Syracuse University”
    - Tags should be SEO friendly
  + Usually the exerpt is the dek
* SEO checks
  + It tells them how SEO friendly the content is
  + Things enterred in the SEO checker is separeate from what the user sees (only for backend)
* Hit publish and a secondary menu appears
* Can preview what the page will look like, which is especially helpful for images
* Isn’t sure that she likes the hyperlinks being black and not being underlined
* Rarely use sidebyside images
* Would like there to be other social media integration blocks
* The settings of wordpress can be overwhelming
* Other websites make it easier to embed
* There is a way to embed embeds other than ticktok or youtube, but it is complicated and she has to go to professor glass
  + For a lot of life and style links, like to use social links
  + Or instagram posts for fashon of clothing being worn
  + Don’t use them a ton because it is complciated to work with

1. After you have written a story for the Newshouse website, what work goes into producing a story for the newshouse website?
2. Are there any projects or types of stories that you would like to be able to do (or would like to do more of), but, because of the limitations of the Newshouse website, are currently difficult, time-consuming, or not feasible to do?
   1. A separate tab or page for multi-media content, or even a separate page for podcasts
   2. Wished they dabbled in comentary or op-eds
      1. Think a lot of students would be more intreagued about writing an op-ed
      2. Don’t have an op-ed section, so they are just tagged as comentaries
3. What do you want the people reading your stories to learn, understand, and/or feel?
   1. Want users to feel like the newshouse is a platform that cares about students and covers issues students care about
   2. Makes it feel like the things students are doing is important
   3. Assumes students don’t read the decks
4. What features do you wish the Newshouse website had?
5. How does the type of story or content you are writing about affect how you layout your story
   1. Photo essays are where a lot of bigger images would be used
      1. More visual heavy
   2. The longer the content, the more headings
      1. Easier to read and more SEO friendly
   3. Listicles have headings
   4. Feels like multimedia could be used more
6. What kinds of content do you feel should be emphasized on the newshouse?
   1. Currently really sports heavy, so people may think they are a sports publication
      1. A lot of people want to write sports
   2. The off campus section feels like it is less important
      1. Feels like the off campus page front could be different
         1. Different organization of the section
            1. Maybe style and entertainment section in the off campus section
7. How do you feel about the information archetecture:
   1. Thinks the categories make sense
   2. Some people don’t realize there is other stuff on the webste
8. Do you feel that content on pages besides the main home page gets ignored?
   1. Probably
   2. Depending on the size of the recent story headlines, there might niot be many displayed
   3. Doesn’t like the empty space
      1. Doesn’t see a lot of news sites with these wide of margins
9. How much of the design do you control? Would you like predefined templates that you could pick and choose from?
10. Can you give me 5 names and contact info of people I should talk to about the newhouse?
11. What do you feel is most important to highlight on a story card?
    1. Whatever has been published latest, but balanced with the importance/significance of a piece
    2. Lead editors don’t often update fronts
    3. New articles need to be published, but editors are still hung up on little edits
    4. Need to manually update fronts
    5. Maybe the main byline could be a little bigger, but not bigger than the date or the exerpt
12. Anything else
    1. Don’t like the recent stories column
       1. Definitely need recent stories section, but doesn’t like that it is just headlines
    2. Could be more user friendly and designed more clearly
    3. Most used categories are the ones in the nav, but movies and music, and fachion are used a lot
    4. Savanah Bannanas baseball team article is a good one for us to reference as we are redesigning
       1. Having some of the media so big might be a problem

## Key insights (PROFESSOR GLASS):

* Most people only view one article
* Most traffic is referral or social media, so viewers find that the newshouse has written an article about a specific topic, so they read it, and then leave
  + Prof. Glass would like if they went to a section page or read more articles
* They have had a “similar articles” section for special projects, but never something sitewide
* Question for Prof. Gitner: What would a “similar articles” section entail? Would articles need to be tagged a certain way?

1. Who are the different users who come to the newshouse website and what are their goals?

If you mean *users* as in our public audience, we see the primary audience as SU students, faculty and staff and then anyone who has a less daily connection to SU (alum, prospective students, parents and local CNY residents). Their goal would be to be informed, entertained or engaged with what is happening in the SU community.

If you’re meaning our staff, we have multiple roles from myself and Prof. Gitner as admins to Lead Producers who manage the site’s editorial workflow and content to contributors who send in articles, photos and video but don’t necessarily work in the CMS. If you need more details about this, please let me know.

1. Who are the various stakeholders?

In the highest level, the Newhouse School as it wants a platform that students can learn from and utilize when it comes to digital storytelling. Prof. Gitner and I are the primary faculty while we work with other faculty to use the platform a learning tool from digital production to storytelling to analytics to experimenting with interactivity. At the student level, the Lead Producers and the Assistant Executive Producer (Julia Carden this year) manage the sites day-to-day operations while students in my MND 505 and Editing courses handle aspects of the production.

1. What kinds of content do you wish the newshouse had more of?

I’m always encouraging students to test the waters with original reporting or creative storytelling to see what we’re capable of producing. Sometimes it works well and other times it’s an experiment we learn from. I really appreciate when students bring fresh ideas whether it be audio stories, video packages or interactivity at The NewsHouse gives them an opportunity to showcase it.

1. What separates (or what should separate) the newshouse from the daily orange?

The Daily Orange is the official student-run publication of record for SU much like The New York Times. The NewsHouse is a news magazine for the SU community more along the lines of what Time and Newsweek once were. Because we don’t have the advertising or financial demands that The DO must consider, we have more flexibility with how and what we produce.

1. What do you want to user to feel when they come to the newshouse website?

A sense of what Syracuse University is like, what’s happening here during the school year and what matters to students.

## 

## User: Jack (Junior BDJ major)

Observe:

* Skim past the intro
* Going through it fast
* Look through the subjeading
* Since the event has passed, less inclined to read the article
* Clicked on first main article
* Saw same kind of articles in life and style that were on the homepage
* Didn’t read many articles because they had already past
* Left website when he saw no more new content
* Interested in special projects
* Didn’t see the other articles in special projects

1. How often do you read from student news outlets? Why or why not?
   1. As a bdj student, has to look for news sotries for class
   2. A few days a week
   3. Looking for something to report on
   4. Relies on social media for news
   5. Get most of cultural/student life updates from social media
2. Was it easy to find an article you were interested in?
   1. Difficult to find article interested in
   2. Looking for headline, big takeways first, then read if interested
   3. Skims top to bottom
   4. Looking for big bullet points
   5. Will read more indepth if the topic is more interesting and unique or new to him
3. What might make you more inclined to read more on the NewsHouse?
   1. If they had more output (daily articles)
4. What parts of your experience using the NewsHouse website did you not like?
   1. The UI was a little steril and not engaging
   2. DIdn’t like the black and grays
   3. Not distinct from other nres sites
   4. Saw same format in life and style as the homepage
   5. Not a lot of variaty across tabs
5. How would you describe the visual asthetics of the site? Did it affect your experience?
   1. The articles themselves are fine.
   2. Subheadings grab attention
6. Any other comments?
   1. If it was more timely, he would want to read it more
   2. First thing he looks at (outside of title), he looks at date published. If it is more than a few days old, he is less likely to read.
   3. Junior

## Random Notes:

* + Every image needs to be 2:3, and if not it needs to be cropped to that size
  + Need to upload a story to each section of the website