



Branding Answers Filters Advertising [Link Once, Publish Everywhere](#)

Five ways to put social media to work in  
your newsroom: <http://bit.ly/vpaona09>



less than a minute ago from Publish2

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**ryansholin**  
Ryan Sholin

November 12, 2009 Glen Allen, Va. Ryan Sholin Director of News Innovation Publish2 @ryansholin

# FIVE WAYS

1. Branding
2. Answers
3. Filters
4. Advertising
5. Link Once, Publish Everywhere

# BRANDING

Be a **familiar** face



@coloneltribune

# ANSWERS

Broadcast questions lead to  
conversations, connections,  
and **sources**.

# FILTERS

Lists, #hashtags, pages,  
groups, searches, curation,  
selection, editing, apps are all  
filters for a river of noise.

# ADVERTISING



The image shows a screenshot of a Twitter advertisement. The background is a light blue sky with several birds in flight. At the top left is the Twitter logo, and at the top right are links for 'Login' and 'Join Twitter!'. The main content is a white tweet box with the following text: 'Mention this tweet for Buy 1 Get 1 tix to area's #1 haunted house - offer ends Sept 30.' followed by a blue hyperlink 'http://www.mansionoferror.com (Ad)'. Below the link is the text '22 minutes ago from web'. At the bottom of the tweet box is the logo for 'statesman.com' and 'Austin Statesman'. At the very bottom of the page is a footer with copyright information and various links: '© 2009 Twitter About Us Contact Blog Status Goodies API Business Help Jobs Terms Privacy'.

twitter

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Mention this tweet for Buy 1 Get 1 tix to area's #1 haunted house - offer ends Sept 30.

<http://www.mansionoferror.com> (Ad)

22 minutes ago from web

statesman.com **statesman**  
Austin Statesman

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# LINK ONCE, PUBLISH EVERYWHERE

Send people **away**  
so they come back  
for **more**.

Democrats Divided Over Reid Proposal for Public Option - NYTimes.com

http://www.nytimes.com/2009/10/28/health/policy/28health.html?\_r=1&f

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**publish2**

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Public Comments

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Select a Category

Tags  
Enter descriptive words, separated by commas

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Quote  
Simply to get the Senate to take up the legislation, Mr. Reid has said he needs 60 votes - effectively all 58 Democrats and the 2 independents who caucus with them.

Add an excerpt from this link

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Add to Newsgroups:  
 Publishing 2.0 Reading

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The New York Times

Publication Date **Today**  
October 27 2009

Money & Politics

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Democrats Divided Over Reid Proposal for Public Option

By DAVID M. HERSENHORN and ROBERT PEAR  
Published: October 27, 2009

WASHINGTON — Senate Democrats voiced deep disagreements on Tuesday over the idea of a government-run [health insurance](#) plan, suggesting that the decision by the majority leader, [Harry Reid](#) of Nevada, to include a [public plan](#) in major health care legislation had failed, at least initially, to unite his caucus.

Enlarge This Image

Simply to get the Senate to take up the legislation, Mr. Reid has said he needs 60 votes — effectively all 58 Democrats and the 2 independents who caucus with them. Senator [Olympia J. Snowe](#), the one Republican open to supporting the bill, said Tuesday that she would oppose the legislation

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Internet Start-Ups Business Computing Companies



# Bits

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October 27, 2009, 5:22 PM

## Tilera Taunts Intel with a 100-core chip

By ASHLEE VANCE

If you're a chip start-up, one of the last things you want is the attention of Intel. It's usually best to nibble around the areas Intel has ignored rather than waving a giant red cape, announcing your intent to take a stab at one of Intel's main businesses. Intel tends to respond to such gestures with incredible force and has bested just about all up and comers.

And so, the chip start-up Tilera really put itself to the test this week by boasting that it has created the world's first 100-core chip – a product capable of giving Intel a run for its money in the high-profit server chip market.

Tilera came to life in 2004 and grew out of [chip research](#), much of it funded by the federal government's [Defense Advanced Research Projects Agency](#), done at M.I.T.

The company's founders correctly forecast an era when chip makers would struggle to increase the raw speed of their chips – MHz and GHz – and instead need to focus on adding more cores to each chip to boost performance. To the Tilera founders, it made sense to create an altogether new chip design for this changing world rather than trying to adapt older designs to the multi-core model. [Read more...](#)

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Links curated by New York Times technology reporters and editors, with their comments.

### What We're Reading

READWRITEWEB.COM

Barnes & Noble Will Sell QUE eReader in Its Stores

B&N will sell other e-readers alongside the Nook. - Brad Stone

VARIETY.COM

Microsoft Drops Deal With Family Guy Creator

Seth MacFarlane is definitely not (a) PC – Microsoft pulls out of partnership to promote Windows 7. - Jenna Wortham

NEWS.BBC.CO.UK

Net Set For 'Language Shake-up'

The Internet is on the brink of one of the biggest changes in its history: multilingual Web addresses. - Jenna Wortham

LATIMESBLOGS.LATIMES.COM

GeoCities' time has expired, Yahoo closing the site today

GeoCities, R.I.P. - Vindu Goel

Feed



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### What We're Reading

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B&N will sell other e-readers alongside the Nook. - Brad Stone

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nytimesbits

Following



Tilera Taunts Intel with a 100-Core Chip <http://bit.ly/2yZcP7>

about 2 hours ago from web

B&N will sell other e-readers alongside the Nook. <http://bit.ly/PTwXJ> ^BS

about 5 hours ago from Publish2

Seth MacFarlane is definitely not (a) PC -- Microsoft pulls out of partnership to promote Windows 7. ^JW <http://bit.ly/cC9U0>

about 7 hours ago from Publish2

A Virtual Voyage Through the Brain of a Mouse <http://bit.ly/PTY59>

about 13 hours ago from web

Google Voice "Lite" - No New Number Required <http://bit.ly/1Wc8eu>

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The Internet is on the brink of one of the biggest changes in its history: multilingual Web addresses. ^JW <http://bit.ly/2EAw4u>

6:22 PM Oct 26th from Publish2

GeoCities, R.I.P. <http://bit.ly/puVdc> ^VG

5:16 PM Oct 26th from Publish2

Name NYTimes Bits Blog

Location New York City

Web <http://www.nytime...>

Bio Bits offers news and analysis on the technology industry throughout the day. Edited by Vindu Goel, who also maintains this Twitter account.

155 following 11,201 followers

Tweets 2,473

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## Newsgroup: NYT Technology Journalists

What the technology journalists of The New York Times are reading on the Web.

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### NYT Technology Journalists Contributors

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[Vindu Goel](#) Deputy Technology Editor, The New York Times

[Claire Miller](#) Reporter, New York Times

[David Gallagher](#) Deputy Tech Editor, The New York Times

[Saul Hansell](#) Editor-Bits Blog, New York Times

[Ashlee Vance](#) Reporter, The New York Times

[Brad Stone](#) reporter, New York Times

[Miguel Helft](#) Reporter, The New York Times

[Sam Grobart](#) Assistant Technology Editor, The New York Times

[steve lohr](#) reporter, The New York Times

[Matt Richtel](#) reporter, New York Times

**es Positive Signs in Search Term** | The Washington Post  
[post.com](#)

New York Times linked this on September 14, 2009 at 9:34AM EDT  
says more searches on jobs and housing mean economic rebound.

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New York Times linked this on September 12, 2009 at 11:25AM EDT  
ft spent about 15% less on big event than last year.

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n is getting into private label goods.

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Collaboration inside the New York Times newsroom via a Publish2 Newsgroup.

Welcome Scott Karp

**publish**<sup>2</sup>  
collaborative journalism

Links ▶ Tips ▶ Collaborate ▶

## Newsgroup: Northwest News

A list of the best news from around the region, chosen by a group of cooperating journalists at Washington newspapers.

### Viewing All Links

Filter by Tags ▶

View All Links

Social Journalism:

Show all links

### Artisan bakery coming to Lynwood Center



**Angela Dice** of Kitsap Sun linked this on September 25, 2009  
Angela said: Pane d'Amore of Port Townsend to set up a shop

Tags: [Food](#), [bread](#), [bainbridge island](#)

### Town hall meeting on H1N1 to take place



**Paul Balcerak** of Sound Publishing linked this on September 23, 2009  
Paul said: "The goal of this is to allow people to meet face-to-face and ask questions that they may have."

Tags: [Health](#), [H1N1](#)



**EyeofSpokane:** Shackleford out as Spokane Shock head coach. I have one question. WTF are you guys thinking?!?!?!?



**Andrew Zahler** of Spokesman.com linked this on September 23, 2009 at 4:07PM EDT

Tags: [Sports](#), [Spokane Shock](#), [Adam Shackleford](#)

### Northwest News Contributors

**Angela Dice** Web Editor, Kitsap Sun

**Paul Balcerak** Assistant editor, Sound Publishing

**Brianne Pruitt** Web editor, Wenatchee World

**Elaine Helm** New Media Editor, The Herald (Everett)

**Seth Long** Dir. of New Media, Sound Publishing, Inc.

**Andrew Zahler** Online producer, Spokesman.com

**Carlos Virgen** online services manager, Walla Walla Union-Bulletin

**David Nelson** Editor, Kitsap Sun

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@EyeofSpokane

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## UC walkout: Headlines, tweets and links

By Nathaniel Miller and Laurel Rosenhall  
nmiller@sacbee.com



Published: Wednesday, Sep. 23, 2009 - 12:00 am

Last Modified: Thursday, Sep. 24, 2009 - 6:12 pm

Professors and students at all 10 University of California campuses participated in a [walkout today](#) to express frustration with UC's furlough program and [proposed fee hikes](#). View a gallery of the day's events [here](#).

**Pro and con:** UC Davis professors have made their case [for](#) and [against](#) the walkout.

**Comment:** How much is [too much](#) for a UC education?

**Share:** We'll be monitoring what's being said on Twitter and post some of the best comments. We encourage you to use the hashtag [#ucprotest](#) or [#ucwalkout](#). The Bee's [Laurel Rosenhall](#) and [Julie Johnson](#) will be tweeting too.

If you'd like to share a story, blog, tweet, picture or video, you can e-mail [nmiller@sacbee.com](mailto:nmiller@sacbee.com) reply to [@sacbee\\_news](#) on Twitter. If you e-mail, please do not send pictures or video as attachments; send us links to [Flickr](#) or [YouTube](#) submissions.



Joe C. Hong / AP

UCLA student Pao Xiong, 22, protests in the Westwood section of Los Angeles, Thursday, Sept. 24, 2009. University of California students, professors and other employees rallied Thursday to protest deep budget cuts that have led to layoffs, furloughs, enrollment cuts, course reductions and higher fees.

More on [sacbee.com](#) powered by [Lingspot](#)



**UC walkout: Be part of the story - Links - [sacbee.com](#)**  
Nathaniel Miller and Laurel Rosenhall, 3 days, 9 hours ago



**'Naked rally' at UC Davis sets stage for Thursday walkout**  
Laurel Rosenhall, 4 days, 19 hours ago

**My View: UC Davis strike: Teaching is more than just about being paid**  
Jonathan Eisen and Winder McConnell, 4 days, 9 hours ago

## Latest headlines

[Thousands march in Berkeley over UC cuts](#)

SFGate.com | September 24, 2009

More than 5,000 attended the rally on Sproul Plaza at UC Berkeley.

[UC protests loud but peaceful: no major disruptions or problems reported](#)

Los Angeles Times | September 24, 2009

No arrests at UCLA.

[Fee Hike, Furlough Protest Underway at UC Davis](#)

KXTV-10 | September 24, 2009

Watch more video of the protest at UC Davis.

[Students Ditch Classes After Ditching Clothes To Protest UC Budget Cuts](#)

KTXL Fox 40 | September 24, 2009

Watch video from the protest at UC Davis.

[UC Berkeley faculty, students, staff gathering in front of Sproul Hall for protest](#)

Contra Costa Times | September 24, 2009

Read about the protest at UC Berkeley and watch video.

[Teachers Strike for Rights](#)

The Daily Nexus | September

## Tweets

[nesey](#): <http://twitpic.com/izzjy> - [#UCwalkout](#) students feel close to the issue they're actually wearing it

[Monique Teal](#): Interesting how [@Schwarzenegger](#) hasn't tweeted about [#UCWalkout](#). But [@GavinNewsom](#) did!

[adam serrano](#): [#UCWalkout](#) [#UCProtest](#) very impressive in Berkeley. interpretive dance now taking place on the street. This IS your father's berkeley.

[rakarakarak](#): The UC Davis walkout was so amazing! Not as intense as Cal, but the message was sent--whose university? OUR UNIVERSITY! [#ucwalkout](#)

[shainapan](#): first day of school churning out an audio slideshow of the walkout for daily bruin radio!

[NowItsUpToUs](#): [#UCWalkout](#) seems to be large enough to shape the student experience 4 next few yrs. Hoping the momentum can also shape CA elections next yr

[MrCliffy](#): Inside Higher Ed piece on the UC walkout and the dearth of democracy in the UC system. <http://is.gd/3DKq3>

[eric c klein](#): I'm back from the UC Berkeley campus where students + workers are rallying to save public education throughout California. It was inspiring.

[tizshe](#): <http://twitpic.com/izimi> - Sign from the [#UCWalkout](#), Irvine campus.

[barbarahui](#): Mtg set for Oct 5th w/ Chancellor Block, undergrad & grad students, and faculty. No unions as yet. Townhall mtg at a later date. [#UCwalkout](#)

[More of Nathaniel Miller's: uc protest tweets Links](#)

# FIVE WAYS

1. Be a familiar face.
2. Ask, answer, & amplify questions.
3. Filter & curate for your readers.
4. Use social advertising.
5. Link Once, Publish Everywhere

# FIND ME

1. [twitter.com/ryansholin](https://twitter.com/ryansholin)
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