Long Form Journalism Lab

First Meeting: Minutes

In attendance:

Kai Wright, Colorlines

Sarah Leonard, Dissent

Catherine Komp, FSRN

Linda Jue, GWW Fellowship

Mike Maxwell, High Country News

Madeleine Buckingham, Steve Katz, Peter Meredith, Mother Jones

Susan Mernit, Debi Mason, Oakland Local

Alexandra Samar, Rabble.ca

Jesse Clarke, Christine Farrar, Race, Poverty and the Environment

**Why outlets have joined the lab:**

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| --monetize what we're doing so we can continue to do it: mother jones, high country news, colorlines | |
| --looking for a smart way to incorporate digital tools, incorporating storify, video, other tools with text; | |
| --cost effective work flow |  |
| --radio/audio is great but we are missing channels--and we also need to figure out how to get this into our workflow | |
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| **Audience you expect to attract:**  new audience or serving audience? 4-5 years # using mobile will exceed desktops--we need to integrate before mobile exceeds desktop; no drop-n-drag programs exist--integrate without formatting and design | |
| audience engagement opportunity--ask audience to contribute or respond | |
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| **Device vs Platform as Focus?**  platform question--kindle app on the phone; we don't know about devices, but we know about platforms--it's a software question | |
| are there ways to marry different types of reading experiences--we want to marry longer form to quick and dirty; are there tricks for making that stop? | |
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| is there a technology that helps that editorial vision, that helps people engage long form ? | |
| what technology may be coming out that will impact this so that we can better adapt what we're learning to the future. | |
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| **What we are looking for specifically from this lab:**  Learn from each other about what we’ve done, and what works best  independently | |
| case studies of work flow for long form--integrating cross platform output coming out of indesign thru an automated process | |
| what are the tradeoffs? |  |
| what are lessons re: workflow? | |