

COMMUNICATE. COLLABORATE. EDUCATE.  
WHERE WE STAND AND WHERE WE'RE GOING



# iConnect Solutions

2014 CONFERENCE



## Who's on First? Changing Culture

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8-time Cheetah Hunt rider at 2013 Saxo user conference

# Daily Herald: The Old Way

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- Daily Herald: The Old Way

## 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

## Front-line editor

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

## Graphic artist/photographer

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



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# Daily Herald: The Old Way

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- Daily Herald: The Old Way

## Web editors: 4.5

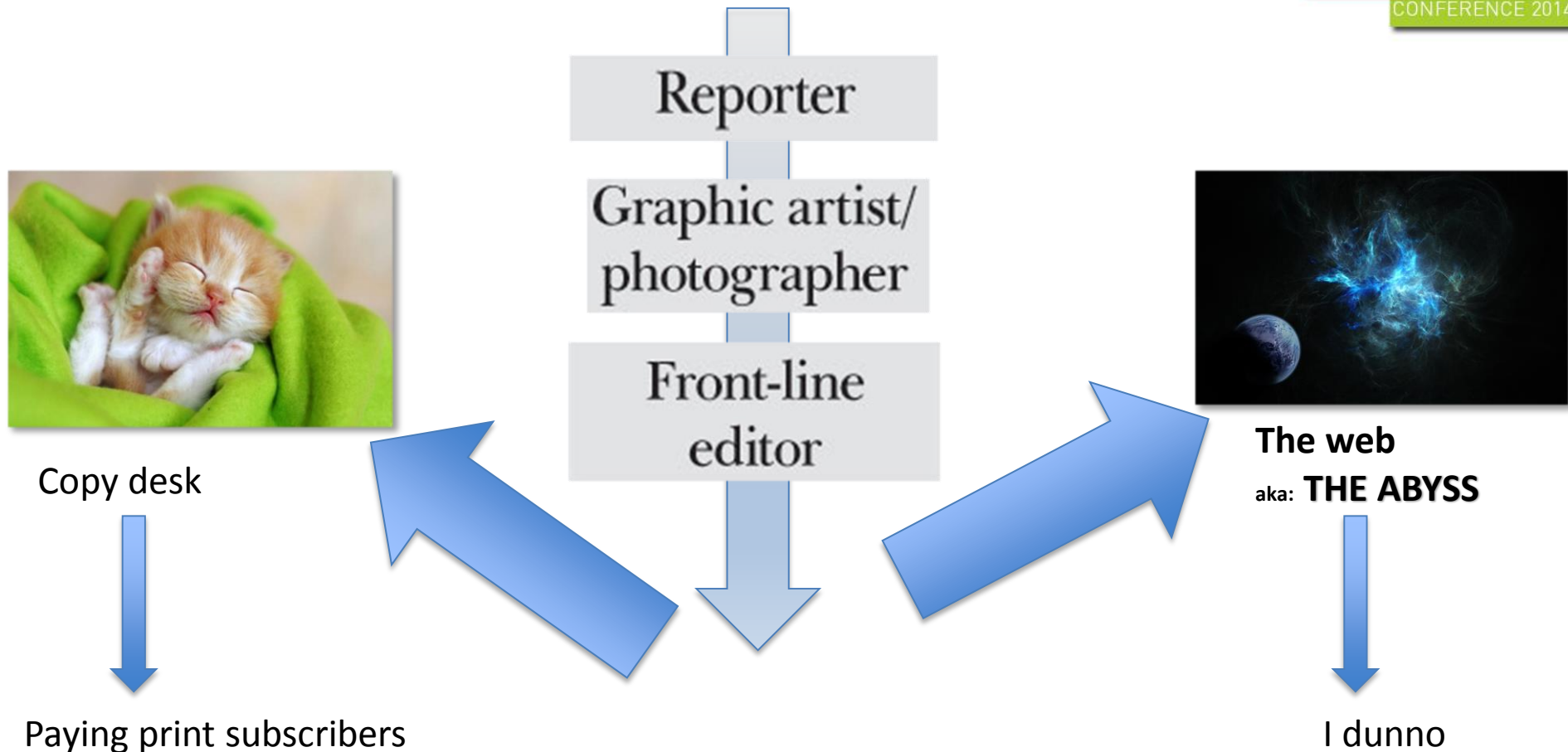
- Handle all stories in online UI
- Sweep, post all wire stories
- Staff website seven days a week from 6 a.m. to 10 p.m.
- Post stories as soon as reporter is done
- Find stories in online UI under print publication date, change publication date to current, resave
- Fill out all headline fields
- Fill 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



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# Daily Herald: The Old Way

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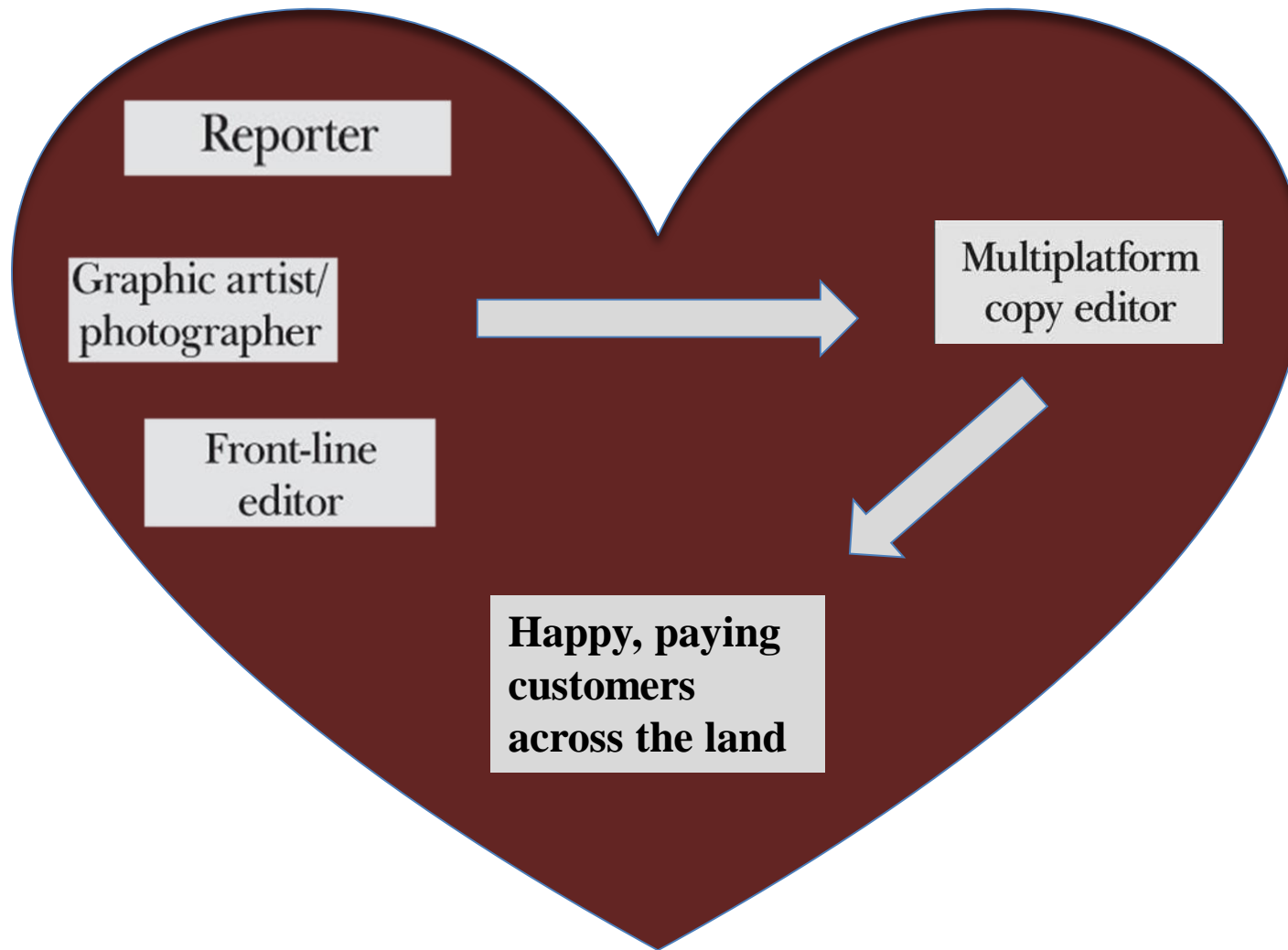


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# Daily Herald: The New Way

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# Why

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- 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
- Manage social media
- Manage e-newsletters



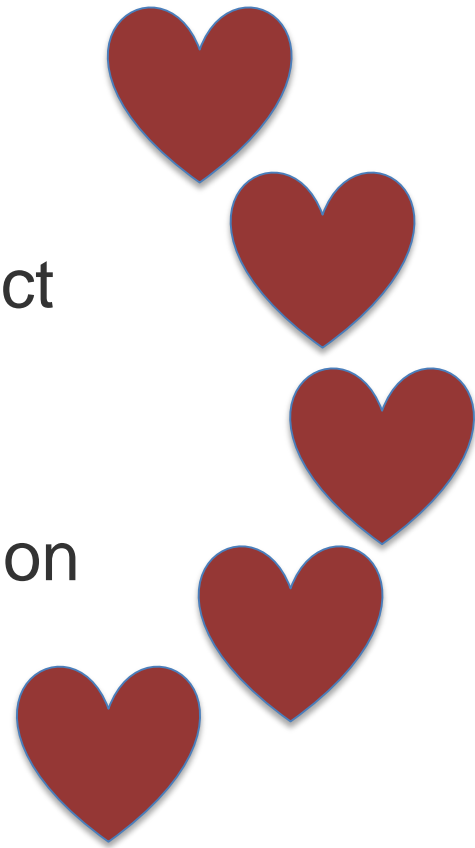
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# Results

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- Posting time reduced from 12 min. to few seconds
- Isolated web team folded into newsroom
- Positions shifted to content creation
- Significant drop in quality complaints, direct contact with readers
- SEO hits increased
- Traffic hit highest level since implementation



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# Results

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- Multimedia assets tripled
- New assets added
- Tangible morale improvement
- Payroll savings
- Increased posts in peak traffic times
- Paywall a “success”



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# Results

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- Won E&P innovation award, AP best website in Illinois, AP best sports website, AP innovation award, Peter Lisagor awards, Inland design awards, ACES headline contest awards.
- Increased social media engagement
- Quadrupled FB following.
- Tripled Twitter following.



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# Tips for implementing change

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



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# Business plan

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- 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?



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# Manage people

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- 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"



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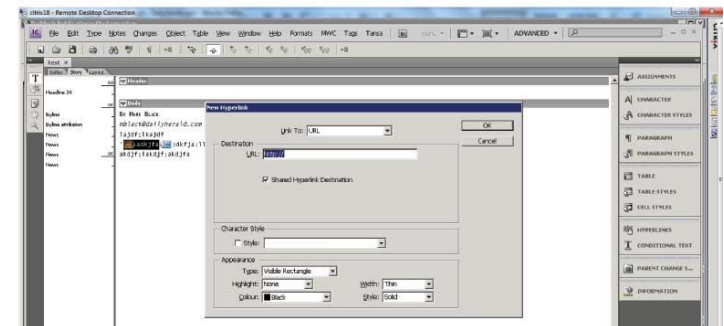
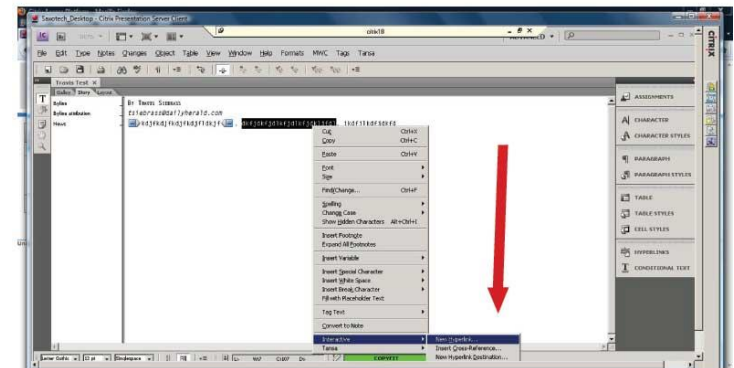
# Results

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

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## Hyperlinks

More stable. Eating paragraphs fixed. Disappearing fixed. Unable to see them in the workbench: Fixed. Highlight word, rightclick, select Interactive.



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# Plan a PR campaign?

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- Plan it out
- What are you celebrating?
- What are you excited about?
- What are others excited about?

From: Schmedding, Teresa  
To: Editorial; Niche  
Cc:  
Subject: 6.7 awesomeness countdown

Sent: Tue 2/28/2012 9:46 AM

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-



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# Manage your team

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- Don't go it alone
- Train to strongest, weakest
- Keep your team enthused
- Admit plan is not perfect
- Be prepared for backsliding
- Continuous feedback loop
- Give space



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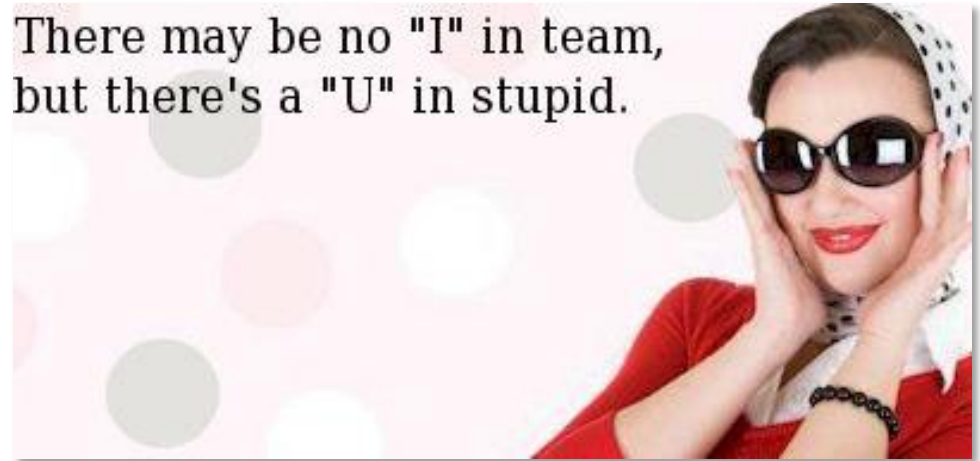
# Manage everyone else's team

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- Change you, not the system
- Describe goal, ask how to get there
- Ask how others do it
- Be realistic about unique needs
- Put needs in context
- Put needs in their context
- Say thank you
- Say thank you again

There may be no "I" in team,  
but there's a "U" in stupid.



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# Final thought

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

Ralph Waldo Emerson (1803 - 1882)



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