

OKLAHOMA NEWSPAPER FOUNDATION

Futurizing Your Newspaper

June 18, 2009 • Oklahoma City • Tim Harrower

Please rate each of the following topics/sessions. Your comments are appreciated.

5 = Excellent 4 = Good 3 = Average 2 = Fair 1 = Poor

| Amount and Quality of Material Covered | Excellent | Good | Average | Fair | Poor | N/A | Response Average |
|--|-----------|------|---------|------|------|-----|------------------|
| | 37 | 6 | | | | | 4.86 |

COMMENTS:

Good material
Clear, organized, SPECIFIC.
Very thorough
Made me rethink how I was writing stories and how I could improve it for our readers.
Refreshing. The use of actual newspapers in Oklahoma made it that much more attainable.
Lots of info, loved the examples.
Every paper in America should hear [Harrower]. Thanks for getting him here.
Best seminar I've been to in a LONG time.
Better than I would have imagined. [Ranked everything as 10 = "brilliant"]
Lots of little chunks in an entertaining manner.
Lots of material, so little time!
The tips were helpful and convenient. The visuals were engaging.
There was a lot of material to cover and he did an excellent job of squeezing it all in.
A lot of good information that will be attempted to be put to use in the next few weeks.
Good stuff. I liked the good and bad examples.
A lot of info in a good amount of time.
Lot of good tips but wish more in depth. A lot of stuff in a short amount of time.

| Info presented during morning session | Excellent | Good | Average | Fair | Poor | N/A | Response Average |
|---------------------------------------|-----------|------|---------|------|------|-----|------------------|
| | 32 | 8 | 3 | | | | 4.67 |

COMMENTS:

Very informative
Very useful to changing our newspaper's look and design.
Appreciated the ideas and explanation of "here's how"
Great info for news packaging
Great stuff. We were trying to radically change our design but had no idea where to start.
Excellent!
Pictures and examples were great. Handouts and info on sidebars were really helpful.
He did a great job getting all the sleepyheads to pay attention.
Less interested in web content.
The website info was good, but not sure how to adapt with challenges our paper faces – no software, no time.
Good conceptual info. How do I implement this?
Have many ideas to take back with me.

| Info presented during afternoon session | Excellent | Good | Average | Fair | Poor | N/A | Response Average |
|--|------------------|-------------|----------------|-------------|-------------|------------|-------------------------|
| | 37 | 6 | | | | | 4.86 |

COMMENTS:

Lots of information – glad for the CD to take with us.
 Exciting ideas but many of them feel out of reach for a small weekly. Inspiring though.
 Very, very informative.
 Simple ideas to change things.
 Excellent!
 Too much too fast. Select important facets and teach pros/cons.
 Funny, quick, well presented.
 Thumbs up.
 Eye-opening. Good meaty ideas. My favorite part.
 Even more informative. Great ideas to move our papers forward.
 It was good information, but once again overlooked and sometimes even dismissed problems faced by small papers.
 Sometimes more about style over substance.

| Quality of Speaker Tim Harrower | Excellent | Good | Average | Fair | Poor | N/A | Response Average |
|--|------------------|-------------|----------------|-------------|-------------|------------|-------------------------|
| | 40 | 3 | | | | | 4.93 |

COMMENTS:

Tim is a dynamic speaker.
 Great speaker. Really knows his stuff!
 Great guy.
 I thoroughly enjoyed Tim and the ease of understanding the info he presented.
 Excellent. Energy, knowledge, method, rapport. "I am here to help because I care."
 Funny, entertaining, informative.
 Awesome! Very interesting and entertaining. Easy to listen to. Explained things well.
 Tim Harrower is the best on design – in a league of his own.
 Surprisingly helpful, even with objections. Greatly adaptable to everyone's unique circumstances.
 Excellent.
 Very engaging and entertaining.
 Energetic and entertaining.
 To have Tim Harrower in OKC was simply fantastic!
 Very good job!
 Very funny and engaging, occasionally seemed condescending. I thought it was really helpful that he actually looked at papers of people who came and incorporated them into his slideshow and presentation.
 Very informative and entertaining!
 Very humorous and entertaining.
 Hilarious
 Very knowledgeable
 Useful and entertaining

| Workshop's overall value in helping to improve your professional knowledge | Excellent | Good | Average | Fair | Poor | N/A | Response Average |
|--|-----------|------|---------|------|------|-----|------------------|
| | 35 | 6 | 2 | | | | 4.77 |

COMMENTS:

Overall the information was practical and innovative. Tim's presentation of topics were enjoyable and easy to understand.
 10!! Tons of ideas with "how to" info some can take home. Real projects, not simply rhetoric. Great for me because we are doing a redesign.
 Priceless.
 I feel like I have a better view of design concepts and trends. I see the possibilities.
 5++++ Very informative!
 I think the information presented is more inspiring than necessarily new. It's not that nobody has thought of it, it's that they need a push.
 I had already read his books for class, but I think I took away a lot of new information that was small-town specific.
 Always could use constructive criticism and new ideas!
 Our paper already utilizes a lot of these tips (The Oklahoman)
 I felt uncomfortable asking questions in such a large group.
 5+ Been needing this for a long time.

Additional Comments:

| What was the most important thing you learned during this workshop? |
|---|
| <p>Be open to change and ACT on it! Different design techniques for the look of our paper and the typography It's ok to try new designs and we don't have to continue with the standard designs. Plus more people like "McNews" versus a lot of text. Packaging People want more in less space. Organize it. Make it useful. Simple things can make a difference, doesn't take a lot of money. Chunk and crunch; cutting stories and adding visual appeal to readers. Rethinking the reporting – not having to increase the design staff. Have a centerpiece. Finding a way to condense your info so that it's more appealing to your readers. How to design an interesting page. Don't be afraid to innovate. That newspaper media isn't dead. It just needs to catch up. Long content is not necessary. People want straight, easy facts rather than inches of empty quotes. Thank you! That progression is the key to survival. Grid concept for layout. Font tips. The different ideas for writing for the non-reader. Have an attitude. Redesign, rethink, reanimate my imagination. Chunk and crunch! Love it. We are a student newspaper and we were well aware students don't read. 12 steps for redesign. Very good tips for teaching page design, layout & reporting to my college students. Ways to make my paper look better for our readers. How to snice thinas un! Make little chanae to make naner better!</p> |

Adapt! Evaluate your current paper.
How far we need to move to get into the "future."
Knew there were things I needed to change, but he showed me ways to do it.
It's time to update my newspaper – it would benefit our newspaper and community.
The visuals of good design and the sidebar ideas were the most relevant to me.
Loved the end, looking at ideas.
Probably to put "you" back in headlines, but I don't think my professors will respond to it.
Fresh ideas! Simplification.
New ideas.
We have a lot of changes to make!
Stories should not be about "them over there."
Shorter stories, chunk info, centerpieces.
Utilize and organize the space.
Looking beyond traditional text as far as presenting information.

Are there any additional topics you would recommend be added to the course?

Demonstrate in InDesign how to build a newspaper grid/template.
More design ideas for black and white pages.
More web design ideas.
If it were a smaller group, it would be nice to get some tips on our individual papers.
Framing arguments. (How to strong arm a publisher to new ideas.)
What are the trendy typefaces?
This workshop did a good job at inspiring and motivating and giving people ideas, but now they need the technical information. How to make a map? How to create a link?
Would have liked more on web.
Importance of design; more than just basic type, such as leading, kerning, keeping headlines short, reversing type, photo resolution. A lot of journalism majors don't understand these things or at least don't implement them.
Time management

In which other areas could ONF provide training for you or other staff at your newspaper?

Photography
Clipping out a photo correctly, working with type effectively, the power of negative or white space
Design for small weekly newspapers with less emphasis on dailies.
Interviewing
Web seminars
How-tos, like how to actually create these infographics
Writing and copy editing
Photoshop training, online newspaper design, selling online ads, InDesign...
Have Tim Harrower come back to OKC.
InDesign/Photoshop
Please repeat Government Reporting workshop from Joey Senat.
Web design and content
We desperately need advertising sales trainings.
Alternative reporting techniques
Covering minority issues. Working for a non-independent newspaper.
Graphics
InDesign

Additional Comments:

This was outstanding. Great job of info, presentation and material.

The examples at the end were cool, but how do I do this stuff? I need a class on InDesign, I guess.

Coming from a design background, I disagree with reversing small text on a solid, dark-colored background. The rule is no smaller than 14 pt. text for that. (The Oklahoman)

He did a great job dealing with ideas that are controversial for older newspaper folk. I'm glad he kept it light-hearted, even when it sounded like other people were upset with his ideas.

Excellent workshop – very inspirational – can't wait to use what I've learned.

I appreciate (1) the affordability of these trainings, (2) the 10 a.m. time for out-of-towners, (3) the coffee/sodas, (4) OPA's hospitality, (5) the informative e-mails (directions, maps of eateries, etc.)

I learned a lot!

Enjoyed the class, will definitely come back.

Please keep me on your mailing list and on your e-mail list for future workshops. Would love to come to these at least annually and more often if possible. How can my student newspaper become more active in OPA? (Ann Marie Shackelford, Bacone College in Muskogee)

Very good! Got good ideas!

Very enjoyable and inspiring. It flew by.

This was an excellent seminar. I am excited to try new things. Thanks.

Pleasantly surprised by how useful this workshop was. Great info, great speaker.

Tim gave us some great information on ways to update a publication to better appeal to the reader! Thanks!

Affordable seminar. Time frame was perfect – 10 to 3:30. Excellent job!

Thank you! Great job.

I really enjoyed Tim and this class. Thanks.

Great workshop.