# When you shift to online publishing...

- Your audience is redefined.

- Your timeline is redefined.

- Your definition of content is redefined.

The online revolution in high school media should fundamentally change your journalism classroom

Managing the Online Newsroom SNOsites

# What an online newsroom looks like…

With an online-first attitude, there is no "cycle."

- ○ Every day is a brainstorming day.
- ○ Every day is a writing day.
- ○ Every day is an editing day.
- ○ Every day is a publication day.

A story might take three weeks or thirty minutes to produce.

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If we let the needs of online newsroom shape our journalism program, what we get is...

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# CHAOS

Staff members will be in different points of the production schedule daily. And that's OK.

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# Leadership structures

Accommodate the online-first philosophy by revising student leadership positions and descriptions.

- Have an online editor-in-chief or a web managing editor.
- Roles for managing editor (assignment editor) and photographers/photo editors are important.
- Consider having a social media coordinator.

# Leadership roles

Editors need to **own** their positions

- to keep up with story ideas.
- to keep the audience informed.
- to keep up with the editing.
- to make decisions responsibly.

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# Day-to-day Activities

**Review.** What was published yesterday? Did it get read?

**Brainstorm and plan stories.** What's happening today? What do readers need to know?

**Lessons.** What does your staff need to learn? Teach them.

**Set a priority for the day.** If it's the print edition, spend time on design, editing.

# Day-to-day Activities, continued

**Communicate beyond classroom.** Develop a virtual space and a method to facilitate organization and communication.

**One-on-one checkins.** These add accountability and opportunity to redirect student efforts.

**Story groups.** Pull writer, editor, & photographer together.

**Leadership meetings.** Meet daily.

**Staff meetings.**

# Plan for big news and quick coverage.

- Plan for how writers/editors will communicate when class isn't in session.
- Have a plan for getting approval to publish.
- Have go-to writers and photographers.
- Think about photos when you assign the story.
- Let a story progress from social media to brief to full story

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# Coverage: Timeline and deadlines

- Don't just use the general deadline for a print issue.
- What deadline makes sense? What deadline is realistic?
- Set up an editing process that allows for writers to finish stories successfully. Individualize.

# Use a collaborative writing tool

You need a tool that allows you to collaborate in real time to speed up the editing process.

- Google Drive (Apps/Docs) is great for this.
- Share a folder rather than a Doc
- Have a master planning spreadsheet/plan

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# Getting it done

Have a plan for when writers slack off, flake out, or just don't produce.

# Questions?

Email: jason@snosites.com

Twitter: @JournoAdviser