Creating Consumption:

Using iPads to Produce and Publish Content in an Education Reporting Class

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Content Production

• Learning tool
• Paperless class
• Produce Multimedia Reporting
Why use the iPad for Journalism?
Does the iPad fill a hole in the Journalist’s tool kit?
Mobility

• Long battery life
• Always on internet connection
• Instant on
• Publishing from the field
Adapting the Course

• Find new readings
• Integrate multimedia assignments
• Define new assessment criteria
What We Lost to Mobility

Killed Me!
Greening the Course:

- **Without iPad**
- **With iPad**

Paper Used:

- 0
- 2000
- 4000
- 6000
- 8000
- 10000
- 12000
- 14000
- 16000
- 18000
Assignments:

• 500-word story with photos
• 500-word story with audio interviews
• 1500-word multimedia story with pictures, audio interviews and a slideshow or video
Tech Goals:

- Completed in the field
- iPad and digital camera only
- Viewable on the iPad
Apps Evaluated:
Apps Used:
Workflow:

Photogene → upload → Flickr

MultiTrack DAW → upload → SoundCloud

Reel Director → upload → YouTube

SoundCloud → embed → Pages

Pages → embed → WordPress

WordPress → post
Reading on the iPad

• Effective

• Good tools for reading and annotating text

• Prefer printed readings
Writing Assignments

- Less Intuitive
- Took longer
Photo Editing

- Intuitive
- Took longer
Audio Editing

- Effective
- Intuitive
- Saved Time
Audio Slideshow/Video

• Effective
iPad in the Field

• Effective
• 100% of students want iPad in class
• Laptop or iPad?
Thank You

http://www.wattway.org/blog

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