



Leading Digital Newsrooms

Taking Newsroom Staffs Deeper
into the Digital World

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My first job as a newbie in 1976 was to help a newsroom convert to computers. We have been adapting and growing ever since. The pace of change will only get faster, so get on board now.



Let's **Bust** Some Myths

Myth No. 1



Only the young can do digital media. You can't teach **old dogs** new tricks, so we can just kick them to the curb.

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Myth No. 2




Young people -- digital natives -- grew up with this stuff. **It's easy** for them. Like breathing.

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300 Spartans

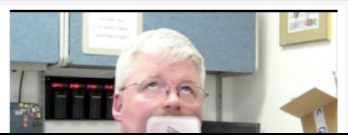
HOME ABOUT CONTACT ME MSU J-SCHOOL



MARCH 28, 2010

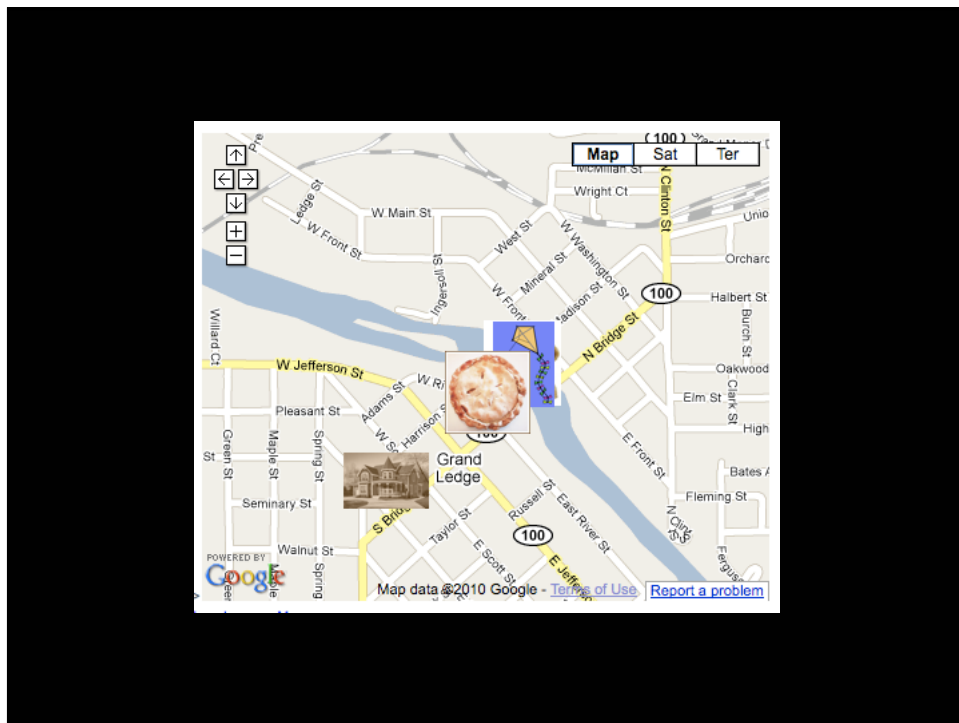
Some Tips on Handling Video, Photo

OK, OK, this is not what we intended, but big applause for the person in our class who did an on-camera interview. That



Blogroll

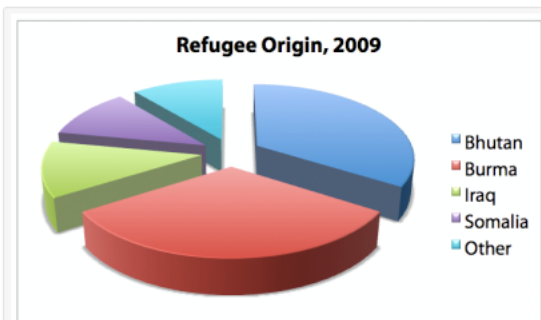
- [Delhi Township/Holt, by Danielle Beer](#)
- [DeWitt Township, by Rachel Sylvester](#)
- [Dimondale, by Kayla Deneau](#)
- [East Lansing, by Carter Moulton](#)
- [East Lansing, by Cristina Toscano](#)
- [East Lansing, by Kara](#)



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St. Vincent Catholic Charities provides social services to Lansing, including a refugee resettlement program

Everyone has been haunted by those brief TV commercials that show children living overseas in extreme poverty – sleeping in dirt huts, surrounded by malnutrition and in seemingly hopeless situations. The desire to help humanity is strong, but so are the realistic hurdles of being continents apart. [St. Vincent Catholic Charities](#), a nonprofit agency best known for its Children's Home, provides opportunities for Lansing residents to work with international refugees. "That's



Sixty-six percent of the 644 refugees were from Bhutan and Burma in 2009. The majority resettled in the Lansing area.

TOTAL REFUGEES RESETTLED (SINCE 2000)

Cuba	1333
Burma	674
Iraq	326
Bhutan	309
Afghanistan	253
Sudan	210
Liberia	202
Burundi	142
Uzbekistan	129
Bosnia	116
TOTAL	4686

Refugees' top ten countries of origin

"We need volunteers for everything we do," Picot said. "In order to help people, you need to have community behind you." Eighty percent of St. Vincent's \$10 million budget originates from federal funding. The rest comes from fundraising, grants and other donations. Picot noted that the government contributions have been decreasing in regards to the cost of living. "When funding has to be cut, very often it is cut to programs that serve those without a voice," she said, including the homeless and children in that category.

Picot acknowledged that people often wonder how she can work in what could be considered a "depressing" environment – dealing with poverty, abuse, refugees and countless other hardships. But Picot said she does not think of it this way. Helping people in situations of crises is easy for her because there is a difference and change being made. "Rather than just hearing the stories and feeling helpless, you're actually able to do something about it," Picot said.

Each point on the map shows a resettled refugee's country of origin. All statistics were found on [St. Vincent's site](#).



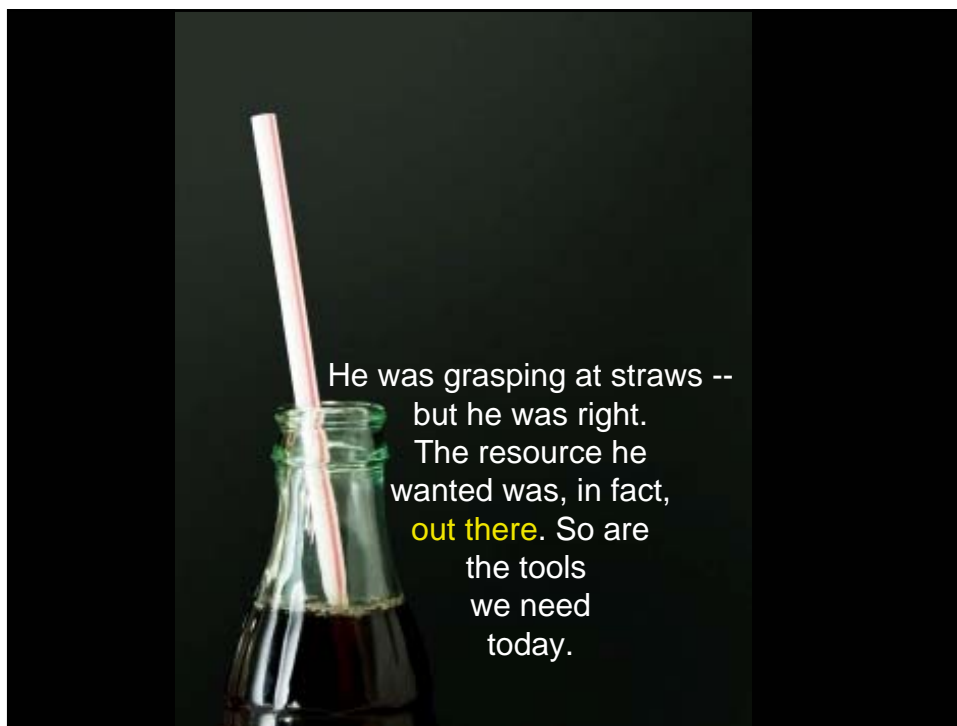
Myth No. 3

It's just a bad economy and digital media is just a **fad**. These things come and go in **cycles**. If we just wait, everything will be a-l-l-l-l better!

What My Son Taught Me

- Coke.com, circa early 1990s
- The rental car, Germany and the camera
- 'Find a job where you will use technology.'

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When is a camera



really a **pencil**?

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Duh!



So, what are we gonna **DO**
about it?

Rule 1: Don't:



Instead, Lead with:

Enthusiasm

Openness

Curiosity

Inclusion

Urgency



Recognize & Reward

- In-house experts
- The power of mentoring
- The value of a **good mistake**
- Rapid prototyping
- Ready-made tools

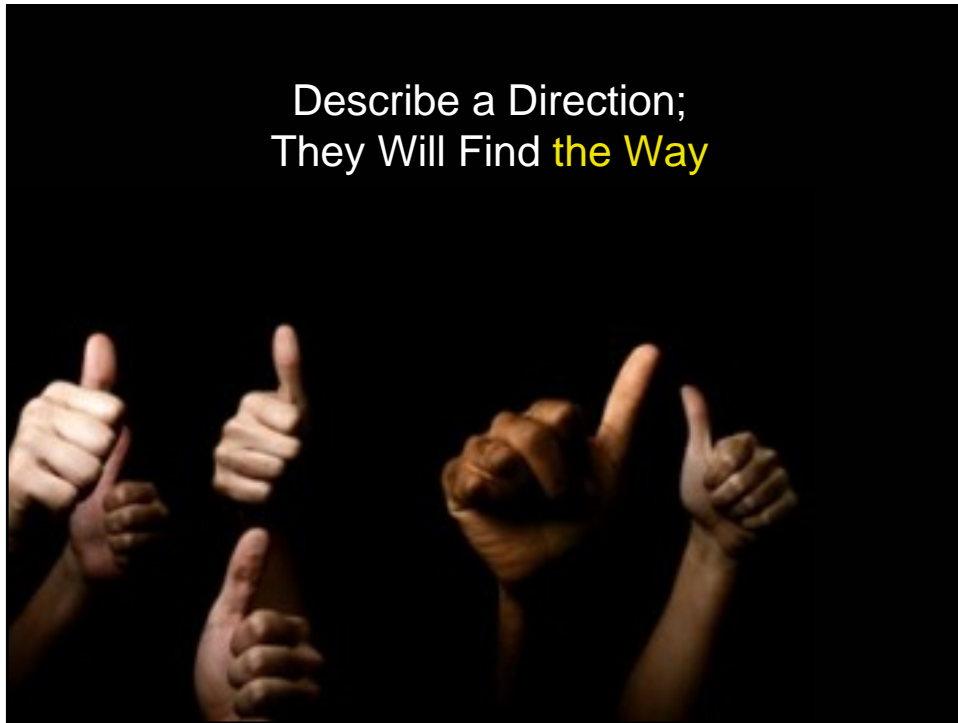
Using Social Media

1. Listen
2. Participate
3. Audience is **on stage**
4. Transparent

Give 'em

- **Flexible** hours
- Sweet equipment & software
- Freedom to **create**
- Credit
- **Room** to have fun

Describe a Direction;
They Will Find **the Way**



Thank you

Joe Grimm

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