

## **Multimedia Journalism Portfolio**

By Joshua Wilwohl / June 12, 2015

[www.wilwohl.com](http://www.wilwohl.com)

[@wilwohl](#)

Digital manager, The Cambodia Daily

Graduate student, Birmingham School of Media

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Prepared for Paul Bradshaw

Course leader, online journalism, Birmingham School of Media

Visiting professor, online journalism, City University London

## Note

This portfolio mostly reflects my ability as a newsroom web designer and developer. It showcases three projects for which I was the sole person responsible for the design and development, turning the content into online multimedia packages. All editorial material for the projects, including text, photographs, video and audio was provided to me by the newspaper's editors after it was finalized. The text, photographs, video and audio are appropriately credited throughout this portfolio. As journalism continues to change, the roles of journalists also will change. My previous jobs had me taking photographs, shooting video and recording audio.<sup>1</sup> My previous role at The Cambodia Daily offered more opportunities for reporting. Now, my duties involve little reporting and more development of web projects as well as digital initiatives. But this does not make me any less a journalist. Joey Marburger, director of digital products and design at The Washington Post, told a conference audience in 2014, "Do I consider myself a journalist? Yes, I do."<sup>2</sup> Marburger's job is crucial to the future of the industry by ensuring what is reported is delivered to audiences on the best platform in the best way. I am doing the same.

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<sup>1</sup> Audio examples: <https://soundcloud.com/wilwohl>

<sup>2</sup> Marburger, Joey. Keynote Panel. Interactive Digital News Design. Asher-Russell Events. Singapore. April 28, 2014.

For media organizations in Cambodia, the first four months of 2015 resulted in significant disruptions as more people moved from print to online for news. At The Cambodia Daily (The Daily), print circulation dropped by 1,000, while website users increased by more than 2,000. As a result, one initiative at The Daily was to create more multimedia projects for the newspaper's website. This portfolio outlines three of these projects. Each project used basic programming language—HTML, CSS and JavaScript—as well as the more advanced language PHP. Each project conveyed the information in a simple design that included features unique to that story. The goal was to show readers the strength of The Daily's web product as the newspaper continues to drive people to its website in an effort to increase online subscriptions.

For each of the projects outlined, I was tasked with their design and development. This included research with the assigned editor(s), reporter(s) or writer(s) and photographer(s) as well as with online forums focused primarily on JavaScript and CSS. For example, in one project, When Clouds Fell From the Sky, I used an open source jQuery plug-in and modified its code to flow text. All three projects—Ferried Away, When Clouds Fell From the Sky and Squid Inc.—include one or more forms of multimedia and/or interactivity.

The multimedia and/or interactivity include photographs, video, audio and maps. It is important to note the simplicity but variation in all three projects: each scrolls vertical from beginning to end, but each is laid out in different formats. One item that is the same across all three is the lead photograph or graphic. This is a particularly interesting topic of debate for capturing audiences. All multimedia projects I have done for The Daily include a large, leading photograph or graphic. A lot of similar projects done by other news agencies do the same. While this appears to be an industry standard, I do not like it. In the third project, Squid Inc., I attempted to veer from this, but failed. It is difficult because news agencies online have little time to capture audiences, and text—unless displayed uniquely (particularly on mobile)—has little impact.

But the result of two of the three projects outlined here appear to show an audience interested in receiving news in such formats. Of course, the quality of the content is a factor, but two of the three project received views above the average for a news story on the day of publication, with accolades about the content as well as how it was delivered. And the result of at least one of the projects was an increase in subscriptions.

## The Projects: Research and Production

### Ferried Away<sup>3</sup>

<https://www.cambodiadaily.com/ferriedaway/>

#### *Background*

The first of these projects was a story about a community of beggars who would be affected by the termination of a ferry that transported people across the Mekong River. The community had built up over the years by targeting people waiting to board the ferry. The government ended the ferry as it opened a bridge to make it easier (and faster) for people to cross the river. It also in one swoop eliminated the community because no one was waiting for the ferry. The story published on the same day the bridge was opened. Two reporters, Matt Blomberg and Ouch Sony, and Magnum Photo photographer John Vink traveled to the site in Kandal province before the bridge's opening and talked with the community.<sup>4</sup> Blomberg and Sony wrote the story, while Vink provided photographs as well as video. This project was the first multimedia one The Daily did that was focused on a single news item.<sup>5</sup> The challenges included: (1) making it load quickly, (2) differentiating it in design from previous multimedia pieces and (3) simplifying its display.

#### *Design and Construction*

I had about six days to build this project, from March 31, 2015, to April 5, 2015. For the first three days, I used filler text and fake photographs to build the article's shell. It is on a 12-grid system with 2 percent gutters. It was constructed using the Responsive Grid System.<sup>6</sup> The

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<sup>3</sup> See Appendix A / Ferried Away. The Cambodia Daily. April 6, 2015. Text: Matt Blomberg and Ouch Sony. Photographs and video: John Vink. Design and development: Joshua Wilwohl. <http://www.cambodiadaily.com/ferriedaway/>.

<sup>4</sup> Vink lives in Phnom Penh, Cambodia, and The Daily frequently teams up with him on projects where multimedia is a focus of a story.

<sup>5</sup> Previous multimedia projects I had done for The Daily include a short story and an end-of-the-year round up, but this project was the first focused on a particular news subject.

<sup>6</sup> Graham Miller. Responsive Grid System. <http://www.responsivegridssystem.com/>

12-grid system allows for easy, even breaking of columns as the page scales up or down.<sup>7</sup> The width of the page is set at 1,200 pixels to maximize the display of multimedia. The media queries are set at 900, 800, 650, 600, 480 and 400 pixels in order to keep the headline Ferried Away on one line as the page scales. It breaks at 800 pixels. The headline lies over the lead photograph, which when hovered across with a mouse or touched with your finger, sounds the horn of the ferry. For this, I extracted the audio from Vink's video to find the best sound that corresponded with the story. I then cut the audio, extracted the horn and researched the use of audio in HTML5.<sup>8</sup> Previously, as the W3Schools addresses, there was "no standard for playing audio files on a web page" and audio files could only be played using a plug in.<sup>9</sup> Now, implementing audio is simple by using `<audio>file.mp3</audio>`. In the case of Ferried Away, I structured it as follows:

```
<div class="leadimage">
  <a href="#videoplacement">
    <span
    class="leadhede">Ferried Away</span> </a>
    <audio id="hover" preload="auto" controls="controls"> <source
    src="https://www.cambodiadaily.com/cdfiles/wp-
    content/uploads/2015/04/bridgehorn.mp3"></source> </audio>
```

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<sup>7</sup> The Daily's website is responsive and all three projects reflect this by also being responsive. The trick with all three projects was how to display them creatively on small mobile screens. The three projects outlined in this portfolio display in a relatively basic way on screen sizes below 480 pixels (and sometimes even 800 pixels): completely vertical with multimedia items breaking up the text. This is an area we are still experimenting with when it comes to such projects. As a result, the projects in this portfolio were designed mostly with larger screens in mind.

<sup>8</sup> In March, The Daily transitioned its website to HTML5, a newer version of the HTML language that includes better structured elements. Research items included:

[http://www.w3schools.com/html/html5\\_new\\_elements.asp](http://www.w3schools.com/html/html5_new_elements.asp),

[http://www.w3schools.com/html/html5\\_audio.asp](http://www.w3schools.com/html/html5_audio.asp) and <http://www.html5tutorial.info/html5-audio.php>

<sup>9</sup> HTML5 Audio. W3Schools. [http://www.w3schools.com/html/html5\\_audio.asp](http://www.w3schools.com/html/html5_audio.asp).

```
<script> var hover = $("#hover")[0]; $(".leadimage").mouseenter(function() { hover.play();
}); </script>
```

```
<div class="bridgecaption1"> Young men ride the Ta Prohm ferry across the Mekong
River on Wednesday. The new Tsubasa Bridge is seen in the background. (John Vink) </div>
</div>
```

The lead image, caption, audio and reference link are structured within the leading photograph's div. So, not only does the reader hear audio of the ferry horn if hovered over or touched, the reader also can click the photograph and be scrolled directly to the video's placement within the page. The page also includes multiple black-and-white photographs that span 10 of the 12 columns, reserving two columns for the caption. The video was hosted on The Daily's YouTube account and programmed to strip away some of the branding, which had been done previously with other Daily videos. The map displayed is relatively boring because it is stagnant, but is a nice addition to break up the black-and-white photographs.

### *Analytics and Data*

Ferried Away performed well on The Daily's website, garnering 836 pageviews on the day of publication, April 6, 2015.<sup>10</sup> Of those views, 243 came from smartphones and 68 came from tablets.<sup>11</sup> But it was not the most-read story on the website that day. The day's most-read article was an archived story about dog meat, which garnered 982 pageviews.<sup>12</sup> However, the number of pageviews for Ferried Away was far above the previous two multimedia pieces

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<sup>10</sup> Google Analytics. Pages. [https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3F\\_u.date00%3D20150406%26\\_u.date01%3D20150406/](https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3F_u.date00%3D20150406%26_u.date01%3D20150406/). April 6, 2015. Accessed May 23, 2015.

<sup>11</sup> Google Analytics. Pages. [https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3F\\_u.date00%3D20150406%26\\_u.date01%3D20150406%26explorer-table.plotKeys%3D\[\]%26explorer-table.secSegmentId%3Danalytics.deviceCategory%26\\_r.drilldown%3Danalytics.pagePath%3A%2Fferriedaway%2F/](https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3F_u.date00%3D20150406%26_u.date01%3D20150406%26explorer-table.plotKeys%3D[]%26explorer-table.secSegmentId%3Danalytics.deviceCategory%26_r.drilldown%3Danalytics.pagePath%3A%2Fferriedaway%2F/). April 6, 2015. Accessed May 23, 2015.

<sup>12</sup> Ibid. / This likely is the result of an organization posting the story's link.

published by The Daily.<sup>13</sup> Of course this likely is because of its content, but the way it was delivered also likely played a role. The page's load time was a challenge, where the average was 32.48 seconds on the day of publication.<sup>14</sup> That time is 206.7 percent above the average time it takes to load The Daily's website.<sup>15</sup> This no doubt resulted in less views. The page's styles were inline and the photographs were optimized in an attempt to decrease load time, but both appeared to have little effect. The story's video also was a struggle, receiving 104 views on day of publication, which is not a lot but is above other videos produced with everyday news articles by The Daily.<sup>16</sup> The page's additional publication day analytics are as follows:<sup>17</sup>

**Average time:** 6 minutes and 34 seconds

**via Social:** 398 pageviews

**Facebook:** 285 pageviews

**Twitter:** 108 pageviews

**via Search:** 208 pageviews

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<sup>13</sup> Looking Back: 2014, a year-in-review project published January 4, 2015, received 221 pageviews on its day of publication. Reprisals, a short story written by Massachusetts Institute of Technology professor Alan Lightman for The Daily, and published November 3, 2014, received 96 pageviews on its day of publication. Google Analytics. Pages. Looking Back: 2014. January 3, 2015. Accessed May 23, 2015. [https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3F\\_u.date00%3D20150103%26\\_u.date01%3D20150103%26\\_explorer-table.plotKeys%3D%5B%5D%26\\_r.drilldown%3Danalytics.pagePath%3A%2Fyear-in-review%2F/](https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3F_u.date00%3D20150103%26_u.date01%3D20150103%26_explorer-table.plotKeys%3D%5B%5D%26_r.drilldown%3Danalytics.pagePath%3A%2Fyear-in-review%2F/). Reprisals. November 3, 2014. Accessed May 23, 2015. [https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3F\\_u.date00%3D20141103%26\\_u.date01%3D20141103%26\\_explorer-table.plotKeys%3D%5B%5D%26\\_r.drilldown%3Danalytics.pagePath%3A%2Freprisals%2F/](https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3F_u.date00%3D20141103%26_u.date01%3D20141103%26_explorer-table.plotKeys%3D%5B%5D%26_r.drilldown%3Danalytics.pagePath%3A%2Freprisals%2F/).

<sup>14</sup> Google Analytics. Site Speed Page Timings. [https://www.google.com/analytics/web/?hl=en#report/content-site-speed/a35244949w63015216p64611191/%3F\\_u.date00%3D20150406%26\\_u.date01%3D20150406%26\\_explorer-table.plotKeys%3D%5B%5D%26\\_r.drilldown%3Danalytics.pagePath%3A%2Fferriedaway%2F/](https://www.google.com/analytics/web/?hl=en#report/content-site-speed/a35244949w63015216p64611191/%3F_u.date00%3D20150406%26_u.date01%3D20150406%26_explorer-table.plotKeys%3D%5B%5D%26_r.drilldown%3Danalytics.pagePath%3A%2Fferriedaway%2F/). April 6, 2015. Accessed May 23, 2015.

<sup>15</sup> Ibid.

<sup>16</sup> YouTube. Analytics. <https://www.youtube.com/analytics?o=U#dt=c,fe=16575,fr=lw-001,fs=16525,fc=0,fi=v-OwyGb-qrYdg,r=views,rpa=a,rpbm=7-93-32,rpd=117,rpq=7,rpqr=0,rpm=t,rpp=0,rpr=d,rps=7>. April 6, 2015. Accessed May 23, 2015.

<sup>17</sup> Google Analytics Pages, Social Network. [https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3F\\_u.date00%3D20150406%26\\_u.date01%3D20150406%26\\_explorer-table.plotKeys%3D%5B%5D%26\\_explorer-table.secSegmentId%3Danalytics.originatingSocialNetwork%26\\_r.drilldown%3Danalytics.pagePath%3A%2Fferriedaway%2F/](https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3F_u.date00%3D20150406%26_u.date01%3D20150406%26_explorer-table.plotKeys%3D%5B%5D%26_explorer-table.secSegmentId%3Danalytics.originatingSocialNetwork%26_r.drilldown%3Danalytics.pagePath%3A%2Fferriedaway%2F/) April 6, 2015. Accessed May 23, 2015.



**Direct:** 165 pageviews

**Referral:** 65 pageviews

This page received significant praise from readers on Facebook and Twitter, which triggered the editors to begin planning more similar projects.

### **When Clouds Fell From the Sky<sup>18</sup>**

<https://www.cambodiadaily.com/whencloudsfell/>

#### *Background*

This project was focused on publishing an excerpt from South African journalist Robert Carmichael's book, *When Clouds Fell From the Sky*. Carmichael had given The Daily permission to publish the book's first chapter, *The Homecoming*. I met with Carmichael in Phnom Penh to discuss how I planned to display the excerpt. I told him I wanted to make this project a bit more interactive, allowing readers to flip through a virtual book, while also listening to him read some of the excerpt. Carmichael gathered photographs published in his book and provided me with an audio recording of the first 2,500 words of the excerpt.<sup>19</sup> I had four days to work on this project, which published April 11, 2015, shortly after *Ferried Away*. Its publication would coincide with a print edition of the excerpt in *The Daily's Weekend* magazine.

#### *Design and Construction*

The idea of flipping through the text was something I remembered from an older version of Apple's iBooks. I had found online a number of tutorials and jQuery plug-ins to assist in the construction of this page, but most were complicated and clunky, particularly when it came to use on mobile. I even had first thought about constructing the page only for desktops, but then abandoned that idea. I then found the jQuery plug-in *Booklet*, developed by Will Grauvogel.<sup>20</sup> It is relatively simple to implement, but displaying text properly was a bit of a challenge. I modified

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<sup>18</sup> See Appendix B / *When Clouds Fell From the Sky*. The Cambodia Daily. April 11, 2015. Text and audio: Robert Carmichael. Graphic: Erika Pineros. Design and development: Joshua Wilwohl, with modified jQuery plugin by Will Grauvogel. <https://www.cambodiadaily.com/whencloudsfell/>.

<sup>19</sup> Carmichael recorded and provided the audio from his studio in Phnom Penh, Cambodia.

<sup>20</sup> *Booklet*. Built by Will. <http://builtbywill.com/code/booklet/>.

some of Grauvogel's styles to make the booklet larger and manually added in the excerpt's text to each page. It displayed properly on Mozilla Firefox and Google Chrome, but not on Apple Safari. Some adjustments with the text fit it to the booklet's page, but it did not (and still does not) properly justify in Safari browsers. This, however, was not a priority because a majority of The Daily's readers do not use Safari.

What was a priority was getting the page to display on mobile devices. After about eight attempts at modifying the plugin without success—and as deadline loomed—I decided to abandon the page turn on smartphones and smaller tablets. As a result, with screens under 800 pixels, the text displays in a vertical scroll. The main headline is the book's title, which is part of a graphic designed by an artist commissioned by Carmichael. The audio was placed above the text because of the text's display on screens below 800 pixels, and I wanted to emphasize the feature. The Daily had never used audio in this way online and I wanted to test its performance.

#### *Analytics and Data*

Unfortunately, when *When Clouds Fell From the Sky* published on April 11, 2015, Google analytics' tracking was not part of the page's construction and it was later added on April 27, 2015. Between April 27, 2015, and May 22, 2015, the page garnered very little pageviews: 82.<sup>21</sup> Of those views, less than one-third total came from smartphones and tablets.<sup>22</sup> But people spent an average of 8 minutes and 14 seconds on the page, showing they at least read some or all of the excerpt and engaged with it. During that time, a majority of pageviews came through

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<sup>21</sup> Google Analytics. Pages Site Content. [https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3Fu.date00%3D20150427%26u.date01%3D20150522%26explorer-table.plotKeys%3D%5B%5D%26\\_r.drilldown%3Danalytics.pagePath%3A%2Fwhencloudsfell%2F/](https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3Fu.date00%3D20150427%26u.date01%3D20150522%26explorer-table.plotKeys%3D%5B%5D%26_r.drilldown%3Danalytics.pagePath%3A%2Fwhencloudsfell%2F/). April 27, 2015, to May 22, 2015. Accessed May 23, 2015.

<sup>22</sup> Google Analytics. Pages Site Content. [https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3Fu.date00%3D20150427%26u.date01%3D20150522%26explorer-table.plotKeys%3D%5B%5D%26explorer-table.secSegmentId%3Danalytics.deviceCategory%26\\_r.drilldown%3Danalytics.pagePath%3A%2Fwhencloudsfell%2F/](https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3Fu.date00%3D20150427%26u.date01%3D20150522%26explorer-table.plotKeys%3D%5B%5D%26explorer-table.secSegmentId%3Danalytics.deviceCategory%26_r.drilldown%3Danalytics.pagePath%3A%2Fwhencloudsfell%2F/). April 27, 2015, to May 22, 2015. Accessed May 23, 2015.

Google: 54.<sup>23</sup> Followed by direct acquisition: 20.<sup>24</sup> This project is comparable to The Daily's Reprisals project in November 2014. Reprisals, even on the day of publication, received less than 100 pageviews, and as of May 22, 2015, after about seven months, received a total of 862 pageviews.<sup>25</sup> It is apparent that the time spent on this project and the benefit of it is nowhere near the previous project, Ferried Away, and not even close to the next project, Squid Inc. Future similar projects should be reconsidered.

### **Squid Inc.**<sup>26</sup>

<https://www.cambodiadaily.com/squidinc/>

#### *Background*

The final project discussed in this portfolio is by far The Daily's most successful. I believe this to be because of (1) the content and (2) the improvement in delivery over Ferried Away. During an assignment to Sihanoukville, Cambodia, reporters Matt Blomberg and Sek Odom as well as photographer Ben Woods found Vietnamese squid fishermen who claimed they paid the Cambodian navy bribes in order to fish in open seas in the Gulf of Thailand. It took the reporters a few days to gather information and quotes about the allegations, and it took me about one week to design and develop the project, with a majority of the work done within the last 48 hours before publication on May 21, 2015.

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<sup>23</sup> Google Analytics. Pages Site Content Source. [https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3F\\_u.date00%3D20150427%26\\_u.date01%3D20150522%26explorer-table.plotKeys%3D%5B%5D%26explorer-table.secSegmentId%3Danalytics.source%26\\_r.drilldown%3Danalytics.pagePath%3A%2Fwhencloudsfell%2F/](https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3F_u.date00%3D20150427%26_u.date01%3D20150522%26explorer-table.plotKeys%3D%5B%5D%26explorer-table.secSegmentId%3Danalytics.source%26_r.drilldown%3Danalytics.pagePath%3A%2Fwhencloudsfell%2F/). April 27, 2015, to May 22, 2015. Accessed May 23, 2015.

<sup>24</sup> Ibid.

<sup>25</sup> Google Analytics. Pages. [https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3F\\_u.date00%3D20141103%26\\_u.date01%3D20150522%26explorer-table.filter%3Dreprisals%26explorer-table.plotKeys%3D%5B%5D/](https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3F_u.date00%3D20141103%26_u.date01%3D20150522%26explorer-table.filter%3Dreprisals%26explorer-table.plotKeys%3D%5B%5D/). November 3, 2014, to May 22, 2015. Accessed may 23, 2015.

<sup>26</sup> See Appendix C / Squid Inc. The Cambodia Daily. May 21, 2015. Text: Matt Blomberg and Sek Odom. Photographs: Ben Woods. Design and development: Joshua Wilwohl. <https://www.cambodiadaily.com/squidinc/>.

## *Design and Construction*

For this project, I desperately tried to find a way to differentiate the initial look of the page. I did not want to lead it with a large photograph. I started with the headline and an explainer of the story, centered, followed by a large photograph. It is not much of a change, but it is a start. I also wanted to get rid of The Daily's banner. In every multimedia project, The Daily's banner is prominently displayed in the center for branding. But I believe these projects do not need such branding because (1) the page is found through The Daily's site as well as networks that credit The Daily; (2) the page's metadata contains The Daily's information; and (3) people do not care, and those that do will seek out whose work it is. As a result, I decided to change The Daily's traditional banner to its icon, The CD, shrink it, and move it to the right of the page. It is subtle, but still available to inform readers the page belongs to this publication. The layout of the story is simplified even more than *Ferried Away*, placing the text and pictures all within one 12-column wide grid created with the Responsive Grid System.

The text and photographs sit within 10 columns, allowing one-column space on either side. The photographs are aligned left and right to split up the text at a max-width of 550 pixels, 450 pixels and 350 pixels, depending on screen size, until the screen size changes at 680 pixels, which expands the photographs to the width of the screen. The three max-widths allow for the text to flow around the photographs and does not give a jarring stop when reading, as seen in *Ferried Away*. For this project, we also wanted to create a map. But instead of a graphic as used in *Ferried Away*, I worked with Blomberg, one of the story's reporters, to create an interactive Google map. The map displays the locations he, Odom and Woods traveled to while in Sihanoukville as well as pictures and a description of each location. This offered readers the ability to do something more than simply read and view the story and photographs. It gave them the opportunity to see where The Daily's reporters traveled.

## *Analytics and Data*

Squid Inc. performed incredibly well. On its day of publication, it received 1,242 pageviews, with an average time of 6 minutes and 56 seconds.<sup>27</sup> Of those views, 458 came from smartphones and 111 came from tablets.<sup>28</sup> A majority of pageviews came through Facebook: 581. Followed by Google, 211; direct, 190; Twitter, 154.<sup>29</sup> However, it was not the most-read article on the website. A story about the government cracking down on Facebook users received 2,329 pageviews.<sup>30</sup> On Squid Inc.'s second day, May 22, 2015, it received 611 pageviews, with an average time of 5 minutes and 52 seconds.<sup>31</sup> Despite efforts to reduce load time, such as using inline styles, the average load time was very high: 56.14 seconds, which was 348.69 percent above the average time it takes to load The Daily's website.<sup>32</sup> This likely is the result of using high-quality (despite optimized) photographs and a Google map.

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<sup>27</sup> Google Analytics. Pages. <https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3Fu.date00%3D20150521%26u.date01%3D20150521%26explorer-table.plotKeys%3D%5B%5D%26r.drilldown%3Danalytics.pagePath%3A%2Fsquidinc%2F/>. May 21, 2015. Accessed May 23, 2015.

<sup>28</sup> Google Analytics. Pages. <https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3Fu.date00%3D20150521%26u.date01%3D20150521%26explorer-table.plotKeys%3D%5B%5D%26explorer-table.secSegmentId%3Danalytics.deviceCategory%26r.drilldown%3Danalytics.pagePath%3A%2Fsquidinc%2F/>. May 21, 2015. Accessed May 23, 2015.

<sup>29</sup> Google Analytics. Pages Source. <https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3Fu.date00%3D20150521%26u.date01%3D20150521%26explorer-table.plotKeys%3D%5B%5D%26explorer-table.secSegmentId%3Danalytics.source%26r.drilldown%3Danalytics.pagePath%3A%2Fsquidinc%2F/>. May 21, 2015. Accessed May 23, 2015.

<sup>30</sup> Google Analytics. Pages. <https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3Fu.date00%3D20150521%26u.date01%3D20150521%26explorer-table.plotKeys%3D%5B%5D%26r.drilldown%3Danalytics.pagePath%3A%2Fnews%2Ffacebook-users-may-face-charges-govt-says-84071%2F/>. May 21, 2015. Accessed May 23, 2015.

<sup>31</sup> Google Analytics. Pages. <https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3Fu.date00%3D20150522%26u.date01%3D20150522%26explorer-table.plotKeys%3D%5B%5D%26r.drilldown%3Danalytics.pagePath%3A%2Fsquidinc%2F/>. May 22, 2015. Accessed May 23, 2015. / This is about double the pageviews received by Ferried Away on its second day. On its second day, April 7, 2015, Ferried Away received 386 pageviews:

<https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3Fu.date00%3D20150407%26u.date01%3D20150407%26explorer-table.plotKeys%3D%5B%5D%26r.drilldown%3Danalytics.pagePath%3A%2Fferriedaway%2F/>.

<sup>32</sup> Google Analytics. Site Speed Page Time. <https://www.google.com/analytics/web/?hl=en#report/content-site-speed/a35244949w63015216p64611191/%3Fu.date00%3D20150521%26u.date01%3D20150521%26>

## Strategy, Law and Ethics

### Being Social

All three projects do not carry social buttons. This was a test to experiment with the projects' strength to be shared even without the quick ability to let readers share. Careful watching on Facebook and Twitter on their publication day showed the two news items—Ferried Away and Squid Inc.—appeared popular on both social networks.<sup>33</sup> People did share these stories more than most day-to-day news stories despite sharing options being absent from the page. For example, Squid Inc. received more shares on Twitter despite being the second most-read story on the day of its publication, while the most-read story that day received much less Twitter shares.<sup>34</sup> There also were no complaints from readers about the lack of sharing options, and it appeared most people did not even notice.

The Daily also promoted both projects on Facebook and Twitter through its accounts. When Clouds Fell From the Sky was promoted only on Twitter, but shared on Facebook by staff. For Ferried Away, the number of views on Facebook since it was posted on April 6, 2015, was 1,061 with 21 likes and 0 shares, while on Twitter, it received 1,269 views and 32 engagements.<sup>35</sup> For Squid Inc., the number of views on Facebook since it was posted May 21, 2015, was 2,353 with 23 likes and three shares, while on Twitter, it received 1,997 views and 152 engagements.<sup>36</sup> For When Clouds Fell From the Sky since it was shared on Twitter on April

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[explorer-table.plotKeys%3D%5B%5D%26\\_r.drilldown%3Danalytics.pagePath%3A%2Fsquidinc%2F%26explorer-table-comparisonTable.selectedMetricName%3Danalytics.avgPageLoadTime%26explorer-table-comparisonTable.sortColumnName%3Danalytics.avgPageLoadTime/](#). May 21, 2015. Accessed May 23, 2015.

<sup>33</sup> See Appendix D

<sup>34</sup> Ibid / Twitter. Accessed June 9, 2015.

<https://twitter.com/search?q=cambodiadaily.com%2Fsquidinc&src=typd&vertical=default&f=tweets> / Twitter. Accessed June 9, 2015. <https://twitter.com/search?q=cambodiadaily.com%2Fnews%2Ffacebook-users-may-face-charges-govt-says-84071%2F&src=typd&vertical=default&f=tweets>

<sup>35</sup> Facebook.com/withoutfearorfavor and Twitter.com/cambodiadaily, see Appendix E

<sup>36</sup> Ibid. See Appendix F

11, 2015, it received 1,043 views and 29 engagements.<sup>37</sup> It was not posted to Facebook because (1) breaking news occurred during the same weekend and (2) Weekend magazine stories are rarely promoted on Facebook because of staffing. The social network numbers correspond with the analytics noted earlier for each project. For example, Squid Inc. received the most pageviews of the three projects and so it is not surprising it also received the most views and engagements on Facebook and Twitter.

### **Bounce Rates**

The bounce rates for all three projects were high: above 80 percent.

**Ferried Away:** 86.43 percent, day of publication, April 6, 2015<sup>38</sup>

**When Clouds Fell From the Sky:** 87.23 percent, April 27, 2015, to May 22, 2015<sup>39</sup>

**Squid Inc.:** 87.85 percent, day of publication, May 21, 2015<sup>40</sup>

This could suggest readers simply were interested in viewing (as well as reading, based off of the average times on page) only these multimedia pieces and seeing the pages as a single post, particularly those who are coming in through social networks. Also, the slow load times of these pieces could suggest to readers the Daily's website is slow, and they move on.

### **Free to Pay**

Every one of the three multimedia projects in this portfolio were offered to readers for free, despite The Daily having a paywall. Ferried Away and When Clouds Fell from the Sky saw no movements in readers transitioning from the news consumer who wants to read or view a multimedia story to a paying subscriber who wants daily news about Cambodia. But Squid Inc.

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<sup>37</sup> Ibid. See Appendix G

<sup>38</sup> Google Analytics. Pages. [https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3F\\_u.date00%3D20150406%26\\_u.date01%3D20150406%26\\_explorer-table.plotKeys%3D\[\]%26\\_r.drilldown%3Danalytics.pagePath%3A%2Fferriedaway%2F/](https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3F_u.date00%3D20150406%26_u.date01%3D20150406%26_explorer-table.plotKeys%3D[]%26_r.drilldown%3Danalytics.pagePath%3A%2Fferriedaway%2F/)

<sup>39</sup> Google Analytics. Pages. [https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3F\\_u.date00%3D20150427%26\\_u.date01%3D20150522%26\\_explorer-table.plotKeys%3D\[\]%26\\_r.drilldown%3Danalytics.pagePath%3A%2Fwhencloudsfell%2F/](https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3F_u.date00%3D20150427%26_u.date01%3D20150522%26_explorer-table.plotKeys%3D[]%26_r.drilldown%3Danalytics.pagePath%3A%2Fwhencloudsfell%2F/)

<sup>40</sup> Google Analytics. Pages. [https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3F\\_u.date00%3D20150521%26\\_u.date01%3D20150521%26\\_explorer-table.plotKeys%3D\[\]%26\\_r.drilldown%3Danalytics.pagePath%3A%2Fsquidinc%2F/](https://www.google.com/analytics/web/?hl=en#report/content-pages/a35244949w63015216p64611191/%3F_u.date00%3D20150521%26_u.date01%3D20150521%26_explorer-table.plotKeys%3D[]%26_r.drilldown%3Danalytics.pagePath%3A%2Fsquidinc%2F/)

was different, a likely credit mostly to the content and possibly its delivery. Though small, two people subscribed following the publication of Squid Inc. on May 21, 2015. Subscriptions continue to grow each day, and more quality projects with faster load times could result in additional subscriptions. Also, another experiment that must be done is developing a project that is part of the paywall.

### **Dilemmas**

Two of the projects posed little threat of any backlash, but the third project, Squid Inc., conjured ethical questions and demanded decisions from editors. I had questioned the use of photographs explicitly showing these fishermen as well as the use of their names and whether doing so could bring harm to them. I also questioned whether these fishermen understood what our reporters planned to do with the information and media collected from/of them. This topic was discussed in length with the expatriate reporter, Bloomberg, and the editor-in-chief, Colin Meyn. Meyn said he already had taken these into account, and Bloomberg said the fishermen understood. There also was the question whether the government, in particular the navy, would fire back at The Daily over such allegations. But this again seemed to be of little concern. At the time of submission of this portfolio, there had been no follow-up with the fishermen by the reporters or editors, and no government official had threatened any action against The Daily.

### **Conclusion**

The Daily's initiative to create multimedia projects as detailed in this portfolio appears to be a move forward when it comes to attracting an online audience, including people who are willing to pay. But more experimentation must be done to verify the latter remark. The Daily should consider the creation of a multimedia project that falls behind its paywall to see whether such projects can pay for themselves. Other experiments to consider include (1) the use of social buttons, as it appears not having them had little effect on the projects being shared; (2) design of the first screen a user sees when clicking on the project, i.e. photograph, graphic, video or text; and (3) mobile display (below 480 pixels) of such multimedia projects.



## Logbook

1. Colin Meyn, editor-in-chief, The Cambodia Daily, [meyn@cambodiadaily.com](mailto:meyn@cambodiadaily.com), +855 (0)92-533-785
2. Matt Blomberg, reporter, The Cambodia Daily, [blomberg@cambodiadaily.com](mailto:blomberg@cambodiadaily.com), +855 (0)77-457-241
3. Robert Carmichael, author, [robert@robertcarmichael.net](mailto:robert@robertcarmichael.net), +855 (0)12-941-250
4. John Vink, photographer and videographer, [vink@johnvink.com](mailto:vink@johnvink.com)
5. Ouch Sony, reporter, The Cambodia Daily, [sony@cambodiadaily.com](mailto:sony@cambodiadaily.com)
6. Sek Odom, reporter, The Cambodia Daily, [odom@cambodiadaily.com](mailto:odom@cambodiadaily.com)
7. Ben Woods, executive editor and photographer, The Cambodia Daily, [woods@cambodiadaily.com](mailto:woods@cambodiadaily.com)

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Twitter. [www.twitter.com/cambodiadaily](http://www.twitter.com/cambodiadaily).

When Clouds Fell From the Sky. The Cambodia Daily. April 11, 2015. Text and audio: Robert

Carmichael. Graphic: Erika Pineros. Design and development: Joshua Wilwohl, with modified jQuery plugin by Will Grauvogel.

<https://www.cambodiadaily.com/whencloudsfell/>.

YouTube. Analytics. [www.youtube.com/analytics](http://www.youtube.com/analytics). / Exact page for each analytics provided in appropriate footnote.

# Appendix A

The Commission

## Ferried Away



When the flood waters recede in December leaving the community of Baggan and other fish farming grounds in salt water in search of an alternate income.



## Appendix B

*The* CAMBODIA DAILY  
All the News Without Fear or Favor | The Daily Newspaper of Record Since 1993



Painting by Vann/kuh / Design by Erika Pleerke

# THE HOMECOMING

AN EXCERPT FROM THE BOOK BY **ROBERT CARMICHAEL**

**LISTEN** to the author read part of the excerpt



To **READ**, click the book's right or left edges, or use the keyboard arrows

**THE TERMINAL AT** Phnom Penh's airport is pale and low-slung and clings to the edge of the concrete apron as though trying to escape the relentless heat that lies heavy on this wretched land. It is June 1977 in Democratic Kampuchea, the name Pol Pot's revolutionary government has given Cambodia after seizing control two years earlier, and black-clad Khmer Rouge soldiers await the arrival of the weekly flight from Beijing.

From the north a dark speck draws closer through the heat haze and takes familiar shape. This plane is Democratic Kampuchea's only formal link with the outside world.

Among those on board is 30-year-old Ouk Ket, a handsome junior diplomat who for the past five years has been based at the Cambodian embassy in the West African state of Senegal.

Some months earlier Ket had received a typewritten letter, a soothing demand to return

home.

"To Beloved Comrade working at the Embassy of Democratic Kampuchea in Senegal," it began, "per the advice of the Ministry of Foreign Affairs of Democratic Kampuchea, I would like to inform you as follows:

1. The ministry has decided to ask you to come back to Cambodia. Please make arrangements for the trip upon receipt of this letter.
2. As for your family, please ask them to wait for a while. They can stay with their parents.
3. As for the embassy building, we have asked the Chinese embassy to look after it. Please also confirm with the Chinese embassy.
4. The government requests you to come to Cambodia to get educated to better fulfill your responsibilities. With warmest revolutionary fraternity, Beijing, April 11, 1977, Democratic Kampuchea Embassy."

# Appendix C

## Squid Inc. <sup>20</sup>

By the end of the year of 2018, the company has been able to expand its operations to other parts of the world, including the United States, in the light of the following table:



### G

The company has been able to expand its operations to other parts of the world, including the United States, in the light of the following table:



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### E

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## Appendix D

Squid Inc.

Facebook Users May Face Charges, Gov't Says



## Appendix E

### Tweet Activity

As Neak Loeung ferry route terminated, community that has grown around it scatters in search of alternate income: [cambodiadaily.com/ferriedaway/](http://cambodiadaily.com/ferriedaway/)

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#### Impressions

1,269

number of times users saw the Tweet on Twitter

#### Engagements

32

number of times users interacted with the Tweet

## Appendix F

### Tweet Activity

Vietnamese fishermen are bottom rung of a squid-fishing racket that extends to upper echelons of Cambodian navy: [cambodiadaily.com/squidinc/](http://cambodiadaily.com/squidinc/)

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#### Impressions

1,997

number of times users saw the Tweet on Twitter

#### Engagements

152

number of times users interacted with the Tweet



## Appendix G

### Tweet Activity

Read/listen to an excerpt from *When Clouds Fell From the Sky*, a book by @Carmichael\_Rob: [cambodiadaily.com/whencloudsfell/](http://cambodiadaily.com/whencloudsfell/), artwork by @Erika\_Pineros

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#### Impressions

1,043

number of times users saw the Tweet on Twitter

#### Engagements

29

number of times users interacted with the Tweet

### **Declaration of Original Works**

I, Joshua Wilwohl, hereby state that the report and works submitted to the Birmingham School of Media at Birmingham City University, on Thursday, June 11, 2015, are original works.

Joshua Wilwohl

June 12, 2015