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Jeff Tatanus: here goes...

jonnyoosting has joined this chat.

dryambor has joined this chat.

pagreen@mac.com has joined this chat.

pagreen@mac.com: Hey.

dryambor: hallo.

jonnyoosting: yo yo

dryambor: so, megan, did your dean not talk with you yet? or darcy?

pagreen@mac.com: My dean?

dryambor: yeah.

pagreen@mac.com: No, I haven't heard anything new. I'm figuring out what to do about the ticket.

dryambor: well, i had a conference call with the faculty mentors and brandy today, and i was told that you were off the project because you couldn't make it to ithaca next week.

dryambor: there was another student in sam's group who can't make ithaca, and that student is off too.

pagreen@mac.com: I didn't know I was off. I will talk to her about that.

dryambor: yes, definitely do.

pagreen@mac.com: If you'd like me to leave so you three can work, I will.

dryambor: well...that's up to you, really.

dryambor: i don't know why no one at msu discussed anything with you. again, i was told that i didn't have to tell you since you already knew.

pagreen@mac.com: I'll see if I can help, then e-mail JBB.

Jeff Tatanus: jbb?

pagreen@mac.com: She sounded displeased, but she never told me that I was off.

jonnyoosting: jane briggs bunting

Jeff Tatanus: ah

pagreen@mac.com: Thanks Jon.

dryambor: when you said you were figuring out what to do about your ticket, what did you mean?

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pagreen@mac.com: I have to deal with canceling it and reimburse her.

dryambor: right. that's also what i was told.

dryambor: well, the faculty consensus today was that any student who couldn't be there next week really couldn't move forward because it's essential what happens then...

dryambor: from the point of presenting ideas, dividing those down and restructuring new groups...

dryambor: chat with her as soon as you can.

pagreen@mac.com: If that's the way it is, I'm sorry. Appointments with oral surgeons are hard to come by here.

dryambor: well, i hate to keep you here since you're probably not in for the long haul, but let us know if you'd like to stay for the rest of the chat and we'll begin.

Jeff Tatanus: so... where the heck is philip?

pagreen@mac.com: I'll stay. Maybe I'll have some ideas.

dryambor: ok.

dryambor: don't know about philip. no one's heard?

jonnyoosting: no clue

dryambor: i'll call him now.

Jeff Tatanus: k

pagreen@mac.com: I did have one idea to throw out on how to submit/publish.

Jeff Tatanus: do tell!

dryambor: ugh...never wrote his # down...anyone have it?

Jeff Tatanus: it was on his facebook

Jeff Tatanus: lemme check

jonnyoosting: what was your submission idea megan?

Jeff Tatanus: 703.629.0322

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pagreen@mac.com: I think maybe we should make it more of a fact sheet than just posting a story.

Jeff Tatanus: how so?

pagreen@mac.com: That way non-writers can get in on it.

pagreen@mac.com: Have them enter the basic facts, then leave space for them to enter additional details.

jonnyoosting: Yeah. Sounds reasonable. Like we had discussed with the cell app - maybe a beginner and an advanced submission option.

pagreen@mac.com: Then they don't have to worry about leads, transitions, etc.

Jeff Tatanus: yeah, beginner AND advanced modes

jonnyoosting: mmm hmmm

jonnyoosting: I'm down.

Jeff Tatanus: did either of you get a chance to read the "breaking the news" article i posted to the blog?

pagreen@mac.com: I started it.

jonnyoosting: I believe so. That was the wired one right>

jonnyoosting: ?

Jeff Tatanus: yeah, the one i scanned.

jonnyoosting: yeah. I read it.

Jeff Tatanus: very timely and relevant.

jonnyoosting: no doubt.

dryambor: *** no word on philip. voice mail message left. ***

pagreen@mac.com: Did Ryan say he wouldn't be here?

jonnyoosting: Its interesting that a behemoth like gannett is changing, but many people in this project still aren't ready to (at least based on past mixed group conversations)

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dryambor: haven't heard a peep from ryan.

jonnyoosting: well, we've got a little over a week to get the presentation ready.

dryambor: right...and as far as the ithaca schedule goes...

dryambor: we'll all have dinner on thursday night, and then you'll have until friday morning at 10 to polish.

jonnyoosting: Ok, cool. I think we need to figure out what's going on with Philip - his flash skills could come in handy. Otherwise, I say lets just go with a powerpoint.

Jeff Tatanus: what time is checkin / dinner on thurs?

dryambor: 15 minute present, 10 minute q&a, 5 minute setup/turnaround

dryambor: no clue. not that detailed yet.

Jeff Tatanus: k

jonnyoosting: how'd the mockup go Jeff?

Jeff Tatanus: well then, what time are your flights getting in?

jonnyoosting: no word from jbb on flight times yet...

dryambor: mid afternoon...3 ish.

dryambor: not that i'm the one you really need...

jonnyoosting: yeah, I've no clue.

Jeff Tatanus: yeah, i just wanted some sort of idea as to when i should get there

Jeff Tatanus: jon, let me know when you find out.

jonnyoosting: will do.

Jeff Tatanus: okay, i have a REEEALLY rough mockup

Jeff Tatanus: <http://home.rochester.rr.com/ffejweb/>

dryambor: WHOVILLE???

dryambor: you CRAAAAZY!

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Jeff Tatanus: i was trying to think of a generic name... and i felt seussy

pagreen@mac.com: You built this yourself? I'm impressed.

Jeff Tatanus: its not like any of it works... i spent maybe an hour in dreamweaver

jonnyoosting: thanks for the work. I really don't think making it work matters at all!!! We've just got to focus on design and clarity.

Jeff Tatanus: yes, clarity and terminology need to be worked out

Jeff Tatanus: there's a small link to the editor interface in the bottom of the right-hand column

jonnyoosting: Ok. I've got some suggestions to add - but I think I'll do that on the blog - instead of tying us up here.

Jeff Tatanus: what sorts of things?

jonnyoosting: One thing though - we're trying to sell this as an easy to use package - so I think we should have a standard design across all interfaces.

Jeff Tatanus: indeed.

Jeff Tatanus: although the editor interface is internal, so it doesnt matter as much

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pagreen@mac.com: Could we make it compatible with editing software like Scoop?

jonnyoosting: no - not as much. but making it consistent will increase the "package" appeal.

Jeff Tatanus: i am not familiar with that... what do you know about scoop, jon?

jonnyoosting: don't

dryambor: you gotta add some aesthetic here...not to pull away from the content, but it can't be this sterile.

pagreen@mac.com: It's software for writing and sharing stories within an office.

Jeff Tatanus: agreed... i've only worked a couple hours on this

Jeff Tatanus: plus a lot of the design has to do with the site's existing design

dryambor: i know...just commenting...i have an aesthetic tic!

Jeff Tatanus: haha

jonnyoosting: The editing program we use at my paper is all pre-web. Once it's sent to the web, there isn't a whole lot of editing. So - what about creating some internal editing stuffs - spell check, hyperlink creator, etc....

pagreen@mac.com: I actually think it looks pretty good.

pagreen@mac.com: Not distracting.

dryambor: just an aside: no one has heard from philip since early last week? did he attend tuesday?

Jeff Tatanus: this is the correct target, right? i envision this as being implemented on a local paper's site

jonnyoosting: no philip. today is tuesday.

dryambor: yeah...i meant last tuesday

Jeff Tatanus: yes

Jeff Tatanus: 7/17

jonnyoosting: oops. yeah.

dryambor: ok...

dryambor: what do you mean, "correct target"?

Jeff Tatanus: i can find the spell check / hyperlink stuff from existing blogging / web publishing systems

jonnyoosting: Jeff- it will be implemented, but again we have to sell the package. We need to design it - then maybe give them a few options (color, etc...) to customize

jonnyoosting: I really think that building it in dreamweaver is unnecessary. Why not just photoshop for design, etc?

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jonnyoosting: It would be a lot easier.

Jeff Tatanus: i mean... this is designed for local news, so i see it on a local news outlet's site. nothing national, right...?

pagreen@mac.com: Right.

Jeff Tatanus: well i would like to be able to show the drop-down menus, radio buttons, etc that would exist on a website

Jeff Tatanus: and the multiple layers in photoshop would take up just as much time

jonnyoosting: but can you get it to look cool in dreamweaver from a design standpoint?

Jeff Tatanus: yes

Jeff Tatanus: i just need some design ideas... which i can work on.

jonnyoosting: Okay. Our idea is similar already, but I really like the wapo design.

Jeff Tatanus: what was the link to that, again?

dryambor: wow...still SO sterile to me. i am totally uncomfortable on such a site.

pagreen@mac.com: Why?

dryambor: sterile...it looks like hospital walls...

dryambor: and there's so much information that i have no clue where to go first...the columns do help with that, though.

dryambor: jonathan: why do you like?

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pagreen@mac.com: Does anyone still have the link?

Jeff Tatanus: i found it

jonnyoosting: It's clean. It's compact. It's all there in one package. <http://www.washingtonpost.com/wp-srv/local-explorer/map.html?scheme=amenities&address=Chinatown&sid=1185327597042>

dryambor: i see what you're saying...however...

dryambor: what's your intended audience for you geotag idea?

dryambor: youR

jonnyoosting: the readers (or future readers) of local news sites.

dryambor: too broad. so who?

dryambor: you HAVE TO have an audience in mind...a single person to whom you're pitching this.

Jeff Tatanus: my idea... US.

dryambor: who are you?

jonnyoosting: well, someone who lives in a geographically defined community.

dryambor: that's everyone.

Jeff Tatanus: the college students who spend more time in front of a computer screen than reading actual pieces of paper.

jonnyoosting: no doubt.

jonnyoosting: but it centers in on the individuals locale - providing her or him with hyperlocal information.

dryambor: ok...so name that intended audience. give me a demog.

dryambor: males/females 18-?

Jeff Tatanus: 18-24

dryambor: ok.

dryambor: where do they spend their time online now?

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Jeff Tatanus: facebook, AIM

jonnyoosting: I don't see it as that young only. Mid twenties and young thirties are interested in community building and real-life neighborhoods.

Jeff Tatanus: hmm that is pretty true.

dryambor: sure...but you can't shoot so broad that you hit no one.

jonnyoosting: most 18-24 year olds are in transitional periods and don't necessarily have the community ties of people a little older.

dryambor: for your presentation, you will need a specific audience listed as your "target" (hate that word...)

jonnyoosting: we get that.

dryambor: ok...cool. i'll hang back a bit.

Jeff Tatanus: well 18-24 year olds are looking into multiple communities

pagreen@mac.com: Which could be okay. Can't you join more than one?

Jeff Tatanus: places they live, places they used to live, places they might want to live in the future

jonnyoosting: okay. but this is only going to display local information for the individual city or region, correct?

Jeff Tatanus: yes, i would say that people may look into more than one hyperlocal community

pagreen@mac.com: Yes, that's how I saw it.

Jeff Tatanus: like i may look at my town, and also the one where my high school was located (on the other side of the city)

jonnyoosting: certainly - different neighborhoods. but it's not like I'd be on a grand rapids, michigan site and be checking in on my east lansing community.

Jeff Tatanus: how far are those from each other?

jonnyoosting: on the same website. the way we've created it.

jonnyoosting: about an hour away. west michigan vs. mid michigan. served by different papers.

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Jeff Tatanus: ah okay

jonnyoosting: I think who this is really going to benefit is the 25-35 year olds who are comfortable with technology, but settling down and trying to create some of the community ties their parents may have enjoyed.

pagreen@mac.com: Community ties?

jonnyoosting: familiarity with their neighborhood: people, history, character, news

Jeff Tatanus: yeah, im actually liking the 25-35 demo better now that you say it

pagreen@mac.com: Weren't we supposed to serve digital natives?

jonnyoosting: I have a lot of friends doing this right now. Finally realizing that the character of a neighborhood is important, and being involved in the community helps shape that character.

jonnyoosting: I think 25 year olds are digital natives. I'm 25.

jonnyoosting: Oh, wait. I'm 26.

jonnyoosting: It's hard to remember.

Jeff Tatanus: well "digital natives" are actually younger than us.

Jeff Tatanus: like 8-12 yr olds

Jeff Tatanus: but i would say the 25-30 yr olds are pretty tech savvy

jonnyoosting: Ok. yeah.

jonnyoosting: and finally have the money to buy the tech. unless they're still in school, working for a pithy incubation stipend...

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Jeff Tatanus: 😊

jonnyoosting: So. 25-30? Future community leaders?

Jeff Tatanus: im not sure what you are meaning by that

dryambor: what does your research say about the readership of current 25-30 year olds?

jonnyoosting: not important. just focusing on the idea of laying down roots.

dryambor: and web news habits?

jonnyoosting: yeah...

jonnyoosting: so - research that demo. check.

Jeff Tatanus: <http://incubator3.files.wordpress.com/2007/06/pewinternet.pdf>

The AIM service could not send the message: A message or picture is too large to be transmitted.

The AIM service could not send the message: A message or picture is too large to be transmitted.

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Jeff Tatanus: Home broadband users under age 36 are more likely than their dial-up counterparts to consult a wide range of news sources; much of this increment comes from online news and national newspapers.

Jeff Tatanus: Almost half (46%) of broadband users in this age group get news online on the average day, more than twice the rate (21%) of dial-up users in this cohort.

The AIM service could not send the message: A message or picture is too large to be transmitted.

dryambor: good. just make sure you're able to sell your argument that this demo will respond favorably to your idea based on this research, etc.

The AIM service could not send the message: A message or picture is too large to be transmitted.

Jeff Tatanus: In terms of how the internet rearranges news consumption patterns more broadly, the impact is greatest for the "under age 36" age group.

Jeff Tatanus: This age group is generally less news-hungry than older online users. They are particularly less likely to get news on the typical day from local TV, national TV, or local newspapers than older users.

dryambor: get it in your head as easily as your name.

Jeff Tatanus: mkay

Jeff Tatanus: what are our action items for this next week and a half?

dryambor: just what i tell my students: until you know your material like you know your name, you don't know it.

pagreen@mac.com: I'll find out my status and let you know.

jonnyoosting: 1 - find philip.

jonnyoosting: I think a flash presentation would be cool

dryambor: yeah...no clue and that's bad...the wku students have been subpar.

Jeff Tatanus: yeeeeeah. did YOU pick them?

Jeff Tatanus: 😊

dryambor: no...i have NOTHING to do with journalism...

dryambor: i teach broadcasting: pop culture/media effects, etc. and run the college radio station.

dryambor: if i gave you MY kids, you would blow this sucker out of the park...

pagreen@mac.com: But you said you chose ones who wouldn't normally get chosen, or something like that.

dryambor: uh...don't recall that...i didn't choose our ppl.

pagreen@mac.com: Okay, maybe I misunderstood.

dryambor: they were all "non traditional" kinds of students, so maybe that was it.

Jeff Tatanus: yeah... i remembered someone saying they were picked because they were nontraditional

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dryambor: older...have previous careers, etc. again, though, totally not invested in this...which is embarrassing even if i didn't pick them...

dryambor: makes wku look bad and that's not cool.

dryambor: so...if philip goes mia like everyone else, can you rock it with the two of you? assuming megan gets the boot?

pagreen@mac.com: No one can really judge- I don't think any of us knew quite what we were in for.

dryambor: i agree.

Jeff Tatanus: i think a lot of this was poorly communicated to us

jonnyoosting: do we have a choice?

dryambor: 🤔

Jeff Tatanus: haha

dryambor: is this where i say hell no?

Jeff Tatanus: i think so.

pagreen@mac.com: Even if I'm booted, feel free to e-mail me stuff if you need another opinion.

dryambor: dude...i am SO sorry...and i am strictly supposed to stay on the sidelines and "guide" rather than pitch in.

Jeff Tatanus: thanks for the offer, megan.

Jeff Tatanus: so back to things that need doing

dryambor: so...assuming the worst, what d'ya want to plan?

jonnyoosting: thanks megan. if your are off the project, it's been swell.

dryambor: you're...crazy

Jeff Tatanus: who, me?

dryambor: j.o.: your are

pagreen@mac.com: Crazy that it's been swell?

dryambor: no: just his typo.

dryambor: they also make me tic!

jonnyoosting: you're

Jeff Tatanus: haha

jonnyoosting: didn't you make that same type earlier?

dryambor: so, gameplan, guys? eh now, be nice!

dryambor: i corrrrrrected.

Jeff Tatanus: we need to do more demographic research

jonnyoosting: no offense intended.

dryambor: 🤔

dryambor: none taken. 😊

Jeff Tatanus: i will work on prettifying the design

dryambor: ok...j.o.: why not get into the nitty gritty details of the presentation?

dryambor: you seem good at solidifying ideas, concepts, organizing, etc.

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jonnyoosting: ok. I'll look for some research. Post design ideas to the blog. Both of us keep adding the presentation outlines... I'll try and contact philip about presentation, otherwise start building a ppt

Jeff Tatanus: jon, you're a gmail guy, right?

jonnyoosting: you know it. chat there?

jonnyoosting: when needed

Jeff Tatanus: i was thinking we could use google docs for working on the outline

jonnyoosting: oh, yeah. that's cool. I've used google docs, but not shared.

dryambor: if you do, let me know so i can check it.

dryambor: comments i can make.

jonnyoosting: would we jus create a dummy gmail file that we all have the psswd to?

Jeff Tatanus: marjorie, do you have a gmail account?

dryambor: yi yi...all i use after the fiasco of not getting your emails early in the project, hence my confusion and initial absence

dryambor: mo classification systems is beta!

Jeff Tatanus: i'll set up a shared document

jonnyoosting: cool. cool. how will I know when it's up?

Jeff Tatanus: it will email you

jonnyoosting: great.

dryambor: well, i will say that even if it ends up being just you two, i have complete faith that you can rock this thing.

Jeff Tatanus: jon, what research had you been doing over the weekend?

jonnyoosting: not much. ergg. forgot. what was it I was to be looking for again?

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Jeff Tatanus: just the presentation outline, it seems... looks good to me

Jeff Tatanus: ugh

Jeff Tatanus: here he is!

jonnyoosting: ok. goodz. I'll look into more for the demographic research.

pagreen@mac.com: It seems you don't need me for anything more.

pagreen@mac.com: Talk to you guys later?

jonnyoosting: okay. cheers megan.

pagreen@mac.com: Good night and good luck.

pagreen@mac.com has left this chat.

Jeff Tatanus: i've invited both of you to the document

dryambor: got it.

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dryambor has left this chat.