



Journalism Next: A Practical Guide to Digital Reporting and Publishing

By Mark Briggs

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Theres never been a more challengingyet excitingtime to be a journalist. But in order to survive and thrive, journalists need to master new tools. Timely, to-the-point, and tested, *Journalism Next* updates Mark Briggs popular online guide Journalism 2.0 and explains how to use the latest software, tools, and concepts, empowering journalists to harness technology and take control of their futures in journalism.

Journalism Next is required reading for both seasoned journalists seeking a digital roadmap and digital natives looking to connect their technological know-how to the professions best practices. Learn how to use blogs, crowdsourcing, mobile applications, databases, audio, and video to report with immediacy, cultivate community, and tell compelling stories. Journalism Next will improve digital literacy, fast.

Read from cover to cover or dip in and out of this handy guide. In addition to recurring headings that draw you through the chapters, these features will help you find what you need:

Tech Innovators: In their own words, top professionals share the ways they use digital technology to do better journalism. Go behind the scenes with experts from leading news organizations.

Drilling Down: Ready for more? Breakout boxes help you move beyond the basics to more technical and advanced concepts.

Get Going Checklists: Actually doing it makes all the difference. Step-by-step instructions let you jump right in.

Illustrations: Useful graphics supplement how-to instructions and show how news sites are putting technology to work.

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Editorial Review

About the Author

Mark Briggs is the author of *Journalism 2.0* and maintains a widely read blog under the same name (journalism20.com/blog/). He is a frequent speaker and presenter at journalism and media conferences throughout the U.S. and Europe and was named to *Presstime* magazine's ""20 under 40"" list for 2007. His is currently CEO of SerraMedia, a Seattle company he co-founded that serves online publishers with innovative technology platforms. Previously, he served as Assistant Managing Editor for Interactive News at *The News Tribune* (Tacoma, Wash.) and New Media Director at *The Herald* (Everett, Wash.) where he was awarded the James K. Batten Award for Innovation in 2002. He earned journalism degrees from Gonzaga University and the University of North Carolina and also served as an adjunct professor at Seattle University from 2002-2006.

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