

## Ideas for Daily Web Updates

**The Reveal:** Post news from the print edition immediately after deadline. Put features and other elements on a timer, to reveal throughout the day.

**Blotter Updates:** Call the police station to updates arrests, incidents and accidents. Update the Web site on the news cycle's backbeat.

**Commute:** Cover the morning and afternoon commutes. Check with police, transportation department, public works and "expert motorists" like taxi and delivery services for information about tie-ups.

**Roadwork:** Post a regular report from police, transportation department, public works about where construction is happening.

**School Closings:** Information about delays or closings is critical. Superintendents are conditioned to call TV and radio. Get on their list.

**Sports Scores:** Post quarterly updates of high school football on Friday nights. Wrap up with final scores and a couple of graphs about what happened, teasing to complete coverage in print. Give similar coverage to other high-interest sports.

**Election Results:** Post up-to-the-minute returns. Wrap with briefs about winners and losers, teasing to complete coverage in the newspaper.

**Follow the Story:** Post online updates to the day's big story. Did your morning edition cover a major city council decision about taxes or zoning from the previous night? Grab a few reaction interviews from neighbors and taxpayers, then and post a short Web update. Point readers to the Web site for reaction.

**Weather on the Way:** Post regular updates on bad weather headed your way. Link to the National Weather Service's Web site ([www.weather.gov](http://www.weather.gov).)

**After the Storm:** Update rain, wind, lightening totals. Post reader photos.

**Building Permits:** Do you publish them in print? If not consider putting the news – about who plans to build what where, and how much it's going to cost – online. Update once a week or periodically throughout the week.

**Restaurant Inspections:** Publish results of health department reports online.

**Sex Offenders:** Regularly update the list of registered offenders in your area.

**Church Listings:** Many newspapers long ago abandoned detailed notices – the topic of that week's sermon, the names of the ushers. Get churches to e-mail this information and aggregate it online.

## Online Multimedia Ideas

**Breaking News:** Big news demands multimedia. Post video or slideshows of the storm, fire, accident scene, flood, damage, a team celebrating after a big win, a politician hugging supporters during a victory party. Get first-person interviews and reaction on video.

**Unpublished Pictures:** Create slideshows of photos not used in the print edition.

**The Big Game:** Interview players and coaches about the game, the turning-point play, the big win or the big disappointment.

**Wanted Posters:** Get the posters from the sheriff, police or Post Office. Scan mugshots to create a slideshow.

**Caught on Tape:** Are police investigating a robbery? Did someone lead police on a wild chase? Drop a records request for video from security cameras, police cruisers. Load them to the Web.

**Man on the Street:** Turn the standard newspaper feature into a multimedia presentation. Quiz people on civics, current events and geography ala Jay Leno.

**Kid Questions:** How do you cook a turkey? What is the moon made of? Lifestyles editors love these cute-kids features, especially during the holidays. So send someone with a video camera down to the elementary school.

**Profiles:** Add a 90-second video interview to athletes of the week, or meeting the neighbors features in print. Think NPR's "This I Believe," or the Washington Post's "On Being."

**Weather Photos:** Collect reader submitted pictures of the big storm, storm damage, lightening, funnel clouds. Create a slideshow.

**Reader Photos:** Create slideshows from any category of reader submitted pictures: Prom photos, vacation shots, kids with grandparents, pets, Easter dresses, holiday displays, first day of school pictures, photos of children's first haircuts, funny photos with Santa Claus.

**Caption Contests:** Post a thought-provoking photo. Invite readers to submit captions. Pick a winner. Give a nominal prize. (See the New Yorker's weekly contest.)