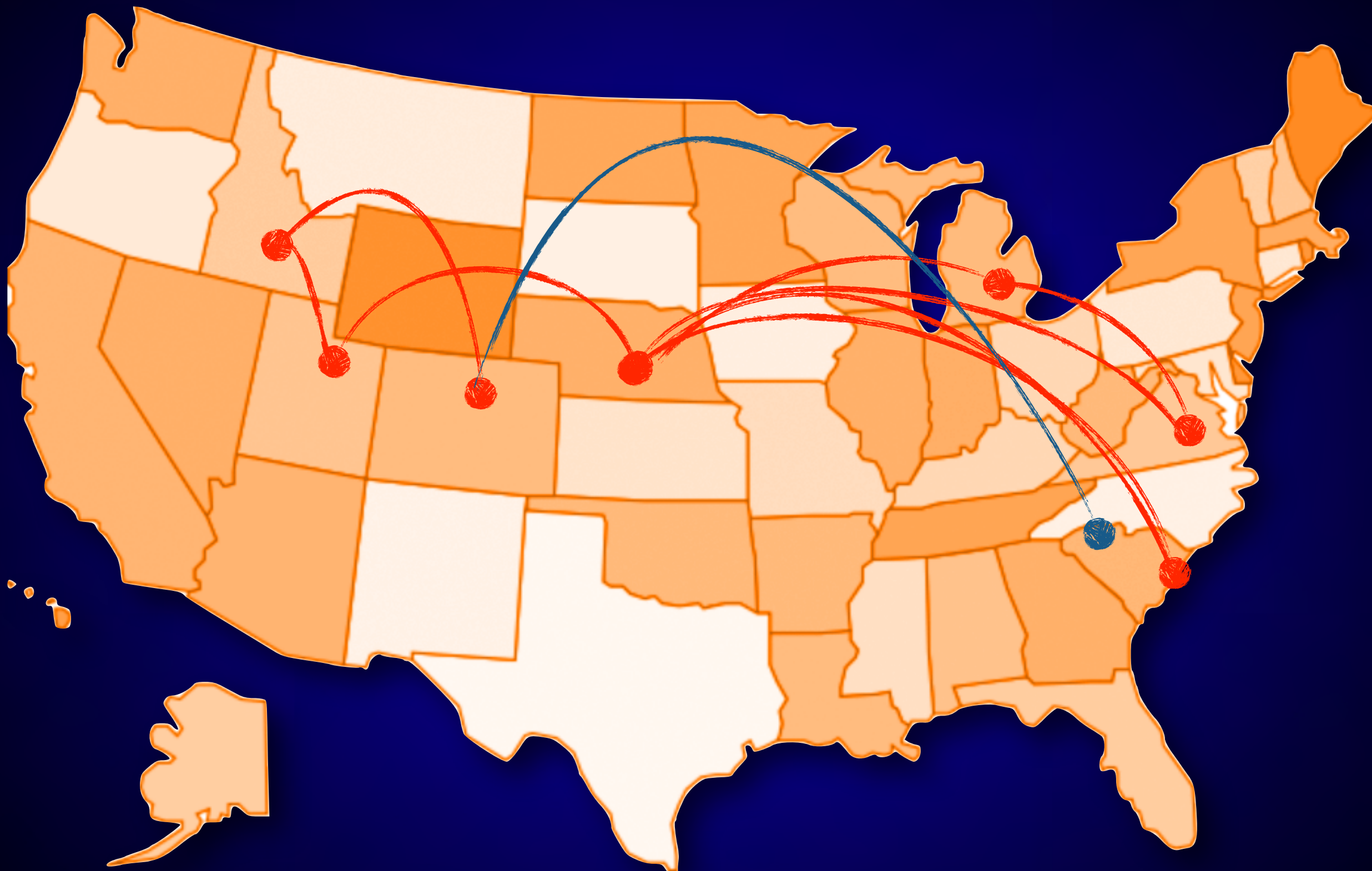


Tomorrow's newsroom today

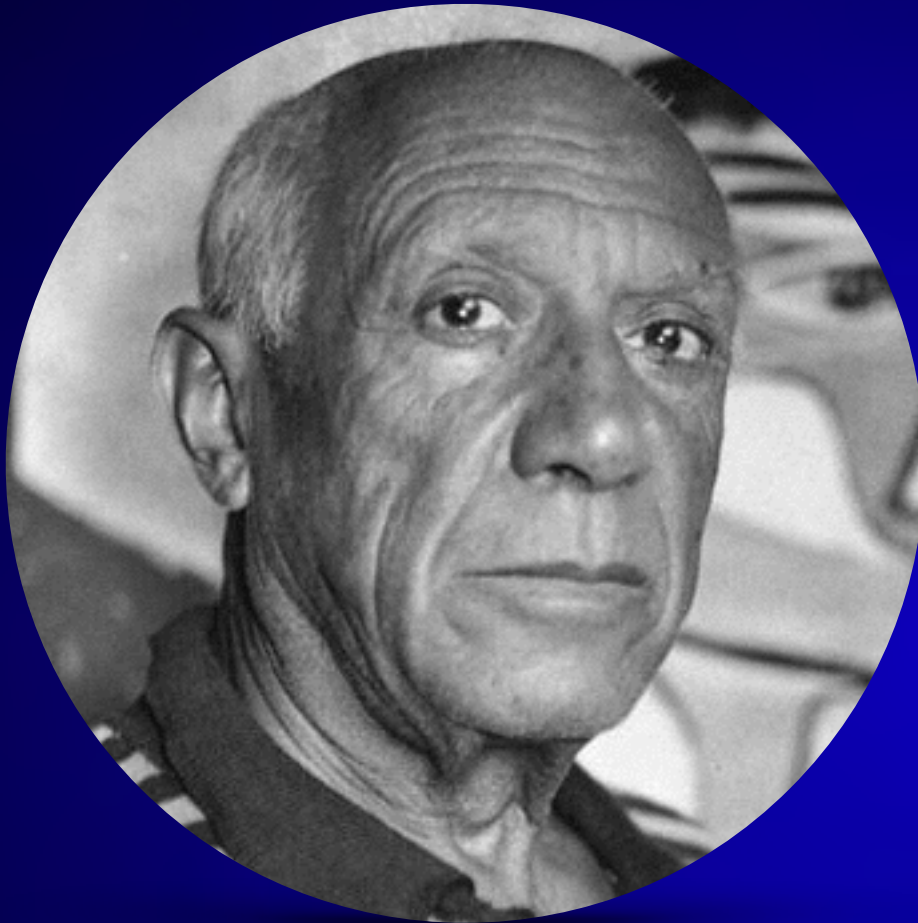
**What we're trying to solve for, how it works
and what you can steal for your shop.**

*first...**





Before we can
talk about the
'Newsroom of
the Future...'

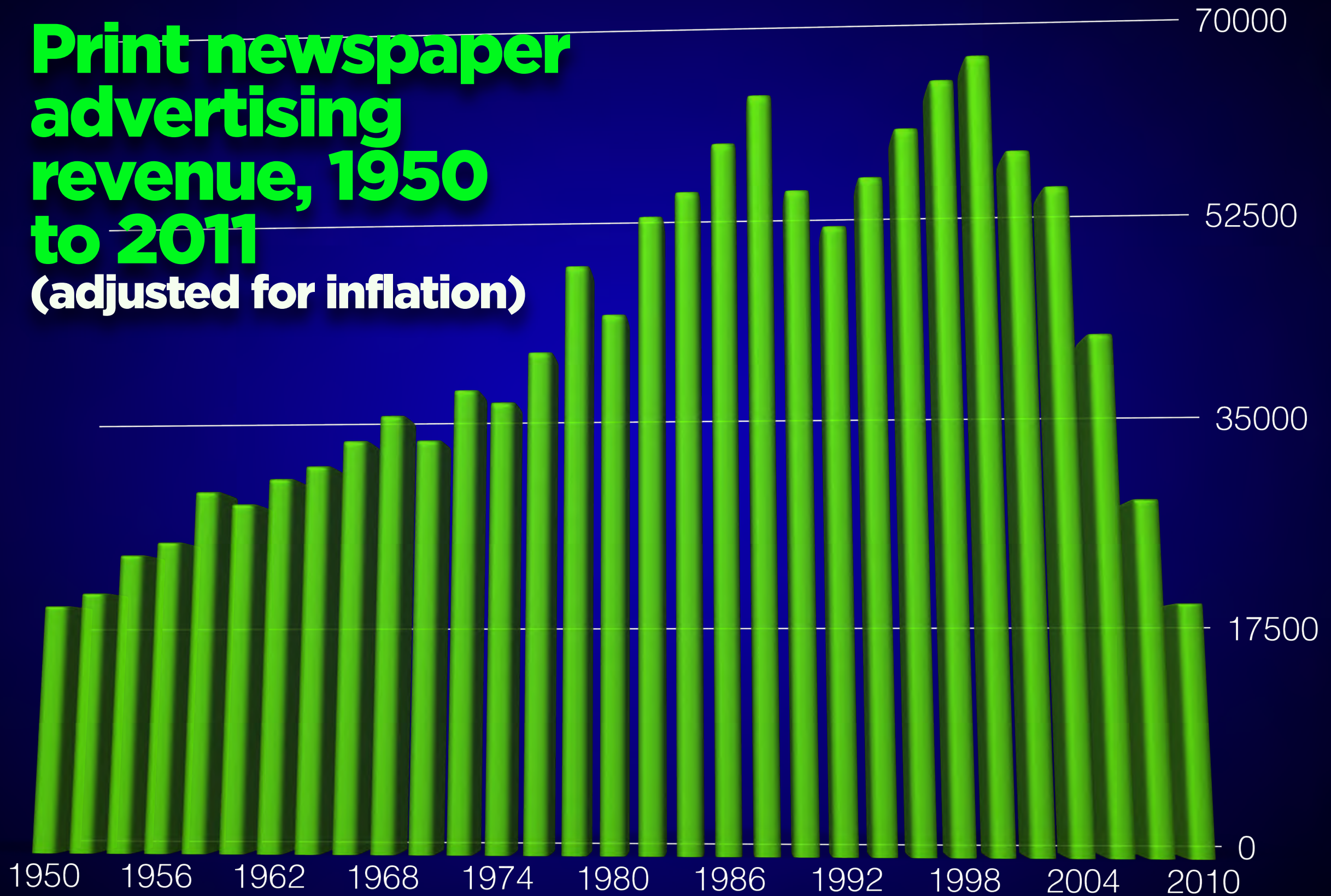


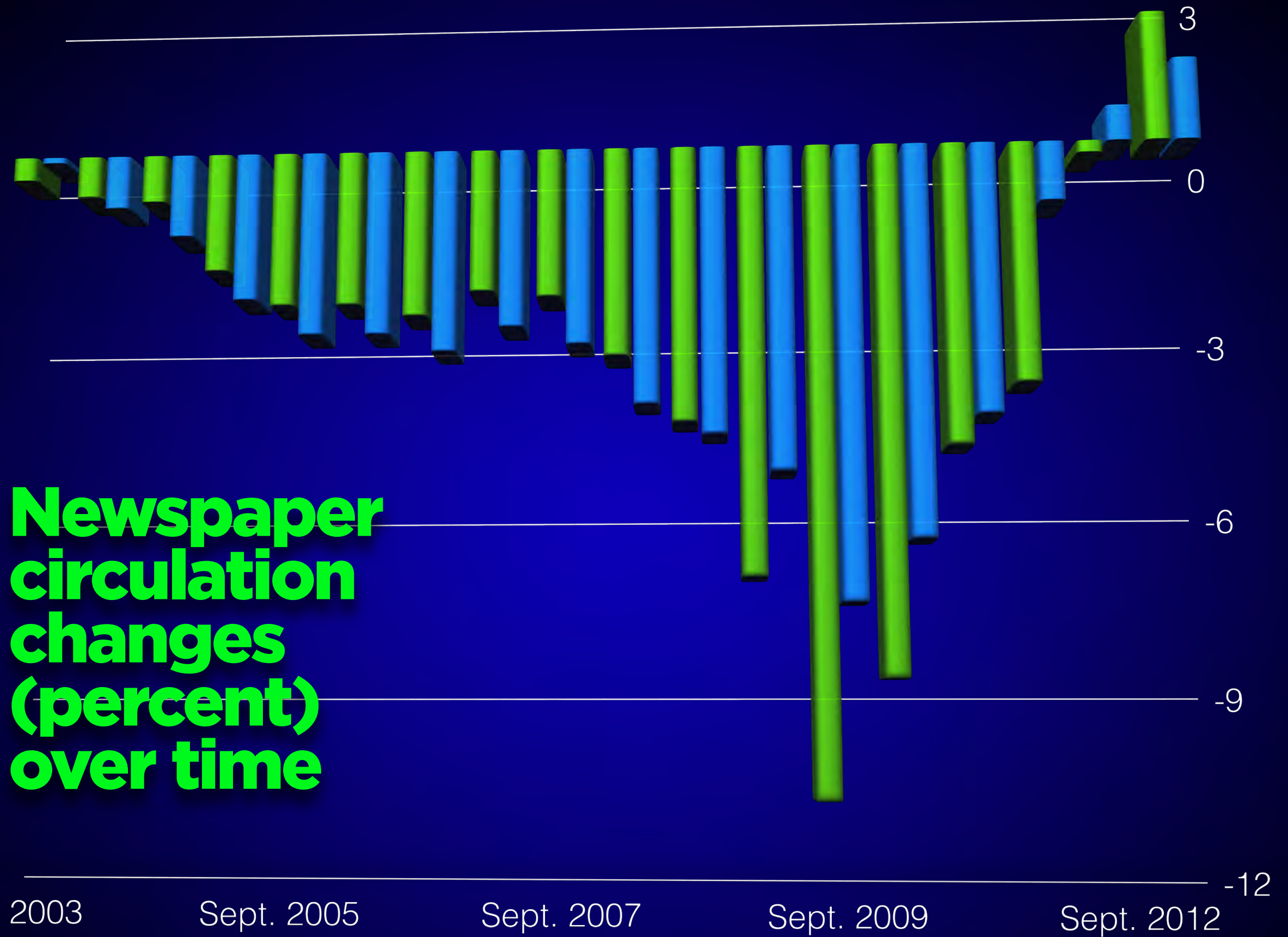


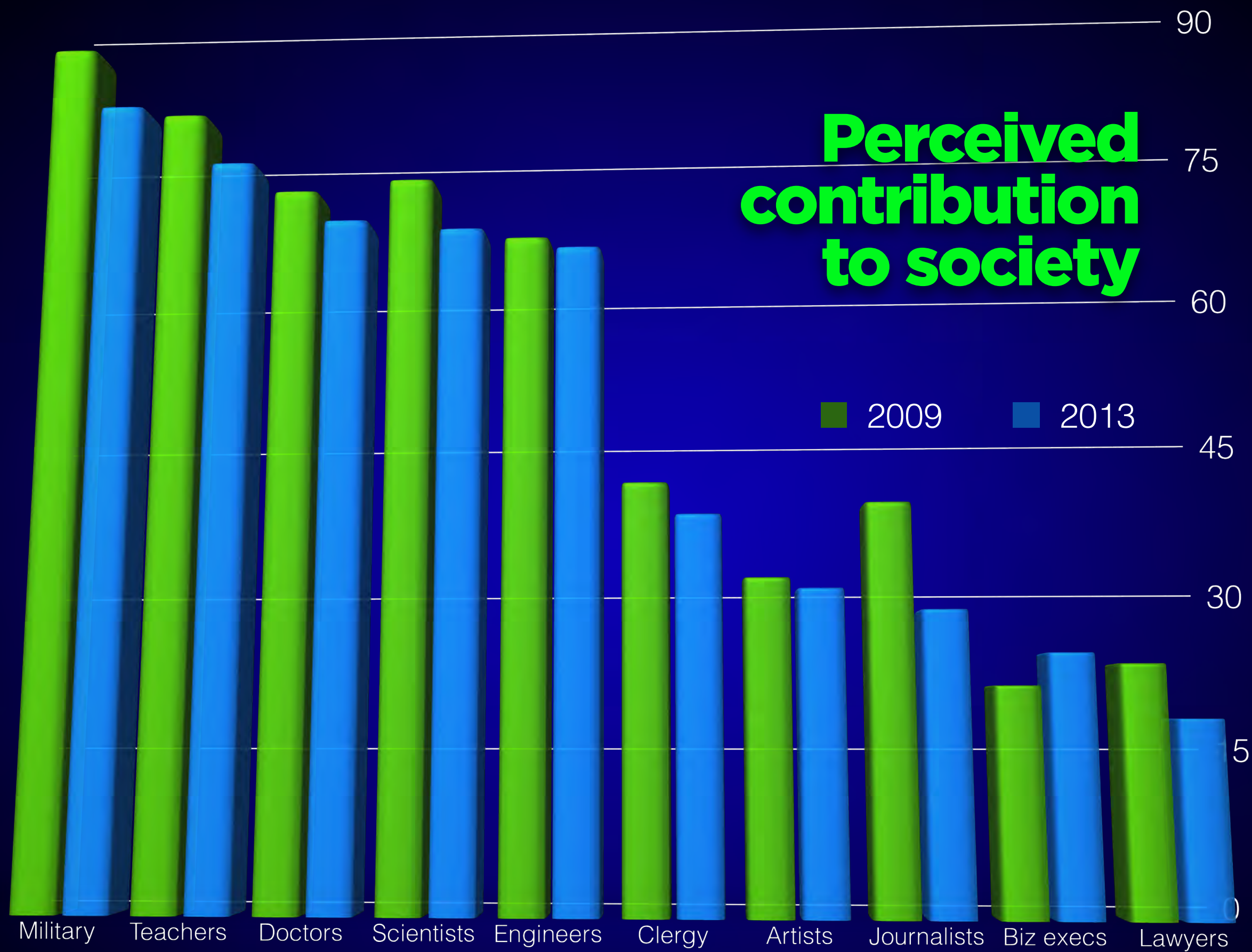
**What we're
trying to
solve for...**

Print newspaper advertising revenue, 1950 to 2011

(adjusted for inflation)









How Picasso
and the
Newsroom of
the Future got
started.....





Top stories of the day

Where readers are coming from

Today's top reporters

- Readership hourly vs. last week
- Readership daily vs. monthly
- Mobile readership monthly & annually

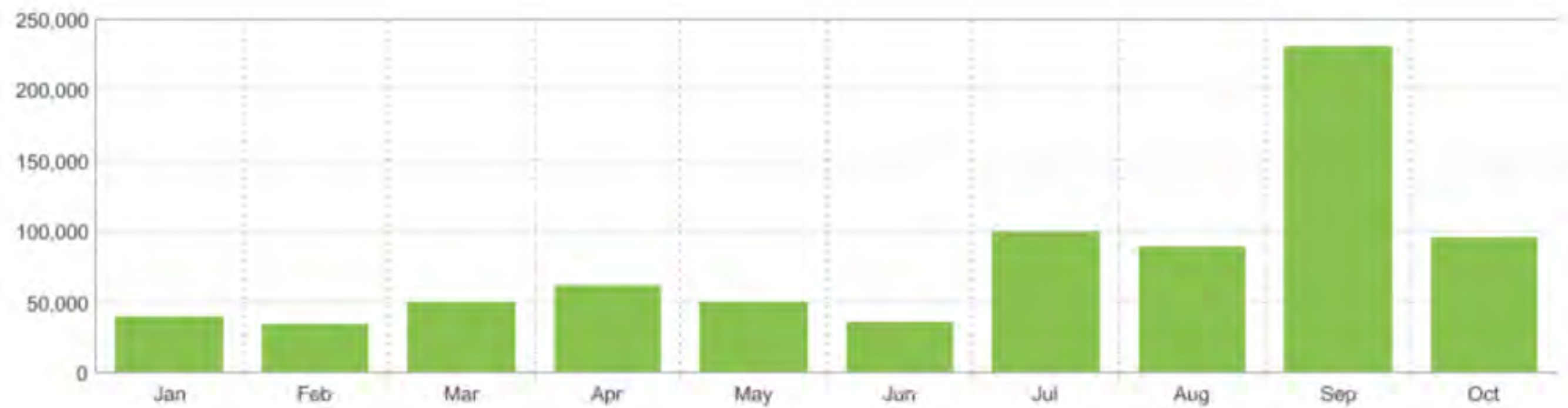
Geolocated Twitter search for region



Monthly page views, beginning July 2012



Reporter, monthly views



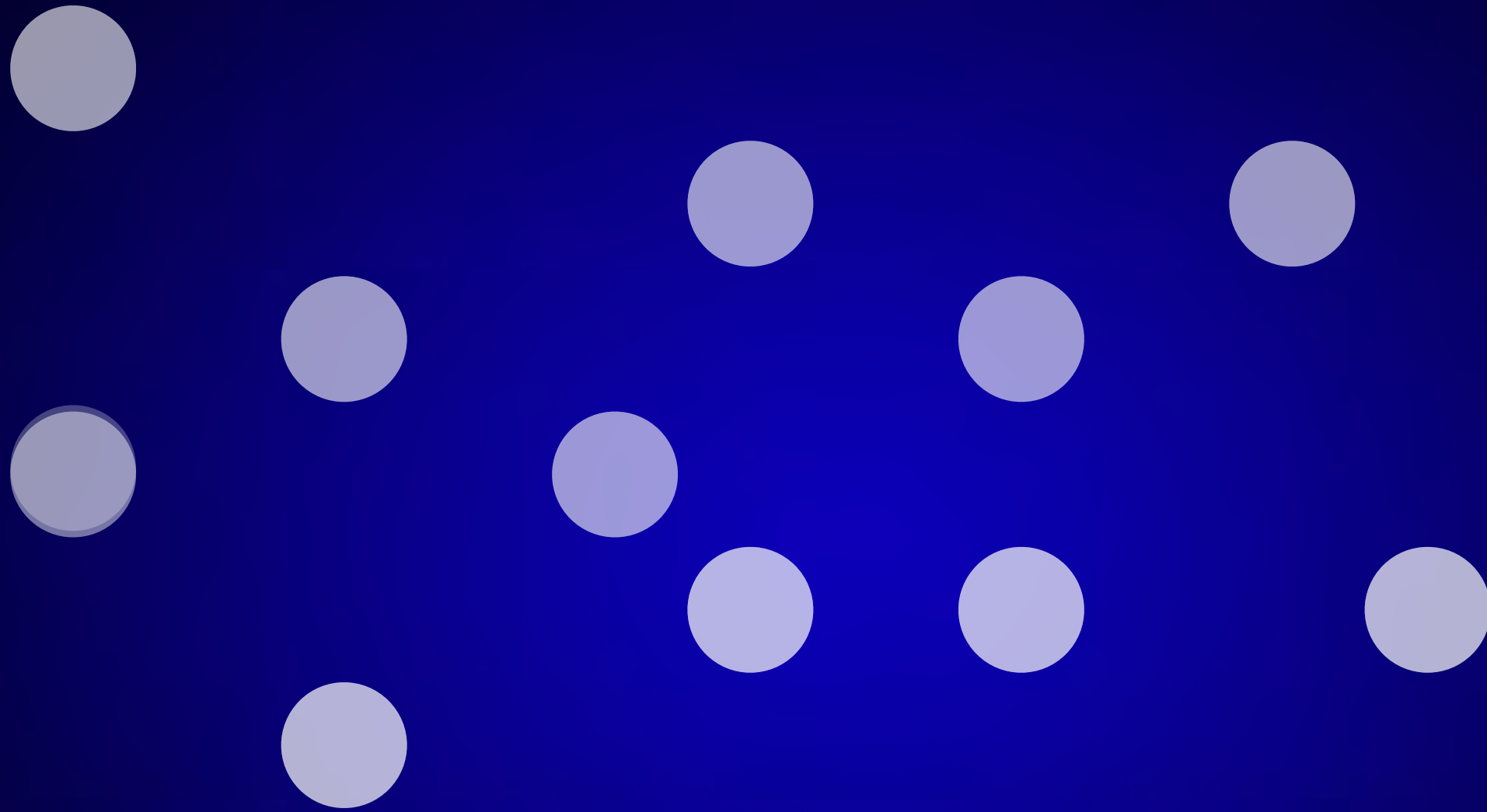


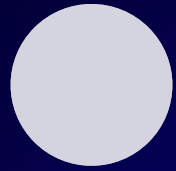
No. 8: Template all newspapers on unified design

No. 44: Develop premium Q&A service for paid subscribers

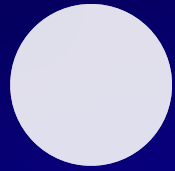
No. 37: Move consumer sales & marketing under newsroom

No. 62: Unify job titles across company for more cross-training

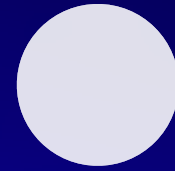




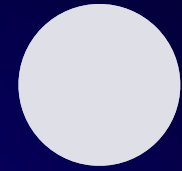
**Know
your
audience**



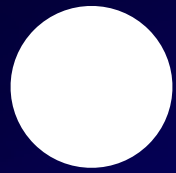
**Analyze
your
data**



**Connect
the
community**



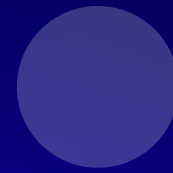
**Market
your
work**



**Know
your
audience**



**Analyze
your
data**



**Connect
the
community**

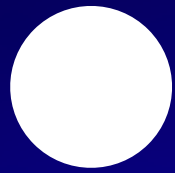


**Market
your
work**

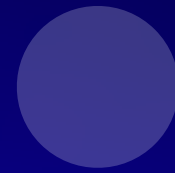
Editors need to use all of the data available to inform decisions about how their team is deployed and the journalism they spend time on.



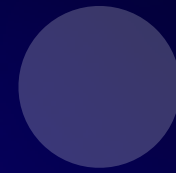
**Know
your
audience**



**Analyze
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data**



**Connect
the
community**



**Market
your
work**

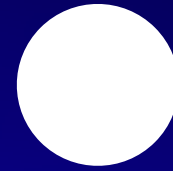
Reporters should be able to understand how they're doing with readers. It's not a competition — more like a runner who wants to beat a personal best.



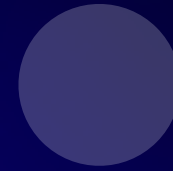
**Know
your
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**Analyze
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**Connect
the
community**



**Market
your
work**

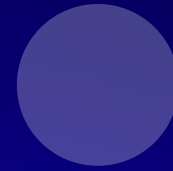
Don't just chronicle the day that was.
Lead the community. Be the conduit
that gets people to answers — even if
you didn't provide them.



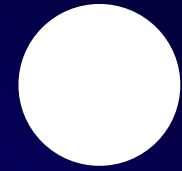
**Know
your
audience**



**Analyze
your
data**

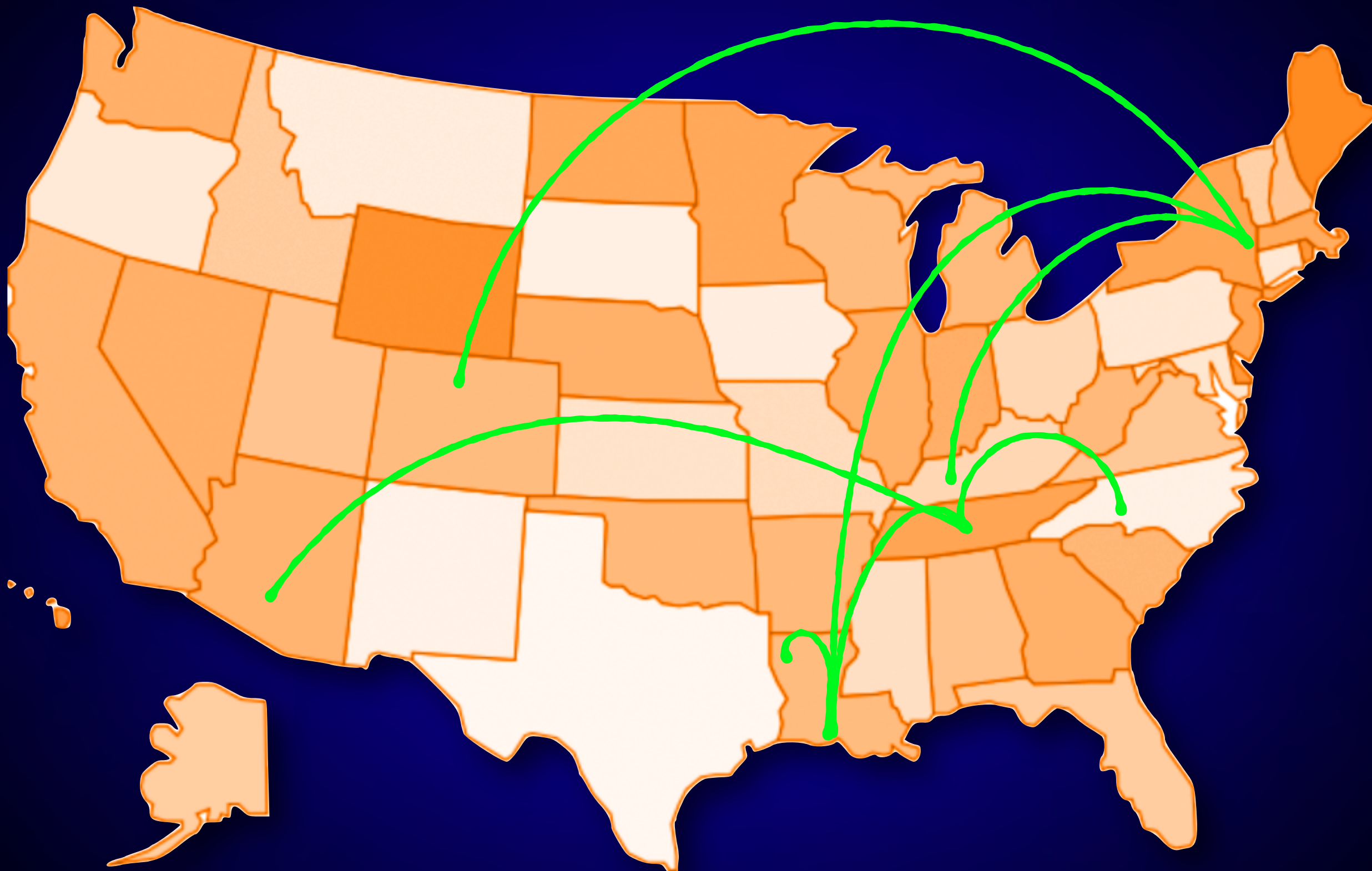


**Connect
the
community**



**Market
your
work**

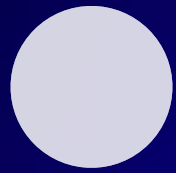
Yes, market. It's not enough to just “be a good paper” anymore. We need to get back to the communities that have left us behind to show what we can do.



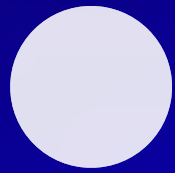
But was
it bold enough?

What came to
be known as
the 'newsroom
of the future'

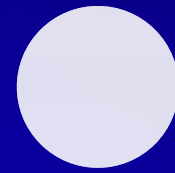
Take these pillars:



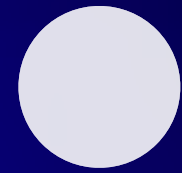
**Know
your
audience**



**Analyze
your
data**



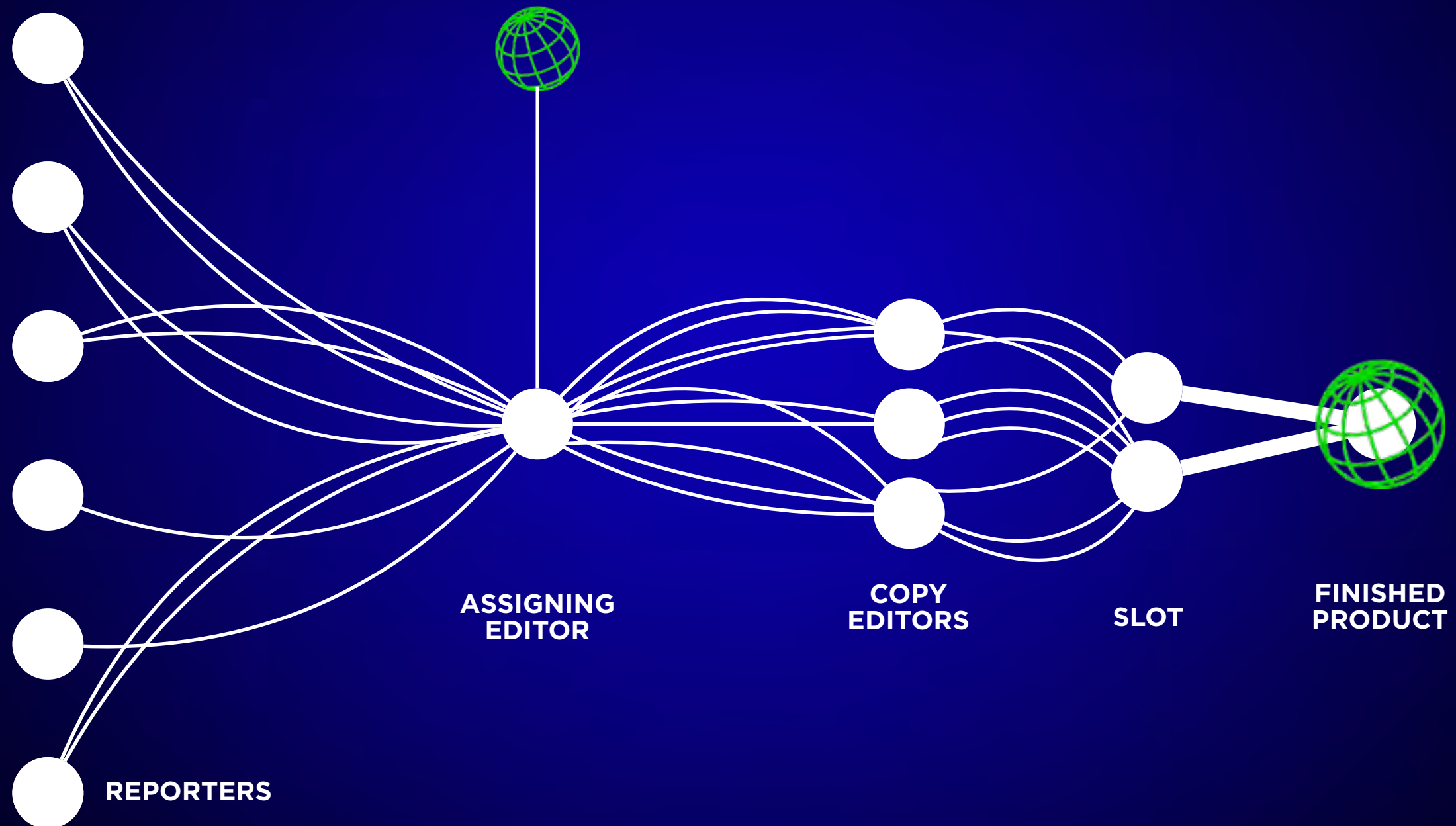
**Connect
the
community**



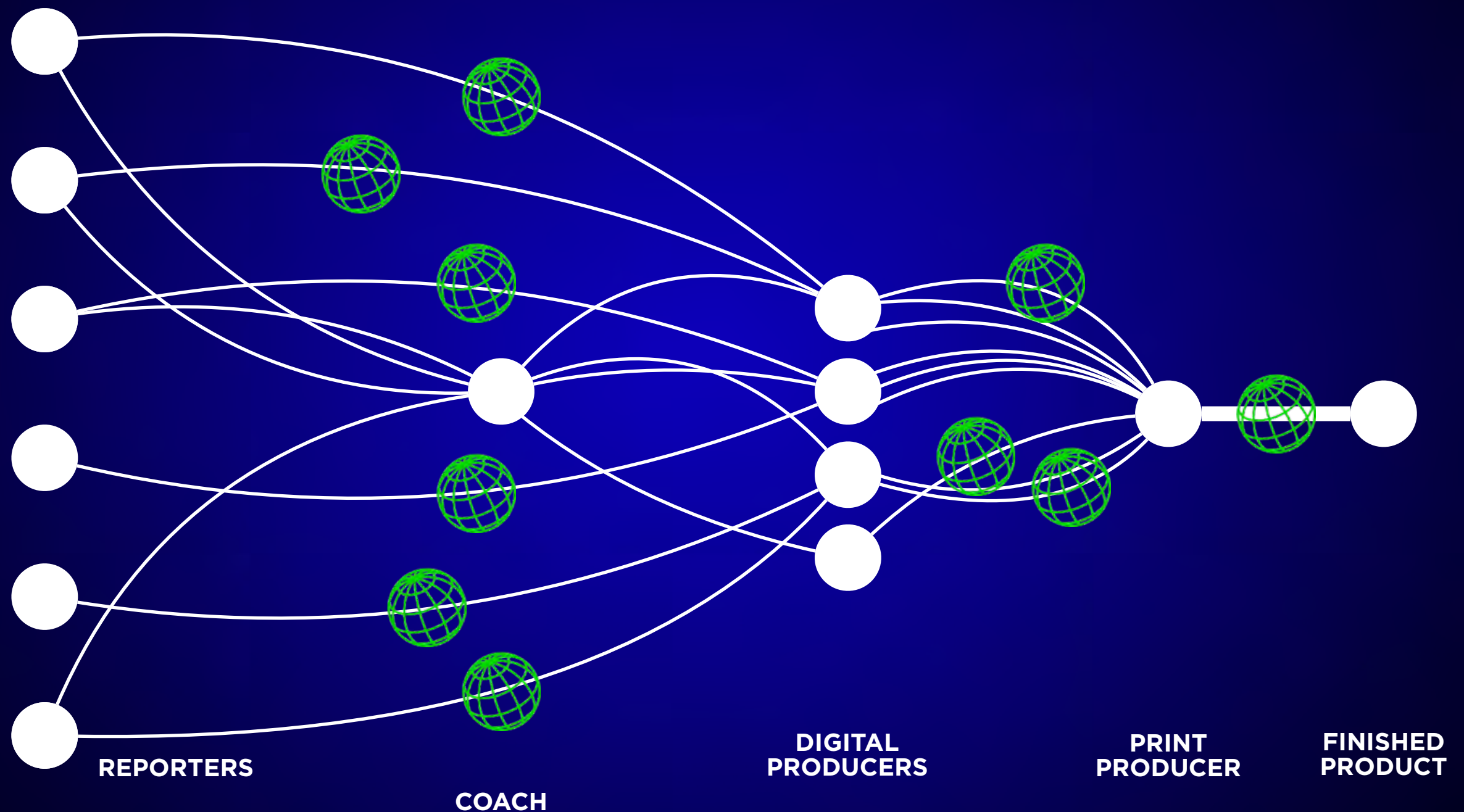
**Market
your
work**

... and get serious about
how to get them done.

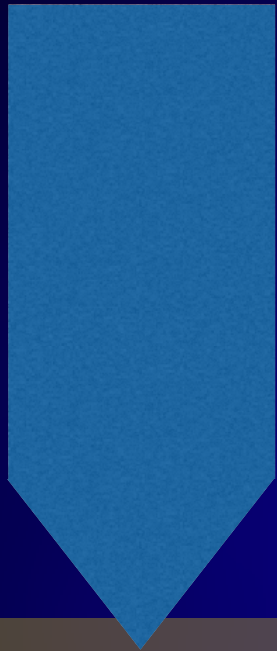
A simplified version of how most newsrooms work(ed)



A distributed way to work



Reporter writes story.

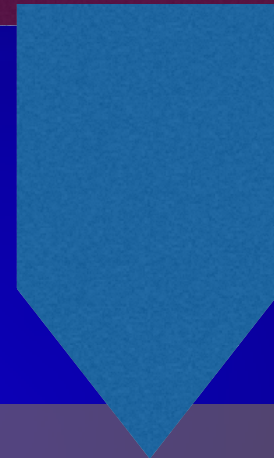


Producer edits story,
updates and
optimizes.

Studio gives finishing
edit for print and
finalizes page.

Reporter writes story.

Coach edits story
with reporter.



Producer edits story,
updates and
optimizes.

Studio gives finishing
edit for print and
finalizes page.



**All-new roles, with
 nods to the past**

Reporter

- Deep subject matter experts.
- Self-directed, capable of posting short items and spearheading watchdog projects. Function more like an independent blogger/writer.
- Committed to engaging with readers online and off.
- Capable of writing cleanly and clearly, comfortable posting directly to the web as needed.

Photographer/ videographer

- As comfortable shooting and editing video as they are with galleries and still photos.
- Capable of being self-directed and delivering enterprise assignments..
- Maintains constant community relationship through social media posts and blog entries.

Digital or print producer

- Capable of packaging and presenting across all platforms. (There are digital and print specialists.)
- Audience-savvy and can digitally optimize journalism to appeal to readers.
- Solid grasp of grammar and ability to edit for clarity, fairness and punctuation.

Engagement editor

- Ensures that regular public outreach is occurring online and off. Endeavors to get questions from community answered in rapid manner.
- Manages all brand social media channels.
- Plans events, coordinates with marketing staff.
- Senior level positions are empowered to write editorials and speak with the paper's voice.

Content coach

- Primary resource for reporters and photographers to improve their journalism.
- Focuses on sharpening ideas before the writing and reporting process and editing after the process.
- Carefully edits the most complex or sensitive stories before publication.

Content strategist

- Works with analyst to determine opportunities for readership growth and satisfaction. This could be in-depth packages or new verticals.
- Guides higher level coverage.
- Works with coaches on beat maps and ensuring reporters' beats are where they need to be.

Audience analyst

- Studies data for patterns. May look at Omniture, Chartbeat, Scarborough or Comscore. Also facilitates RAM studies.
- Partners closely with strategists and top leadership to build awareness.
- Works with reporters to improve their understanding of data.

Community content editor

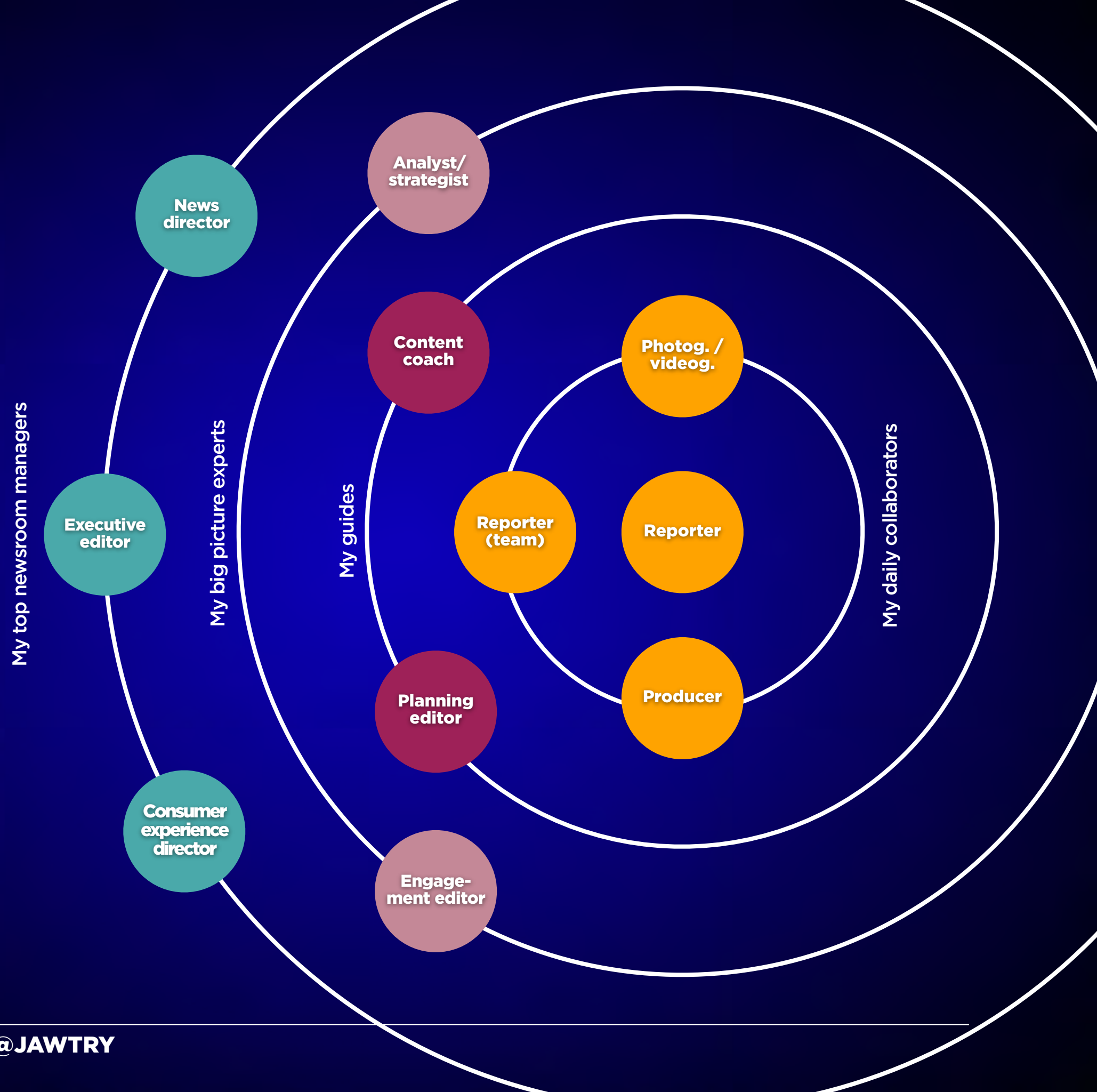
- Works with outside sources for expert stories. Helps keep flow of submitted content moving smoothly.
- Determines which community content is working and which should be removed.

Planning editor

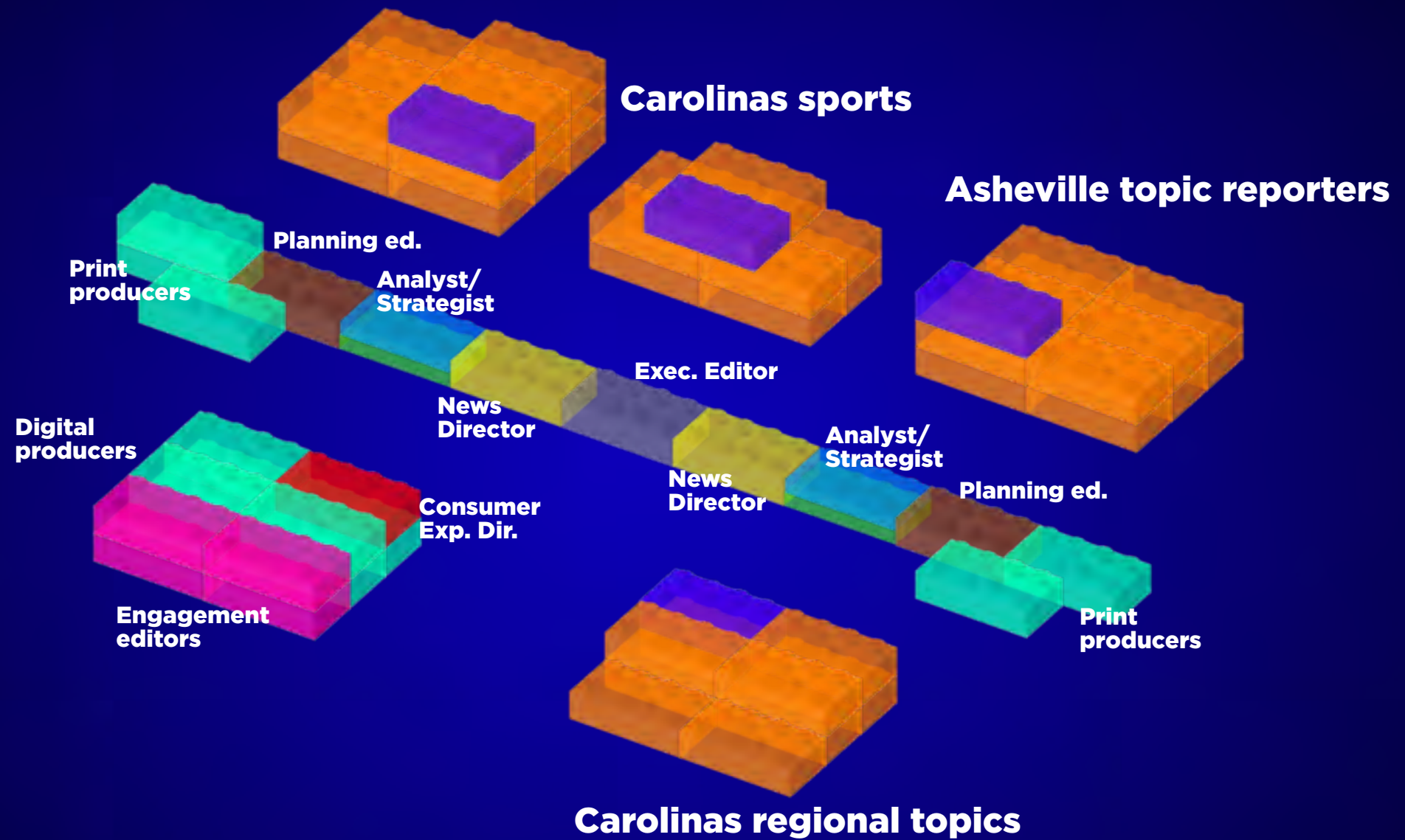
- Partners with strategists and coaches to ensure that the print product is deep and lively.
- Works with reporters across all sections to ensure deadlines are met and that planning is top notch.
- Works with designers to ensure print quality is high.

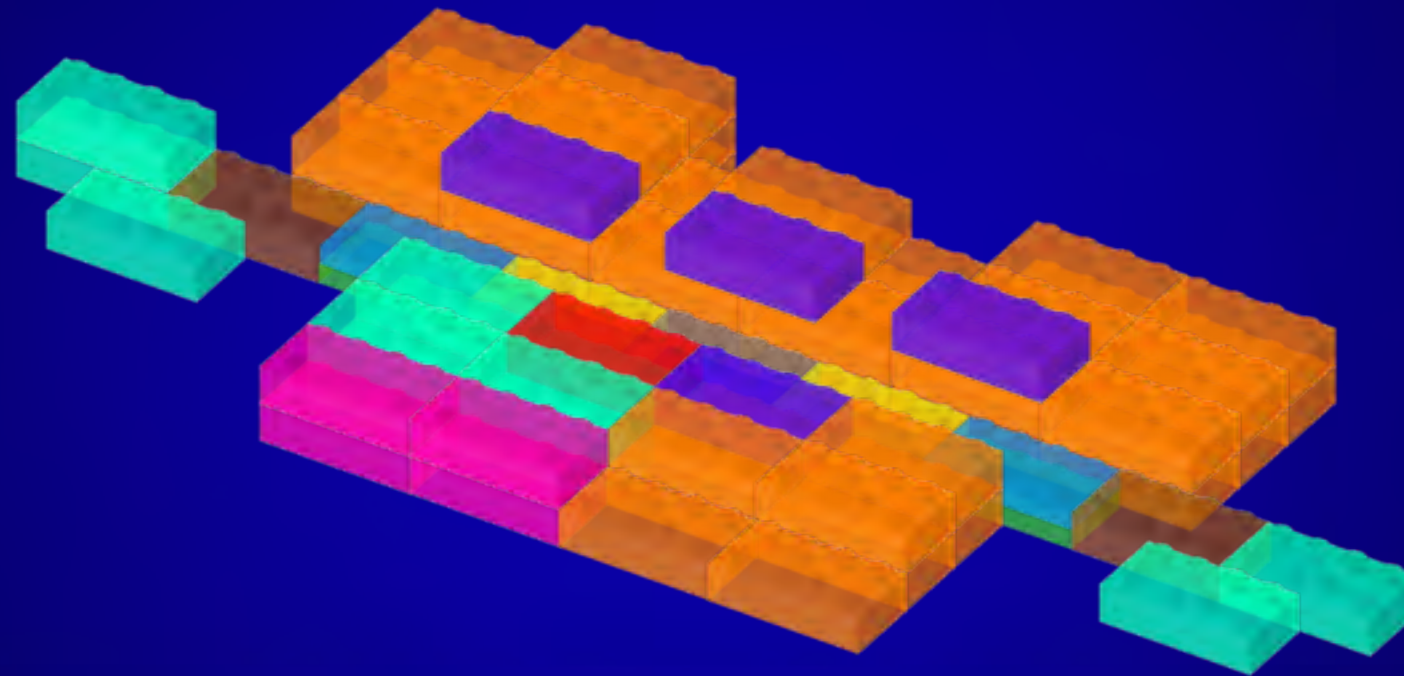
Consumer experience director

- Helps ensure that the audience has the best possible experience on our suite of digital products.
- Manages producers to ensure that copy is error free and optimized for deep links and engaging packaging.
- Acts as primary liaison for outreach and engagement efforts.

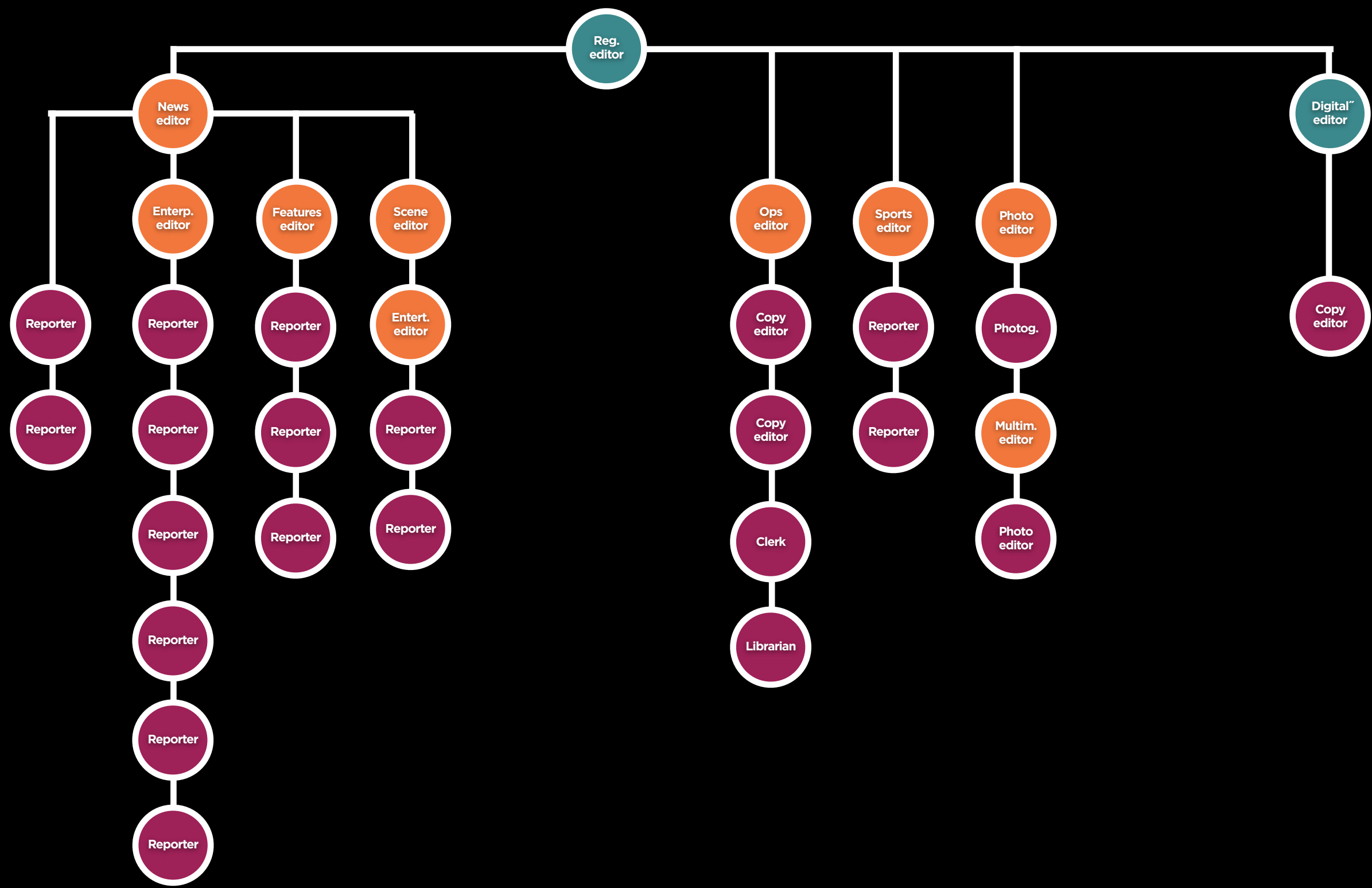


Greenville topic reporters

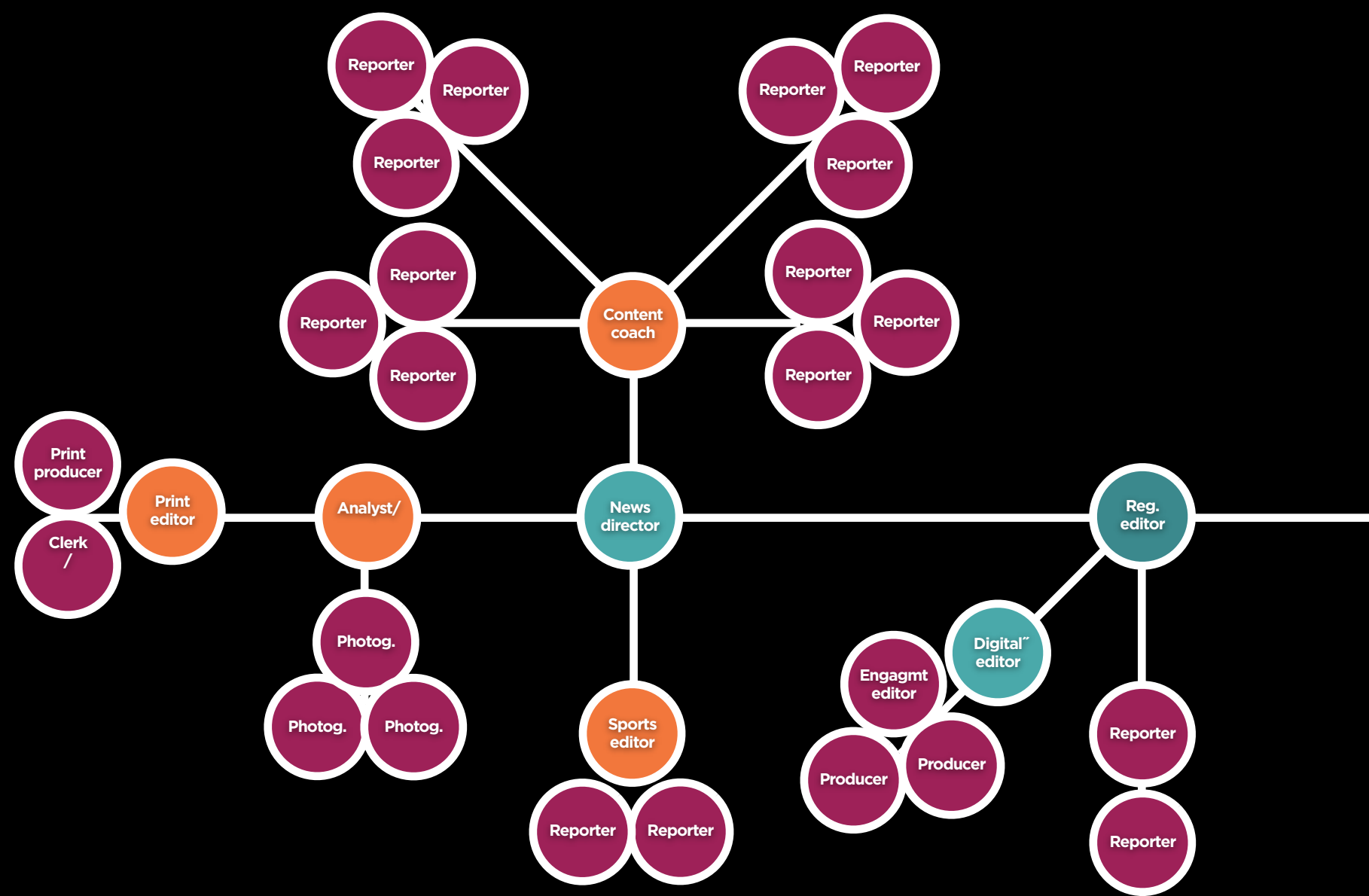




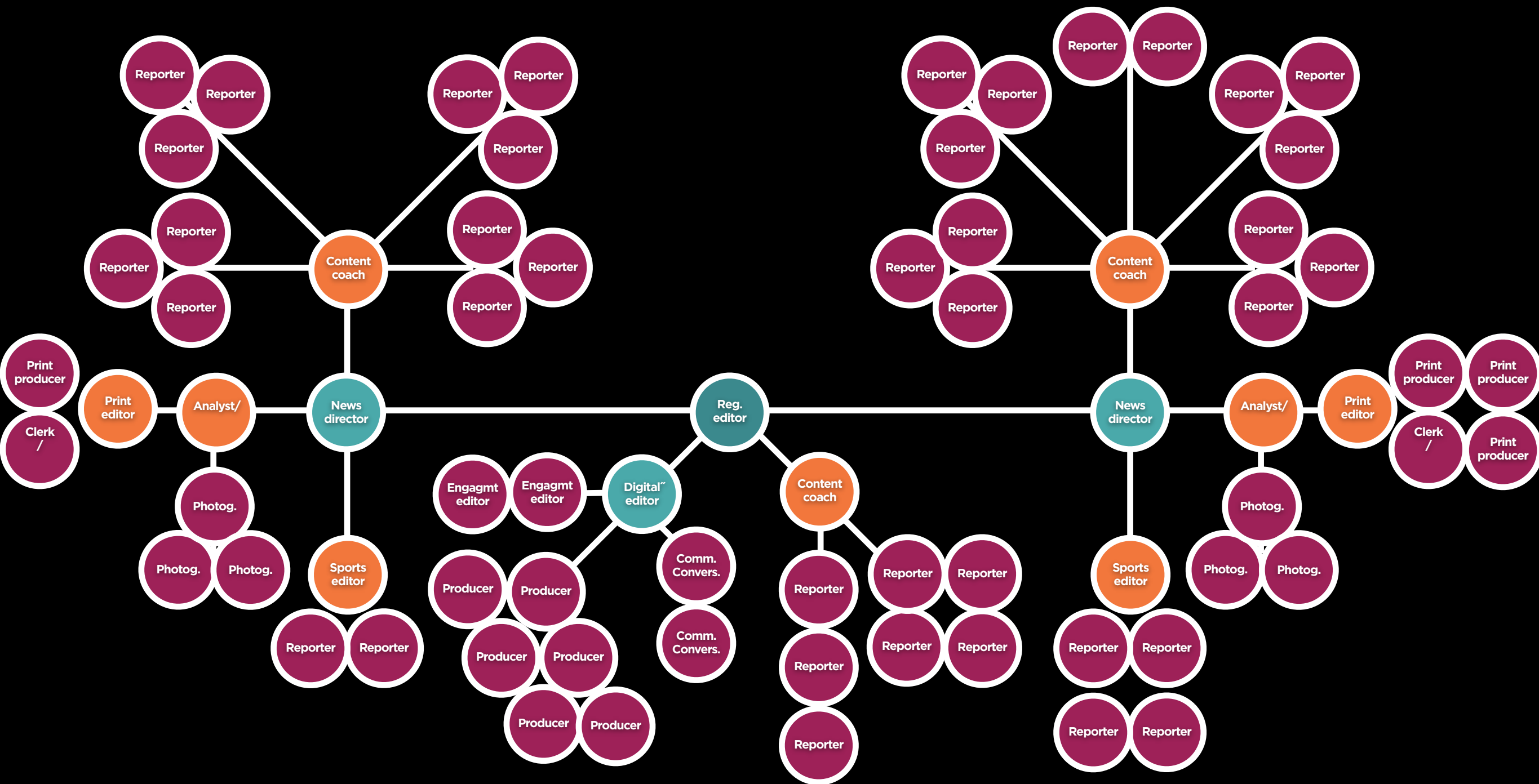
ORG CHART: MARCH 2013



ORG CHART: JULY 2013



ORG CHART: JULY 2013

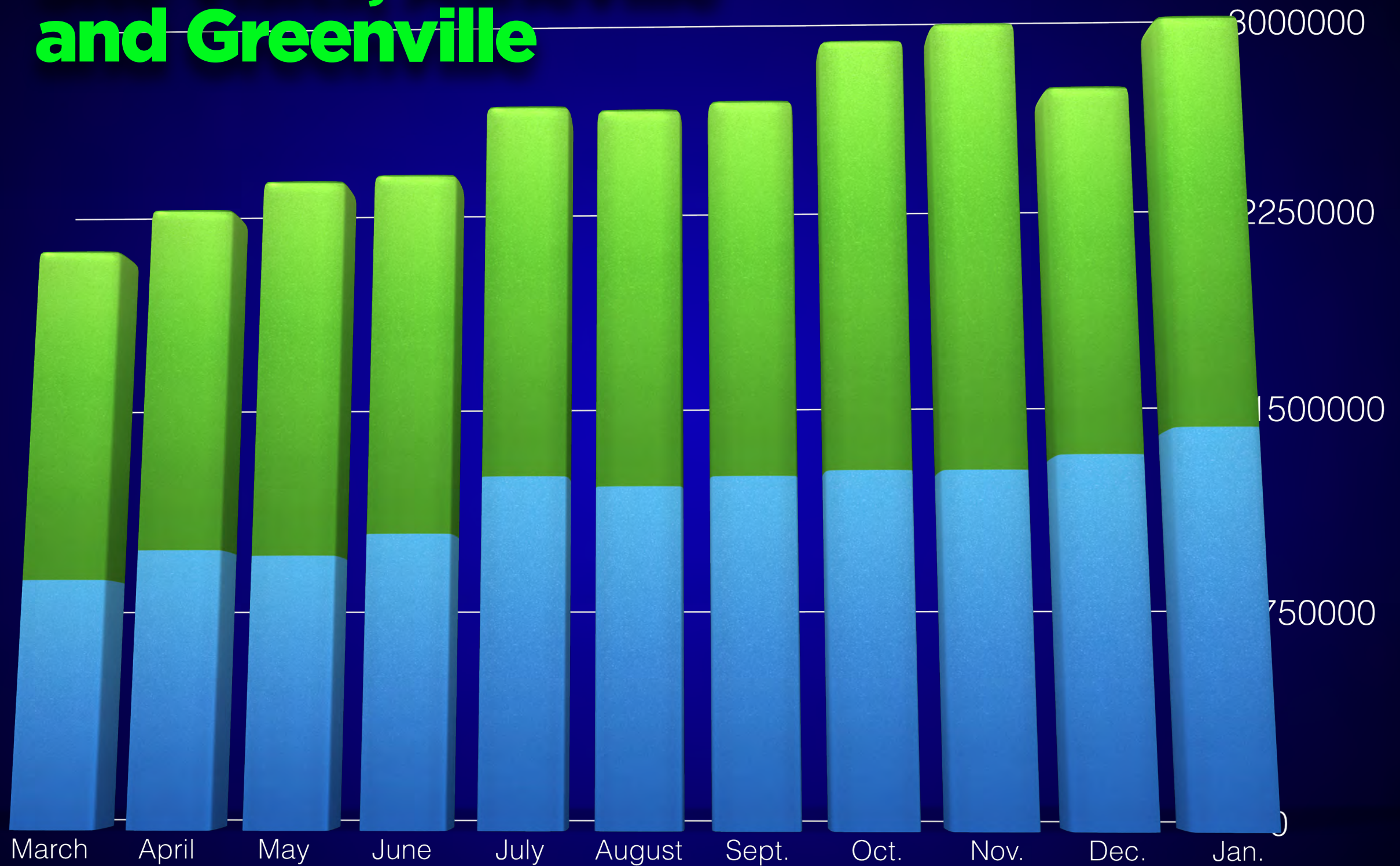




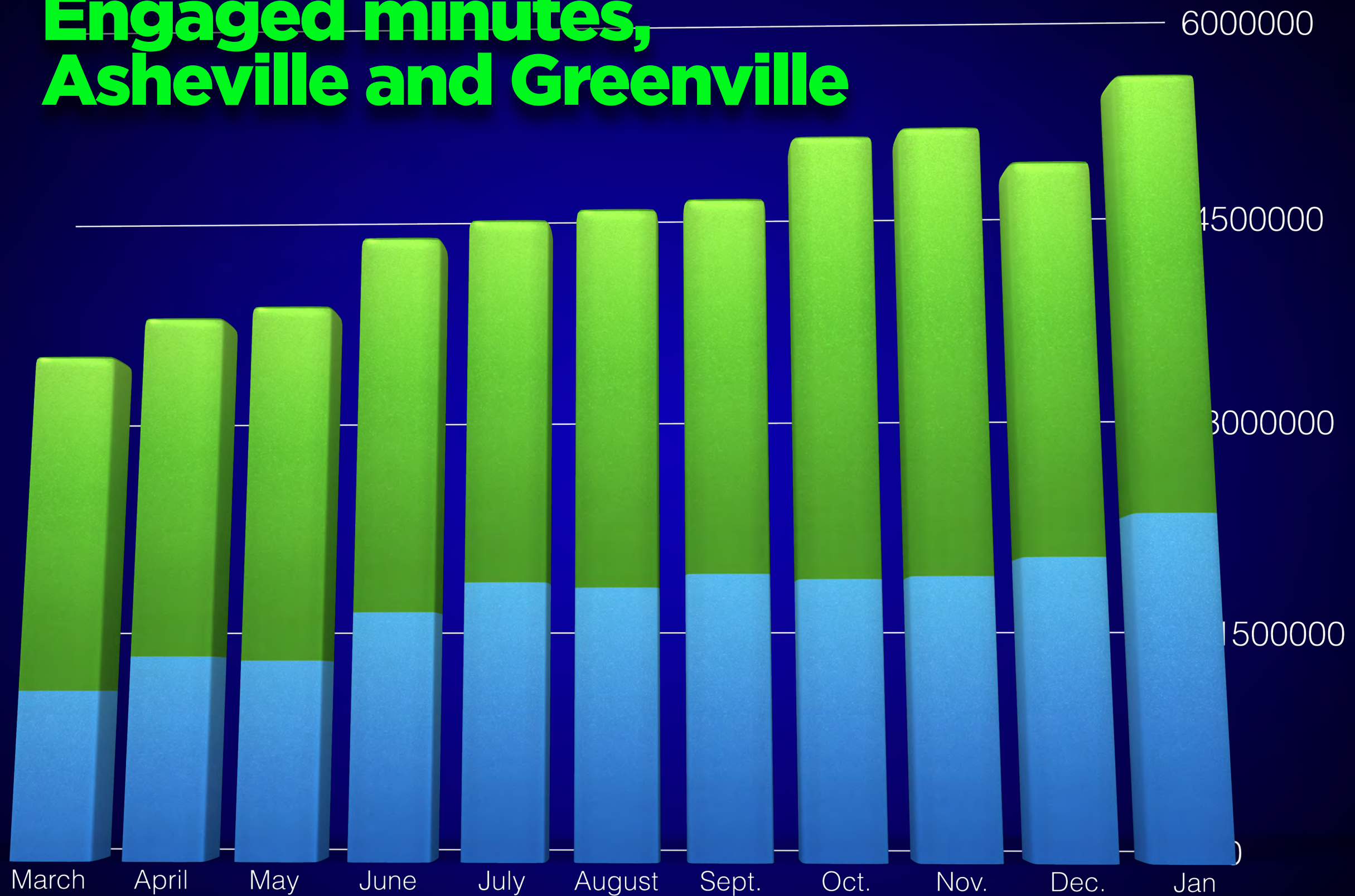
The tough part.

Is it working?

Site visits, Asheville and Greenville



Engaged minutes, Asheville and Greenville



Scarborough print reach (7-day)



Things to steal

JOSH AWTRY :: @JAWTRY





Analysis at management level

- In smaller newsrooms, your top editor must be an analyst.
- In larger newsrooms, the analyst must be of enough seniority to effect change.
- This cannot be the web geek's job!

Break the link between city editor and reporter

- City editors have valuable skills, but it's unreasonable to expect them to coach, edit and manage a modern newsroom.
- Set reasonable expectations and help them not be generalists.

Split technical editing, planning and strategy

- Instead of all purpose editors by section, consider editors by technical expertise.
- Titles don't have to be bizarre: Web editor, planning editor, story editor, enterprise editor.

Set reporters free and examine workflow

- Don't let all copy be bottlenecked at the assigning editor phase.
- Study where bottlenecks to digital operation occur.

Expend less energy on print

- Look at your meeting structure. Does it revolve around a print cycle?
- Task sub-editors (managing editors, team leaders) with print planning.
- Top editors should think about journalism — not about channels.

And, lastly....



**Remember
the basics.**

Thanks for having me.
Who has questions?

twitter.com/jawtry
facebook.com/joshawtry