New Age Journalism: Only the Strong Will Survive

Kelli Volk

Senior Project

Dr. Kimberly Johnson

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**ABSTRACT**

 Journalism is an industry that is in a constant state of change. This industry evolves at a rapid pace because it relies heavily on technology and social media. Journalists are now expected to disseminate news through social networks and through the traditional television, radio, and print formats that they are accustomed to. However, regular citizens also have access to social media, which qualifies them as citizen journalists.

 This creative research project poses the research question: will traditional journalism survive in the digital era? This project discusses the impact that social media and the onset of citizen journalism have had on journalism. Through the use of interviews with five media professionals in the Nashville area, it is evident that citizen journalism is a valuable tool for journalists. It is trained journalists’ job to accept this new trend and adapt to the new ways of disseminating news to a mass audience.

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**CHAPTER I: Social Media and the New Meaning of Journalism**

**Type of Project:** In-depth television news report **Subject:** “New Age Journalism: Only the Strong Will Survive.”

**Research Question:** Will traditional journalism survive in the digital era?

**Statement of the Problem**

Back in 2009, I entered Tennessee State University with the intention of obtaining a Bachelor’s of Science in Mass Communication with an emphasis in News. I pictured myself in a busy newsroom waiting to go on the air and break the latest story. While my passion and future aspirations for reporting have not dwindled in the least bit, the industry for traditional journalists is becoming smaller. This change in the industry, from traditional journalism to citizen journalism, has been triggered by the onset of social media.

Social media allows for information to be spread across the world instantaneously with the click of a button. Besides the gratifying speediness of social media, it also is ideal because it is accessible to everyone. Anyone can get on his or her respective social media site and deliver the news, whether it is factually and journalistically sound or not. Because the average citizen has been silently granted the title of “journalist,” traditional journalists are trying to find ways to employ social media to their advantage to give their audience a reason to stay tuned in.

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The problem being posed by this influx of citizen journalists is the population of traditional journalists could decrease significantly and our society could lose grasp of good quality, investigative journalism. The purpose of this project is to examine the change that has taken place through the eyes of working journalists to find out how much of an impact social media has posed on newsrooms across the country.

**Significance**

 This project is significant because quality journalism is not something our society can afford to let fall by the wayside. I’m not arguing this simply because I’m a journalism student and hope to have a job when I graduate. Journalists have a mission to inform the masses. If we allow anyone to fulfill this role there could be a lot of misinformation floating through the atmosphere. When we give this role of journalist to anyone we are also sacrificing communication ethics. Journalism is built on the pillar of ethical decisions, but if we do not hold everyone accountable, the bar that has been set so high by notable journalists could slip.

**Scope and Limitations of Project**

This project answers the research question: will traditional journalism survive in the digital era? This project proposes a new perspective on the issue. So far, we have been made aware that traditional journalism is being re-shaped by social media; however, we don’t know the steps newsrooms are taking to ensure they will stay alive.

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Also, this paper delves into other important points such as the validity of a journalism degree and the line that separates a citizen journalist from a trained journalist.

While this project does tell both sides of the story, it doesn’t focus on citizen journalists. One of the interview subjects is an active blogger and newspaper reporter; however, this project is mainly concerned with trained journalists and their thoughts and advice regarding this evolving industry.

**Methodology**

This creative research project that inquires if traditional journalism will survive in the digital era is being analyzed and addressed through a long-form television news report. The news report consists of various interviews from professionals in the journalism field. I have selected the intensive interview method that is described in the class’ text. The interview subjects discussed the way their careers have changed due to the recent popularity of social media and how they have learned to incorporate it into their professions. Because my interview subjects are professionals, they serve as my primary sources because they are directly affected by this change and it has become a large part of their daily routines. This project is an example of what it means to be a “one woman band,” as I have done all of the shooting, writing, editing, and narrating.

 Chapter one explains traditional journalism practices as well as journalism presented through social media. The second portion of the chapter offers the research question: will traditional journalism survive in the digital era? After this section I offer a justification for why this issue matters. The third section discusses the scope and

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limitations of this project. I have outlined the aspects of this issue that will be discussed in this project and I have pointed out which aspects won’t be covered in this project. Ultimately, this project seeks to discover whether journalism is a dying art form or if it just needs a little rejuvenation in order to compete with social media.

 In chapter two, I have reviewed the literature to discuss what other scholars have written about the effect that social media has had on traditional journalism. I discuss what has already been published as well as which issues have yet to be discussed. I also determine whether the claims in each article support each other and how they fit together to form an entire argument.

 In chapter three, I present my creative project on paper. The first section gives some background information on my long-form news report and my interview subjects who are featured in it. The second section is an annotated description and transcript of my long-form news piece.

Chapter four concludes this paper. The first section offers a summary of the long-form news piece. The second part features a summary of my findings. I have analyzed the results from my interviews and have drawn my own interpretations, based on the interview results, of what I think this means for the future of traditional journalism.

The third section explains the significance of my results and why they offer valuable insight into this issue. The fourth section offers ideas for potential research on the topic for the future.

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**CHAPTER II: What Others Have Said**

**Review of the Literature**

 Many scholars have explained their own findings and ideals in terms of journalism’s future. In Fallows’ (2011) article entitled “Leaning to Love old Media,” he takes a fairly negative approach to the future of journalism. He focuses on the quality of today’s journalism rather that the way it is distributed. Fallows sees today’s news content as information news outlets want their audiences to know, as opposed to information their audiences should know. This article offers good insight into today’s content. This provides evidence that the decrease in the quality of content could be in correlation to the influx of bloggers and social media.

 In Boyer’s (2010) article entitled “Digital Expertise in Online Journalism,” we read more about digital media taking over traditional journalism, but Foyer doesn’t necessarily say it’s a bad thing. Foyer describes digital media as a “blogosphere now devoted to online journalism, citizen journalism, news blogging, the future of journalism, and so on.” This photosphere is the exact thing that is changing journalism.

 So far, it seems as if social networking is the bad guy; however, Skoler (2009) offers a refreshing and helpful perspective on the battle between traditional and digital journalism in his article, “Why the News Media Became Irrelevant—and How Social Media Can Help.” Skoler argues that social media was never meant to take the place of news, but instead, traditional journalism lost touch with its audience. Skoler found that social media offered something that traditional news sites couldn’t—interaction. This perspective will be very helpful in this project. Sambrook (2005) is in agreement with

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Skoler in his Nieman Report. In his article, “Citizen Journalism and the BBC,” Sambrook recalls a time when a bombing took place and the bystanders did a majority of the reporting. Sambrook and Skoler both concur that this is the type of relationship that newsrooms need to establish with viewers in order to maintain the interactive relationship that social media is currently providing. This article is helpful in explaining the role that citizens can play in journalism. This article helps draw positive and negative implications for the future of journalism.

 *Broadcast Engineering* (2010) provides useful numbers illustrating the changes taking place. The source is from 2010, which isn’t as ideal as I would like for it to be, but it still shows fluctuating numbers. For instance, *Broadcast Engineering* cites a survey conducted by RTDNA that shows that 76% of television stations have added social media to their websites. This article does a great job of concisely illustrating the numbers that coincide with what scholars are saying about this topic.

Gillen and McKeague (2012) seem to encompass most of the issues in their article “Licensing Journalists: A Study on the Perspective of Media Professionals.” While most of the previous literature pieces touch on specific parts of the argument individually, Gillen and McKeague give a very well rounded explanation of the change occurring in news. This article discusses the possibility of licensing journalists, which supports the argument regarding the line that divides traditional journalists from citizen journalists.

 Overall, this literature helps bring the argument to light by offering the current status of the news market and what led to it becoming this way. All of these scholars

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have chosen to target the same issue, but through different lenses. This variety of perspectives will add to the storyline of the news documentary.

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**CHAPTER III: The Creative Project**

**The Story Behind the Story**

This creative project is an 11-minute in-depth television news report. Because my subject matter focuses on journalism, I thought it was most appropriate to tell this story through a news platform as opposed to a research paper. Because television news combines writing, audio, and video elements, I saw this as the most engaging approach.

 After I chose my format and angle for the story, I started planning how I would produce the news story. The first step in crafting a television story is to indicate whom you would like to interview and how you are going to contact them and schedule time to meet with them. Selecting my interview subjects was easy because I’m fairly familiar with many media professionals in Nashville. On the contrary, contacting them and scheduling time to meet was quite taxing. I spent time on the Internet searching for email addresses and phone numbers. My professors were also helpful in locating contact information and offering helpful advice in regards to the interviews.

I’m very pleased with my selection of interviewees. I scheduled interviews with Nancy DeVille, reporter at the Tennessean; Matthew Hilk, director of news at WSMV; Sybril Bennett, professor of journalism at Belmont University; Black Farmer, assistant news director and reporter at Nashville Public Radio; and Jer’Mykeal McCoy, a blogger and intern at the Tennessean. Overall, everyone was really cooperative and enthusiastic about shedding insight on my project.

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Upon completion of my interviews, I listened to all of the audio in order to select the soundbites I wanted to include in the script for my story. After selecting the best soundbites, I transcribed them on my computer. Then, I wrote a script for myself so I could narrate the story and tie all of the soundbites together to form a story.

After I completed script, I started editing the story using Adobe Audition to record my voice and Avid to edit the sound and video together. The editing session took five days. While I am very familiar with the software, an 11-minute television story is a large undertaking that requires meticulous editing and precise timing.

The final step in the process is uploading the story to Youtube so my audience may view my work. Initially, I will upload it to Youtube. Then, I will load it onto my electronic portfolio in order to showcase my undergraduate work. In keeping true to the nature of this story, I will post the link to my electronic portfolio on various social media outlets, which include Instagram, Facebook and Twitter.

**Story Outline**

1. Introduction
2. This is the beginning of the piece where I establish this change in journalism as an evolution.
3. The Impact of Social Media
4. This section explains how social media has blurred the line that used to separate citizen and trained journalists.
5. The Definition of a Journalist
6. This section gives the official definition of a journalist according to the Tennessee Shield Law.
7. The Importance of Social Media
8. This section discusses why social media is so important in today’s changing industry.
9. The Distinction Between Bloggers and Journalists

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1. This portion of the story explains what traits and skills separate a trained journalist from a blogger or citizen journalist.
2. The Upsides of Co-existing
3. This section describes the triumphs that can be gained from the shared universe that exists between citizen and trained journalists.
4. Survival in the Industry
5. This is the final segment of the story in which the professionals say what a journalist needs to focus on to stay relevant in the industry.

**Script**

McCoy SOT: “It started evolving into a recent college graduate starting her own e-fashion company.”

OVERTIME…THINGS EVOVLE.

Hilk SOT: “This is just the continuing of technology, of market place demands.”

AS TECHNOLOGY PROGRESSES….WE DO AWAY WITH THE OLD AND WELCOME THE NEW.

Farmer SOT:”It’s exciting in some ways—it expands your reporting.”

AND JOURNALISM IS NO EXCEPTION TO THIS CHANGE.

Hilk SOT: “I think everything about television and journalism from the beginnings of the industry is an evolution.”

SO HOW DOES ONE DEFINE THIS EVOLUTION THAT IS TAKING PLACE IN JOURNALISM?

Farmer SOT: “What happens? Good question.”

IT IS A QUESTION THAT T-S-U SENIOR JERMYKEAL MCCOY IS ATTEMPTING TO ANSWER THROUGH HIS WORK AS A BLOGGER AND AS AN INTERN FOR THE TENNESSEAN.

McCoy SOT: “I use similar traits in both fields. With blogging, I have to understand the underlining principles of journalism—fact checking, interviewing, getting both sides of the story. With the Tennessean, not only is my work put online, it also put into print every day, whereas my blog is strictly online. They often intertwine, but my subject matter doesn’t necessarily infuse too much.”

THE RISE OF SOCIAL MEDIA SUCH AS TWITTER, FACEBOOK, AND INSTAGRAM HAS PLAYED A PART IN GRANTING ANYONE ON THE INTERNET A FAIR SHAKE AT BECOMING A SOURCE FOR INFORMATION.

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THIS CHANGE CERTAINLY SKEWS THE LINE THAT USED TO SEPARATE TRADITIONAL JOURNALISTS FROM CITIZEN JOURNALISTS.

HOWEVER…ASSISTANT NEWS DIRECOR FOR NASHVILLE PUBLIC RADIO, BLAKE FARMER, WELCOMES THE CHANGE.

Black Farmer SOT: “I think the line has certainly been blurred. I don’t think it’s a bad thing that it’s been blurred. Frankly, I get a lot of ideas or tips from what you might call a citizen journalist.”

SO WHAT EXCATLY IS A JOURNALIST?

Volk Standup: “According to the Tennessee Shield Law, a journalist is a person engaged in gathering information for publication or broadcast connected with or employed by the news media or press, or who is independently engaged in gathering information for publication or broadcast.”

WITH THIS LAW PUT IN PLACE…NOTHING IS STOPPING REGULAR CITIZENS FROM BECOMING CITIZEN JOURNALISTS…AND THE RAPID RISE OF SOCIAL MEDIA IS MAKING IT SIGNIFICANTLY EASIER.

McCoy SOT: “The thing I like about reporting is that it gives you the opportunity to learn something…learn somebody’s story. And it teaches you how to be an expert on a topic really fast.”

Volk SOT: “So tell me about your blog.”

McCoy SOT: “Alright. My blog is called Phresh and Professional.”

AS A REPORTER AND BLOGGER…MCCOY USES SOCIAL MEDIA AS HIS CHANNEL TO CONNECT WITH HIS AUDIENCE.

McCoy SOT: “With my reporting, most of it would be through blogging. Whenever I post a story it automatically goes to my LinkedIn page. I’ll also post the same story on my Facebook page and my twitter account.”

Volk SOT: “Why do you pick the stories that you pick?”

McCoy SOT: “I think it does give me an opportunity to become more in tune with my readership.”

REPORTER FOR THE TENNESSEAN NANCY DEVILLE UTILIZES SOCIAL MEDIA TO TELL HER STORIES.

DeVille SOT: “I use social media every day. When I first get to work I’m always logging on to see what’s going on on twitter. I use Facebook a lot of times to find sources or if I need a voice for a particular story.”

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Farmer SOT: “Social media’s sort of a two-way street for a journalist. I use social media—Facebook in particular—to find sources often times.”

DIRECTOR OF NEWS AT W-S-M-V CHANNEL FOUR MATTHEW HILK SAYS IMPLEMENTING SOCIAL MEDIA AT HIS NEWS STATION IS AN ESSENTIAL PART OF BEING A COMPETETIVE NEWS SOURCE.

Hilk SOT: “Our goal at WSMV Channel 4 is to be a full-service force in the community. We are a TV station in our core business, but we’re trying to be a brand, a source of information, and operate on different platforms and serve people wherever they are. So that means, television, web, social media, photos, video, other platforms.”

THE DAYS OF TUNING INTO THE TELEVISION OR LOYALLY READING A TANGIBLE PAPER ANYMORE SEEM TO BE DWINDLING. PROFESSOR OF JOURNALISM AT BELMONT UNIVERSITY…DR. SYBRIL BENNET EXPLAINS THAT SOCIAL MEDIA IS NOW PART OF A JOURNALISTS’ SURVIVIAL IN THE MARKET.

 Bennett SOT: “If you want to exist, you’re going to exist in the social media world. You have to have a digital identity. You can choose it, which Erik Qualman calls your digital footprint; or, someone can do it for you, which he calls your digital shadow.”

Farmer SOT: “It kind of feels like twitter is the universe for getting your news out.”

DeVille SOT: “We really need to be in tune to what our community is talking about. It’s an excellent way to find people beyond the public officials.”

SO WHAT DISTINGUISHES A TRAINED JOURNALIST FROM A CITIZEN JOURNALIST POSTING INFORMATION TO THE WEB?

McCoy SOT: “I think anyone can call them self a journalist.”

Hilk SOT: “I think these things take a long time to come out in the wash. And I think that at the end of the day, the best quality of information and the best storytelling does tend to set itself apart from the lack of quality. I think there’s a place for all of it and I think there’s a place for everyone to have a conversation.”

Farmer SOT: “I think it’s pretty easy to tell the difference between a journalist and a blogger. Something that comes from me—I hope—is more measured, more sourced…that kind of thing, but I don’t see a particular danger in it. I see upsides for me personally.”

THE UPSIDE IS THAT TRADITIONAL JOURNALISTS AND CITIZEN JOURNALISTS NOW HAVE AN ENVIRONMENT WHERE THEIR VOICES CAN CO-EXIST

Hilk SOT: “I think everybody has a voice, everybody has a duty, and I think in one respect the more the merrier.”

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Farmer SOT: “Citizen journalists can have a great effect in bringing attention to what you might call mainstream journalists. I don’t know if there’s any downside to it.”

IN FACT, JOURNALISM PROFESSIONALS SEE THE NEW TREND IN THE INDUSTRY AS A HELPFUL TOOL IN CRAFTING THEIR OWN STORIES.

Bennett SOT: “We’re able to crowd source journalism now in a way that we weren’t able to before. We’re able to get access to more data. You’ve got amateurs and professionals working together uncovering amazing trends and ideas that normally we wouldn’t have access to.”

DeVille SOT: “For probably the last two or three years social media has become a very important part of a journalists’ job just for the ability to be around a lot of people at the same time and you’re able to really grasp what they’re talking about.”

Volk Standup: “This shared universe that exists between citizen and trained jounrlists poses interesting questions for the future. Is a journalism degree still relevant? Will social media replace journalism? Luckily, new ways of consuming news cannot replace the core values of journalism.”

McCoy SOT: “You can take the underlining principles of journalism and apply it in a new way or a new media form. For instance, the in-depth reporting, the newsworthiness, the prominence and proximity, you can apply all of that in journalism today, but that electronic element gives you more exposure.”

Bennett SOT: “Some are skeptical and think traditional is going to win out—it’s not. Not in the way you might think. You still need to brand yourself. You still need to identify with an audience. The skills are the same, but you need to have a different strategy in terms of reaching an audience.”

DeVille SOT: “Be true to the craft. That’s very important. You just cannot let technology get in the way of what true journalism is. You still have to have the passion. This is an industry that really requires you have a lot of passion.”

PERHAPS THERE IS MORE DANGER IN ASSUMING THAT TRADITIONAL PRACTICES WILL PREVAIL OVER NEW MEDIA PLATFORMS.

Hilk SOT: “We sort of signed up for the change business when we got into broadcasting and journalism and you have to be willing to accept a certain ongoing change to stay fresh in the industry.”

Bennett SOT: “Journalists have got to realize our role has shifted whether we like it or not. We are no longer gatekeepers. We can be facilitators. We can be educators Wan be participants, but we’re not always going to be leaders anymore.”

THERE’S NO TELLING WHERE JOURNALISM WILL BE FIVE YEARS FROM NOW.

Farmer SOT: “Nobody has the perfect answer for how to handle social media.”

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CERTAINLY THE PIONEERS OF JOURNALISM WOULD BE SURPRISED IF THEY COULD SEE HOW MUCH THE INDUSTRY HAS ALREADY EVOLVED.

Bennett SOT: “A lot of our pioneers would be very disappointed; however, some would be encouraged.”

HOWEVER, THE ULTIMATE DECIDING FACTOR THAT WILL DETERMINE IF A JOURNALIST SURVIVES IN THIS EVOLVING INDUSTRY…IS IF HE OR SHE KNOWS THE REAL REASON TO BECOME A JOURNALIST.

Hilk SOT: “As long as applicants look at the job as a service to the public through information, pictures, and stories, I think they’ll be fine.”

Bennett SOT: “It’s about storytelling. It’s about writing. It’s about reaching an audience. It’s about having something to say that’s going to help the greater good.”

DeVille SOT: “It’s an honor to be a journalist. It’s an honor to be able to go into people’s homes and to know their stories. For them to trust you and when you are a journalist that is the biggest thing you have to consider when you write a story.”

McCoy SOT: I think if you’re a real journalist, accuracy has to be one of your foundations of being a journalist because if it’s not truthful, it’s not art.”

Volk SOT: “Will you continue to blog even after you graduate and move on to whatever it is you plan to do.”

McCoy SOT: “I do want to keep blogging. Initially, I want to expand on it.”

FOR THE T-S-U NEWS NETWORK…I’M KELLI VOLK.

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**Supplemental Information**

 Although I mainly communicated with my interview subjects through phone calls, I also sent emails. Below are two emails that I sent to schedule my interviews.

*Nancy,*

*I'm currently in the process of conducting interviews for my long-form television news report, which questions how traditional journalism will survive in the digital age. I was wondering if you would be willing to let me interview you about the topic. I want to have all of the journalism platforms represented in this project. I'm hoping to knock out all of*

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*my interviews by the 15th of March.  Please let me know if you are interested.*

*Thanks*

*--*

***Kelli Volk***

*News Director*

*TSU-TV News 98*

*Anita,*

*My name is Kelli Volk. I'm a graduating mass communications major at Tennessee State University. We've met before--once in Dr. Likes' radio class and once at the Freedom Forum Institute.*

*I'm currently working on a long-form television report on social media replacing traditional journalism. I'm trying to have all news platforms represented in my piece and I was wondering if you would be willing to talk to me about the radio portion. It would be an interview on camera and I would conduct the interview at a location that is convenient for you. I'm on Spring break all of next week, so my schedule is wide open to meet if you are available. Please let me know if this sounds like a possibility. I would love to incorporate your insight into my piece.*

I also put my interviews in a calendar to keep them organized. Because I traveled to their locations, it was very important for me to map out my days in order for me to find directions and arrive on time.

Jer’Mykeal McCoy-March 9th at 4:00 pm

Black Farmer-March 11th at 10:00 am

Matthew Hilk-March 12th at 8:30 am

Sybril Bennett-March 13th at 10:00 am

Nancy DeVille-March 30th at 2:00 pm

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**CHAPTER IV: Conclusion**

**Summary**

The project sought to answer the research question: will traditional journalism survive in the digital era? I used the tactic of interviewing trained media professional in Nashville to answer this question.

 The review of literature is evidence of what has already been written about this topic and how scholars are viewing the implementation of social media in traditional journalism. The review of literature also helped me formulate other key parts of this paper such as the statement of the problem, the scope and limitations, the significance of this research, and the most ideal method to use in order to disseminate this information to my audience. Overall, all of the previously mentioned elements set up the creative project.

 The creative project answers the research question effectively because it features media professionals who are currently working in the market. Their insight is very valuable because they are the ones who are conforming to the changes taking place in journalism.

**Findings**

The findings from my creative project are very conducive to answering my research question. The foundations of journalism will survive in the digital era; however, our medium for consuming news has changes. After comparing the information from my literature review with the answers from my interviews, I found that the industry is even more dependent on social media than I thought. During our interview, Dr. Sybril Belmont, professor of journalism at Belmont University, said, “If you want to exist,

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you’re going to exist in the social media world. You have to have a digital identity.” This quotation sums up the current

state of the journalism industry. Everyone concurred that social media is an absolute must in journalism.

 Another point that was addressed in the interviews was the rise in citizen journalists. Surprisingly, everyone was in agreement that citizen journalism is a good addition to journalism. Many journalists see it as a way to make the storytelling process easier. During our interview, Blake Farmer, assistant news director and reporter at Nashville Public Radio, said, “I think the line has certainly been blurred. I don’t think it’s a bad thing that it’s been blurred. Frankly, I get a lot of ideas or tips from what you might call a citizen journalist who follows someone in a way that I wouldn’t do.” News director at WSMV, Matthew Hilk, concurred that citizen journalists provide a new flavor to journalism. “I think there’s a place for all of it and I think there’s a place for everyone to have a conversation,” said Hilk. It is clear from the responses that citizen journalism definitely has its place in journalism.

 The most prolific finding from the interviews is the possibility that traditional journalism may not even exist anymore. Perhaps Bennett said it best when she stated, “Journalists have got to realize our role has shifted whether we like it or not. We are no longer gatekeepers. We can be facilitators. We can be educators. We can be participants, but we’re not always going to be leaders anymore.” There is no such thing as solely producing a television newscast or writing an article for print. Social media has introduced the demand for stories to be presented on multiple levels. Television and radio

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stations and newspaper companies are now thinking of themselves as news sources as opposed to business that only specialize in one news platform. “Our goal at WSMV

Channel 4 is to be a full-service force in the community. We are a TV station, but we’re trying to be a brand, a source of information, and operate on different platforms and serve people wherever they are. So that means, television, web, social media, photos, video, and other platforms. We are making sure that everything we do is reaching everyone on every platform,” said Hilk.

 Ultimately, the future of journalism relies on storytelling and the ability to reach a mass audience. The journalists—whether they are trained or not—who tell the most factual, ethical and engaging stories while reaching the most people will be the ones who will succeed. Nancy DeVille stressed the importance of maintaining journalistic principles in the digital era. “You still have to have the passion. This is an industry that really requires you have a lot of passion. You always have to remember why you became a journalist,” said DeVille. This is not a change that journalists did not see coming, though. The industry has been changing for year; in fact, it is predicated on evolution. Hilk says that it is a phenomenon that media professionals will simply have to accept. “We sort of signed up for the change business when we got into broadcasting and journalism and you have to be willing to accept a certain ongoing change to stay fresh in the industry,” said Hilk.

**Future Research**

Future research regarding this topic would be interesting. In terms of analyzing how the technology changes journalism, one may have to wait a few years to record

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significant changes. With new social networks emerging and new technology surfacing, even more changes will come.

Farmer proposed another interesting research question that is worth researching. “It really blurs the line between Blake Farmer the person and Blake Farmer the reporter. You can have a twitter account as a person and an account as a reporter—no,” said Farmer. This would be very enlightening research because it would investigate image management for journalists. Some journalists find it hard to maintain personal and professional social identities simultaneously. I think this topic is definitely worth researching.

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**References**

Boyer, D. (2010). Digital expertise in online journalism(and anthropology).

*Anthropological Quarterly*, 83(1), 73-95

This scholar sheds a positive light on the change that is taking place in journalism. He explains that it isn’t necessarily a bad thing for citizens to take an active role in reporting the news. He sees it as an opportunity for traditional journalists and citizen journalists to collaborate and share reporting opportunities.

Fallows, J. (2011). Learning to love the (shallow, divisive, unreliable) new media. *The*

*Atlantic*, *42*, 34-49.

This scholar comes from the negative viewpoint of the change that is taking place; however, he doesn’t place blame on the bloggers. He insists that newsrooms are out of touch with their audiences. He argues that today’s news quality has dipped to a level where newsrooms no longer report the important, investigative information.

Gillen, D. S., & McKeague, M. (2012). Licensing journalists: a study on the perspectives

of media professionals. *Journal of Communications Media Studies*, *4*(1), 154+.

This article gives great insight into the current situation surrounding traditional journalism. The scholar even proposes the idea of licensing journalists so they may be distinguished from citizen journalists. He asks many media professionals about their opinions on the matter.

Sambrook, R. (2005). *Nieman Reports*. Retrieved February 10, 2013, from

 <http://www.nieman.harvard.edu/reportsitem.aspx?id=100542>

This article discusses the role of the public when a significant event occurs. The author recalls a terrorist bombing in which views sent pictures and emails regarding the event to BBC News. People began participating in BBC’s coverage of the bombing. This is just one example of how regular citizens are becoming ireporters and how newsrooms are accepting their content.

Skoler, M. (2009). Why the news media became irrelevant--and how social media can

help. *Nieman Reports*, *63*(3), 38.

This article expresses the need for journalists to understand that change that is taking place around them. This author explains that the culture surrounding us has changed. Now that information is much more accessible to the average reader, newsrooms have to work harder to get their content acknowledged by the average person. The author stresses the

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need for newsrooms to employ social media as a way to bring traffic to their web sites.

(2010). Social networking grows in stature at TV stations, survey finds. *Broadcast*

*Engineering.* Retrieved February 10, 2013

This survey shows the increase in usage of social networks in television newsrooms. TV stations are now using social networking to enhance the viewership of their stories. The survey also found that newsrooms were using twitter and facebook to generate contacts for story ideas.