~~Copy Editors~~
Multiplatform Editors

How to manage innovation in the newsroom

Michael Roehrman, Wichita Eagle
Teresa Schmedding, Daily Herald Media Group

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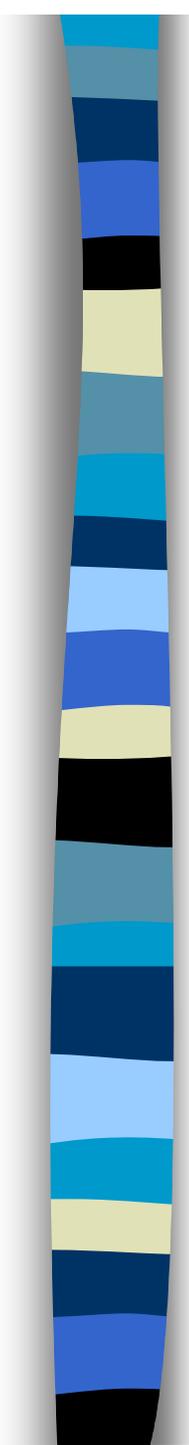
Daily Herald – old way

The old life of a story at the Daily Herald ......
(aka: newsroom workflow and website operations)

Reporter

- Creates budget item and article in MWC.
- Assigns staff-generated photos, graphics using photo booking and graphic requests in MWC.
- Writes suggested print headline
- Adds taxonomies

Graphic artist/photographer

- Attach assets to articles for print
- Upload assets for web to Basecamp, send email alert to web staff

Front-line editor

- Edit
- Send email alert to web team when story is ready
- Send second file to copy desk for print

Web editors

- Handle all stories in online UI
- Sweep, post all wire stories
- Staff website seven days a week from 6 a.m. to 10 p.m.
- Post stories as soon as reporter is done
- Find stories in online UI under print publication date, change publication date to current, resave
- Fill out all headline fields
- Fill out summary field
- Change formats and styles to fit online
- Find external assets, attach to stories
- Find internal assets in Basecamp, download, convert formats, attach to stories
- Find local videos in Basecamp, change format, upload to Brightcove, attach to story
- When story updates, start all over again
- Watch for email alerts from newsroom

Daily Herald – new way

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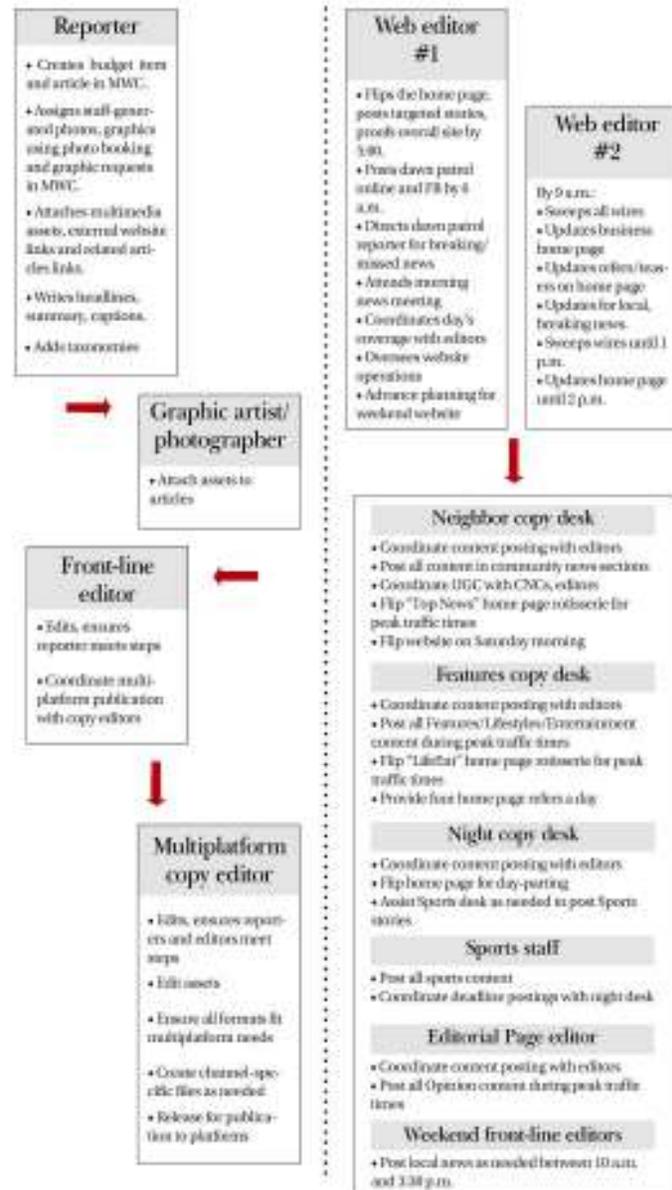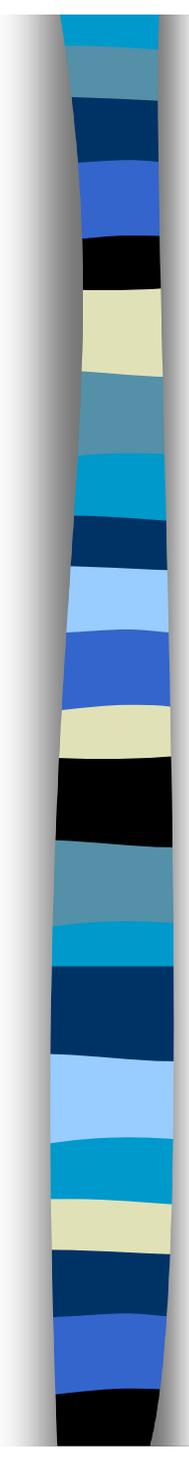
Daily Herald: Why

- Reduce posting time
- Eliminate redundancies
- Increase quality, esp. for pay wall
- Improve SEO
- Improve morale, communication
- Increase newsroom engagement
- Increase posts in peak traffic times

The Eagle – old way

Old workflow paths

Reporter → Line editor → Copy editor → Slot editor → Designer → To Print → Overnight web feed

OR

Reporter → Line editor → Copy editor → Web → Back to reporter → (Process above)
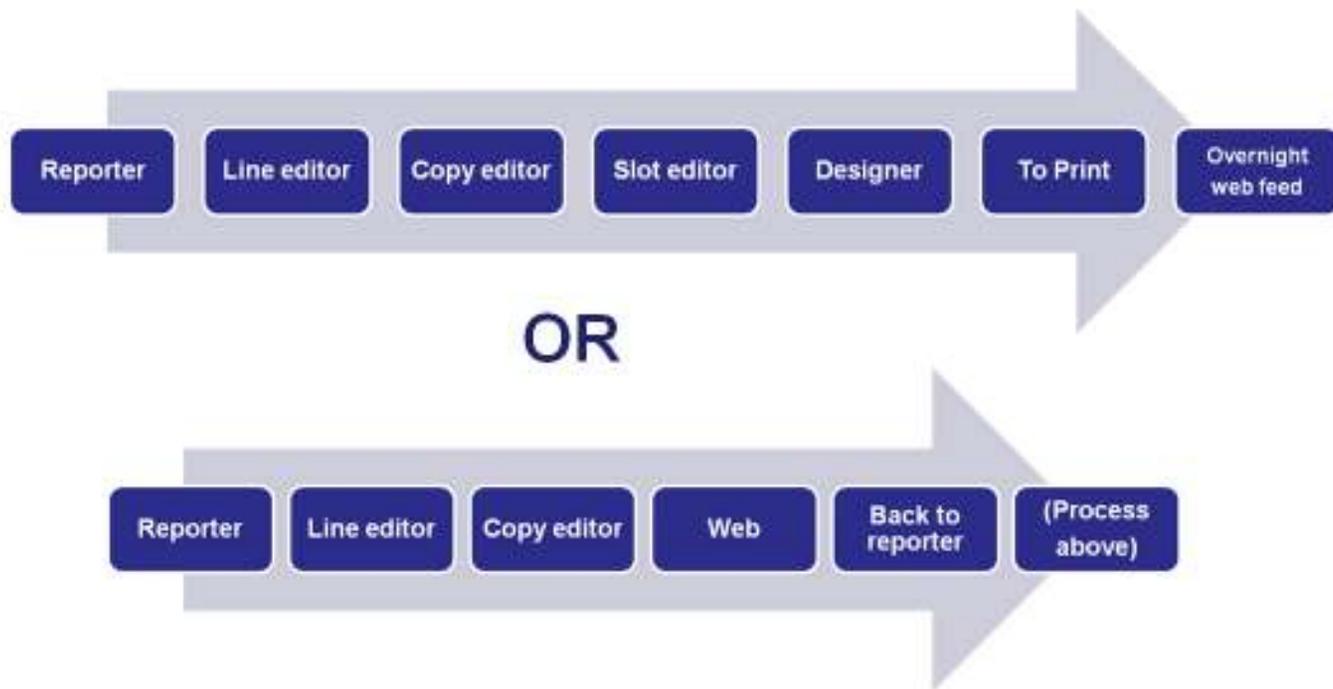
The Eagle – new way

New workflow path

| Reporter | News desk editor | To web, mobile | Line editor | Repeat for updates | Designer | To print |
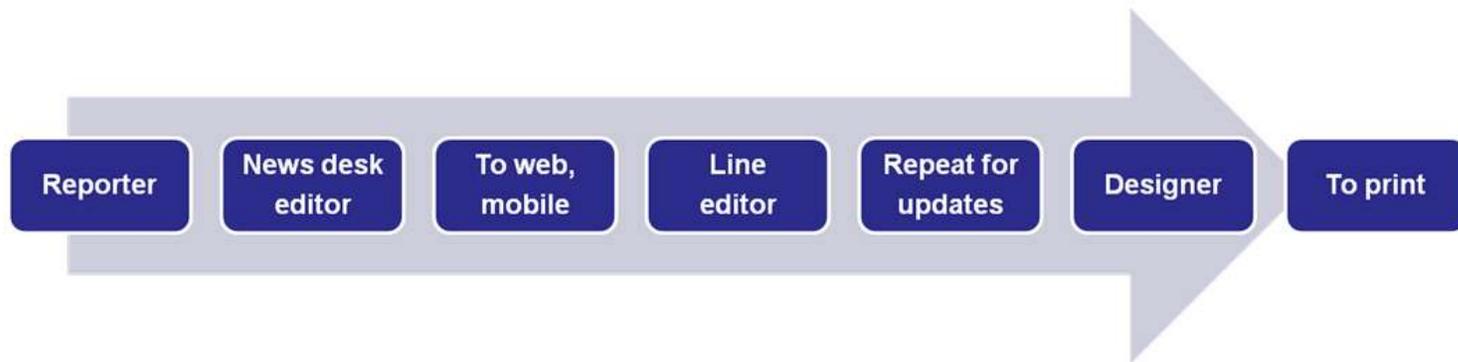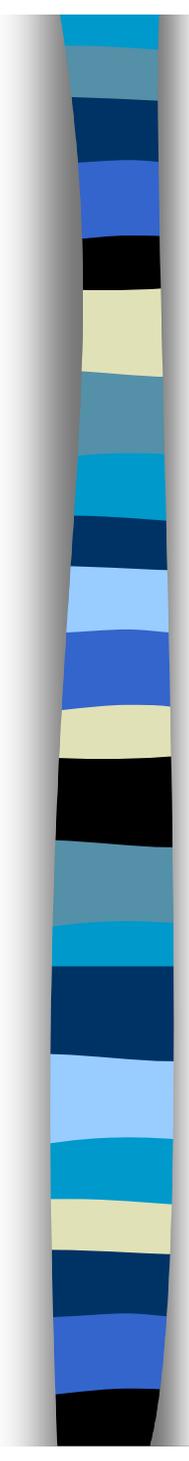
The Eagle: Why

- Eliminate the overnight "web dump"
- Transform into multiplatform journalists
  - Move content under control of digital editor
  - Move copy editing and design on all platforms under one editor
- Reverse workflow – first to digital, print at back: Print no longer the endpoint, but a point
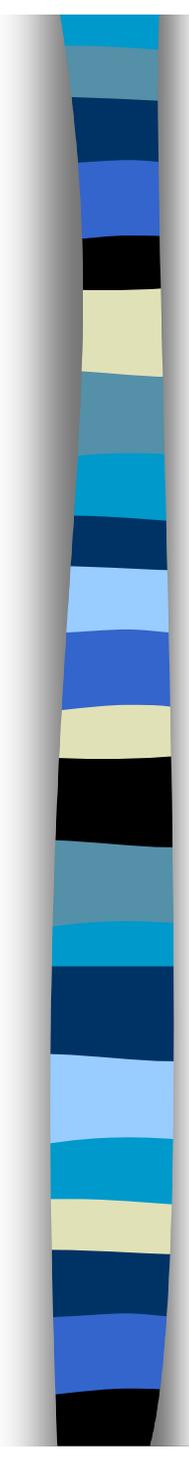
Tips for implementing change

- How you can do it without killing yourself, your staff or your bosses – and without getting killed by all
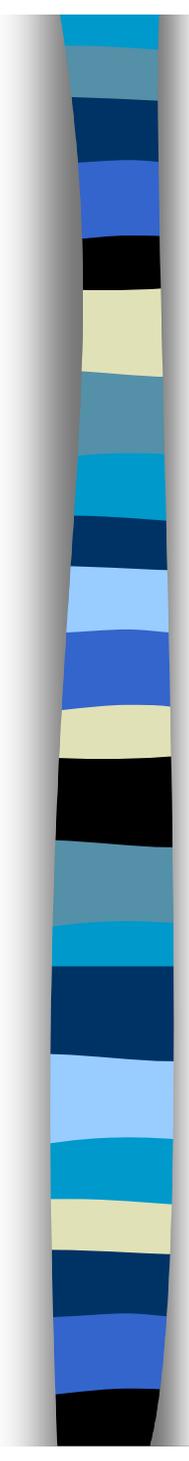
Business plan

- Change can't be for change's sake
- Need a business plan
- Layer goals: Critical, would like, not important
- Timeline and backup timeline
- When are you done?
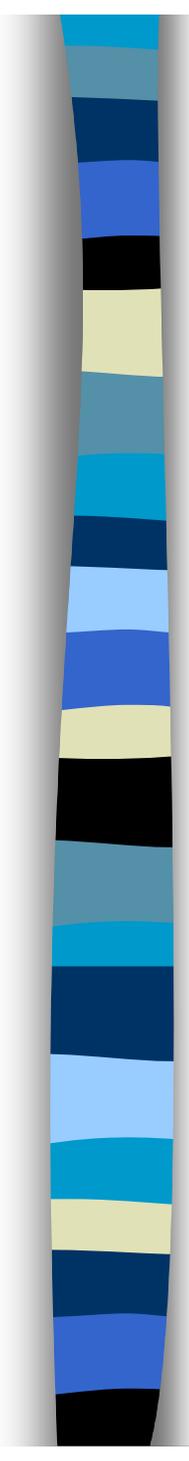
Manage people

- Adult learners need context
- Culture of show me how
- Why important to them?
- How will this make my job better?
- Solicit their input. And listen to it.
- Sometimes, it's OK to say "just cuz"

- Big training
- Little handouts in digestible bites with pictures
- Follow up with tips
- Reward, praise
- Overtrain, overteach, overcoach

Hyperlinks · · · · · · · · · ·

More stable. Eating paragraphs fixed. Disappearing fixed. Unable to see them in the workbench: Fixed.
Highlight word, rightclick, select Interactive.
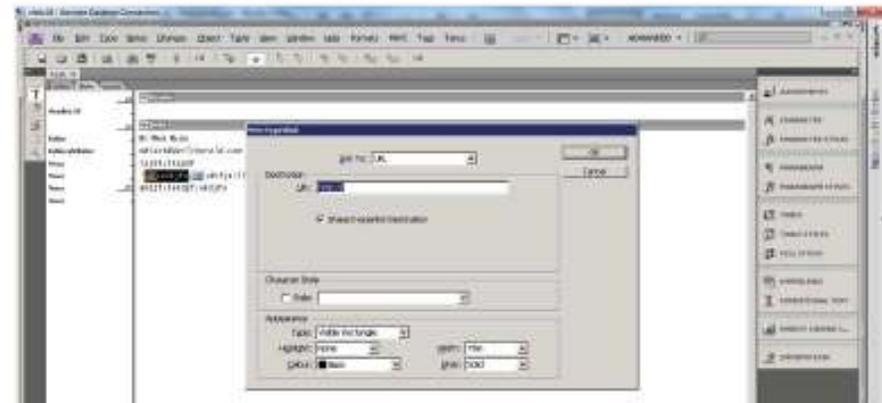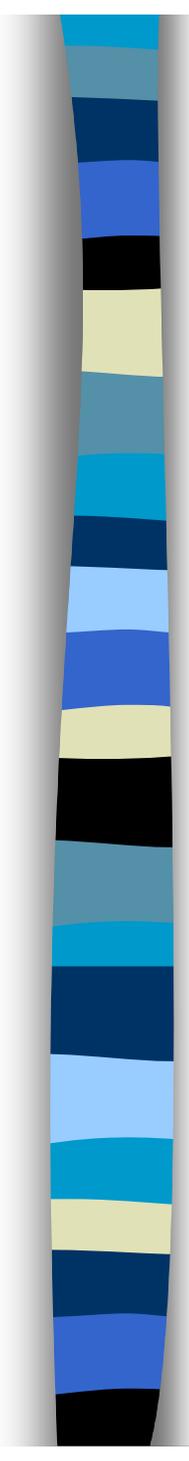
What's your PR campaign?

- Plan it out
- What are you celebrating?
- What are you excited about?
- What are others excited about?
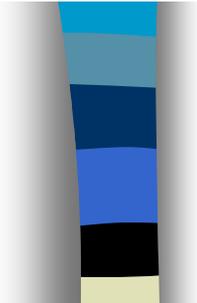
What is Dann "Deduced Category" Gire most excited about? Learning about deduced categories, of course, so suburban entertainment stories can get credit for the traffic they give us.

Sometimes we run business, sports or entertainment stories in the main news section but their online category should not be news. To change it, select Edit Properties on the story, hit the web tab, changed the "deduced" category to whatever it should be. Keep the attached handout for reference.

What am I most excited about? That we're sticking a toe in the water for publishing content targeted for different digital platforms with the parent-child option you have to use on breaking news stories or stories in which you want to have different content for the web.

If you're a bit confused on parent-child and how to do it, Travis will be walking about the Arlington Hts. newsroom this week doing some one-on-ones and he'll also have a short Q&A, walk-through at 10 am in 424. I'm also attaching a hand-out on this. It's important you understand this since we will be using parents-kids on election night.

Tune in to tomorrow to see what in 6.7 made a very happy John Radtke get a little misty-eyed :)

Teresa

PS: How many characters should a summary be to fit in the home page rotisserie? If you said 392, you are absolutely correct!
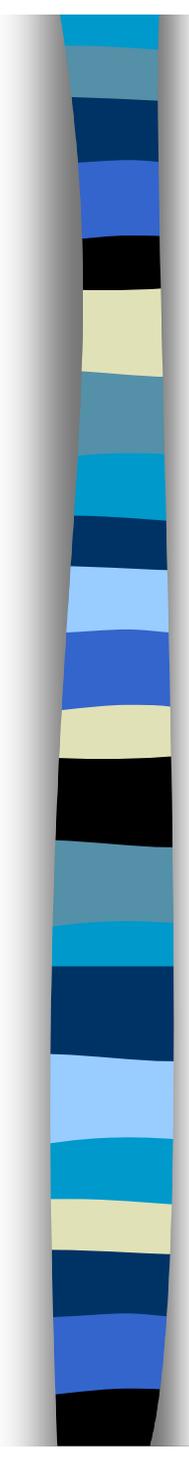
Manage your team

- Don't go it alone
- Find strongest and weakest links, train to both
- Keep your team enthused
- Stack the deck in your favor
- Admit up front that no plan is perfect
- Be prepared for backsliding
- Continuous feedback loop
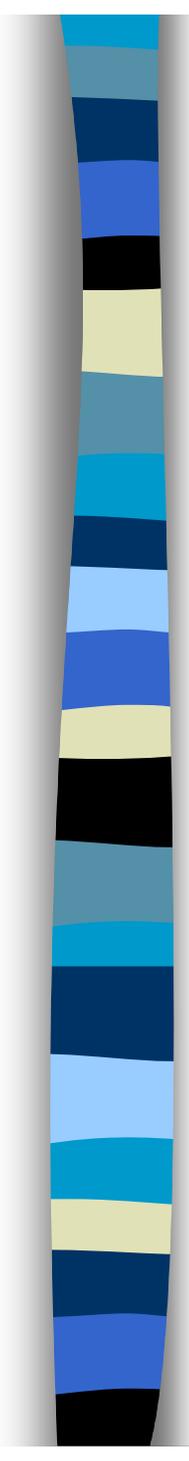
Manage yourself

- Make sure you take breaks
- Prepare yourself for the questions
- Hide when you need to
- Give yourself time 4-6 weeks after implementation for questions
- Give yourself 1 day a month forever
- Plan for revisions
- Plan for failure
- Plan to change the plan
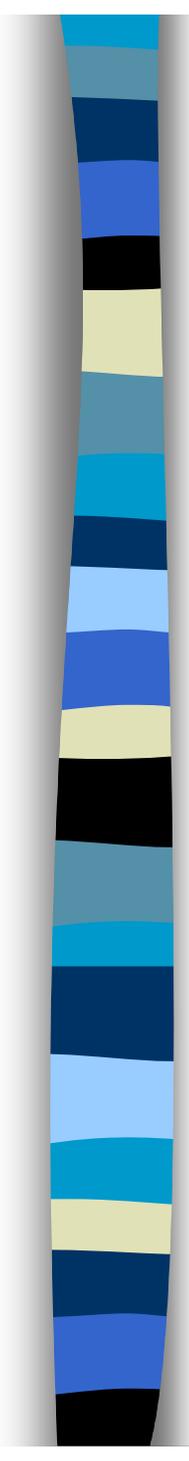
Final thought

"Society is always taken by surprise at any new example of common sense."

Ralph Waldo Emerson (1803 - 1882)