

Editing Beyond the Paper

The questions are many and the answers are few as we strive to find our place in emerging technologies. There is no one right answer for every newspaper – but there is one wrong answer: Doing nothing.

The questions

- Speed
- Are sports groups ready to change?
- Color
- Variety/reader's choice
- Multiple platforms
- Your specialty
- Agate
- Premium

Where to get direction

Top online sites (by reader usage)

| | |
|---------------|----------------------|
| ESPN | NFL Internet Network |
| eBay sports | AOL Sports |
| Yahoo! Sports | SI.com |
| MLB.com | NBA Internet Network |
| nascar.com | Sportsline.com |

(Source: Center for Media Research)

E&P winners for best sports Web site

ESPN.com, CBS SportsLine, SI.com, KUsports.com, LoHud.com, McHenryCountySports.com; TideSports.com

Experts

cyberjournalist.net, poynter, API, Center for Media Research

Your readers

Editing Beyond the Paper • Associated Press Sports Editors convention • June 2007
Teresa Schmedding, senior news editor, Daily Herald
• tschmedding@dailyherald.com • (847) 427-4574

API's Newspaper Next: Jobs to be done