18) HOW TO TEACH NEW MEDIA SKILLS TO VETERAN JOURNALISTS

Summary

Newspaper/radio/TV veterans have been in the business for many years, even decades. Yet with the transformation of how news is delivered and consumed via digital technologies, many veterans have outdated skill sets.

Challenge:

Come up with a method and lessons/drills for industry personnel to learn new skills and knowledge. The challenge includes defining what digital knowledge is essential. What do veterans need to know about content delivery (protocols, etc.), marketing (SEO, SEM), mobile devices, social media, etc.? Would this knowledge change if the veteran were in sales or marketing?

1) The name of your company / organization?

   The company submitting this challenge prefers to remain anonymous

2) Explain your “challenge.” Be as descriptive as possible, providing relevant background or other information to help student competitors clearly understand the problem to be solved.

   Have you ever met a newspaper/radio/TV veteran who may have been in the business for 20 years? He/she may have little to no knowledge of digital (and possibly very little interest) but is now faced with professional expectations to adapt to this evolving landscape.

   Create a digital media “boot camp” (or is it a digital tool kit?) to help this media veteran join the fray. Focus less on reporting and more on “what is digital.” What tools/devices/expertise do they need to be successful? What MUST they know? What “drills” would you take them through...social media, mobile apps, mobile WAPs, websites, tablets, SEO, SEM, reputation management?

   What, if anything, would you do differently if they were in sales or marketing? What if they had a personal Facebook account but were baffled by other platforms (Instagram, Pinterest, etc.) Would you tailor training differently?

   This cannot be a seminar or workshop. The project plan must include specifics on drills/courses, how lessons would be taught/executed and expected knowledge results. It must define how campers would be “graded” and how much time the “boot camp”
would take. High value will be placed on creativity and innovation of drills/lessons.

3) How would you know if a student entry has produced a good solution? That is, how would you measure the effectiveness of the solution (e.g. surveys, online audience metrics, etc.)?

Company’s team of digital audience, technology and revenue experts would gauge viability based on variety of measures.

4) Are there additional criteria against which the proposed solution should be evaluated? (e.g. well-designed, attractive interface, usability, mobility, low-cost implementation, etc.)?

Potential speed of execution; cost of implementation; functionality for staffers; knowledge of other players/competitors in this market and tactics to address them.

5) What resources are available to help inform and guide the student competitors (e.g. data sources, reports, articles, audience metrics, etc.)?

Negotiable based on student requests

6) Please provide the name(s) and contact information of someone we may contact if we have questions about your “challenge.”

Company requests confidentiality.
Challenge #18

Many print and broadcast veterans have not kept up with the new skills and knowledge essential for journalists to thrive in the Digital Age. Create a digital media “boot camp” or tool kit to give these veterans the expertise they need.

Written materials¹:

1. Cover page with title, number of the challenge addressed, list of contributors and contact information.
2. One page executive summary w. title – required (12-point type, may be single-spaced)
3. White paper
   a. Required: Title, problem restatement and proposed solution (What is your innovation?), maximum three pages
   b. Required: Measurable aims: how will you know if your solution works, maximum one page.
   c. Required: Project description, maximum of 10 pages total
      i. Required Evidence to support your approach
      ii. Required Necessary resources to implement your solution
      iii. Required Implementation plan
      iv. Required Timeline
      v. Required: Technical approach/details/steps to creation of working prototype. This might include a primer approach to teaching veterans, complete with a glossary of digital media terms, a self-guided “how to” training course, and drills that help them learn and perfect new skills.
      vi. Optional Testing/Pilot Plan; how will the effectiveness of the plan be assessed? Whatever training you suggest should be tested or focus-grouped to ensure effectiveness when applied to a larger group.
   d. Required/Optional: Financial Information – no page limit
      i. Required Proposed budget and budget justification. What will this cost to implement?
   e. Appendices – optional, no page limit. Note: judges are not required to read appendices.

See pg 2.

¹ All written materials in the white paper must be in a normal 12-point type, double-spaced, unless otherwise noted. Charts, tables, illustrations and embedded spreadsheets may be single-spaced. Final deliverables of the cover sheet, executive summary and white paper must be three, and only three, separate Word documents or PDF files.
Presentation Materials²:

1. Set of PowerPoint slides without voiceover – maximum 20 slides as a PowerPoint file OR
2. Link to a viewable set of PowerPoint slides with voiceover – maximum 20 slides, 5 minutes OR
3. Link to viewable video presentation, maximum 5 minutes.

NOTES: Company specifies that your proposed solution “cannot be a seminar or workshop.” Rather, it should embrace a “boot camp” approach with “high value placed on creativity and innovation of drills/lessons.”

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² If the presentation materials are posted on a private website, complete instructions for accessing the site must be given.