

# The web changes nothing.

Our job is to tell a story. It sets us apart.

The web doesn't change that.

Lose sight of that at your own peril.

# The web changes everything.

Your reader has more control than ever.

Focus on what your reader wants.

Your job will change as you do.

# The simple approach:

What do I know? What am I trying to say?

Who cares?

What's the best way possible to share what I know with the people who will care?

# Same job, more options.

Maps, charts

Blogs, Tweets, text alerts

Audio, video, slideshows

Tag clouds, word stems

Databases, tables

Interactive graphics, games

These are just tools. You'll never master them all.

# It's your approach that matters.

It's about the story.

Focus on the tools and you'll lose sight of your readers. Then they'll lose sight of you.

Don't do something because it's cool. Most of your readers won't care.

Do it because it tells the story.

# Think about telling the story.

For example:

<http://www.nytimes.com/2009/05/15/business/15ingredients.html>

<http://www.youtube.com/watch?v=9fCoxikF-sk&feature=fvsr>

And

<http://www.usatoday.com/news/politics/election2008/candidate-match-game.htm>

# Think online first.

What would help my reader understand?

What helped me understand?

How do I wish someone had explained it to me?

Think about print second: It's usually easier. And online work can translate to the paper.

# Then come back to Earth.

We can't do it all.

Will every component add something to the story?

Is it important enough to justify my investment?

Can I actually pull it off in time?

Set priorities and triage.

# Get real.

We publish dozens – sometimes hundreds – of stories a day. You have to pick your shots.

Most will still be text. That's ok: text works.

Think about writing them for a web audience.

# The school air project.

All of our discussions started with basic questions:  
How will readers use this? Will it matter to them?  
Will it help them understand?

Sometimes we were wrong. But we focused.

Even with a big team, we couldn't do it all.

But I don't have a big team.

Neither do I, most days.

The process is the same: Think about your reader.

Figure out what's most important.

Do what you can.

Storytelling

Your turn.

What stories do you want to tell?

# Storytelling