

THE NEW JOURNALISM SKILLSET

What do you need to know to work in today's journalism?

Reporters:

Basically, you must be a strong writer with Web skills. That means—

- Know enough HTML to write your own Web update into a content management system (CMS) without training.
- Lose all fear of a digital camera, a video camera, or an audio recorder. Know the basics of shooting and editing digital media.
- Be interested in using databases, maps, and public records as source material.
- Know how to tell a story.
- Be a platform agnostic: Regularly practice videoblogging, use iTunes, post to YouTube.

Online News Employees:

- Know HTML.
- Understand CSS.
- Use Photoshop for basic tasks all day long.
- Copy edit like a pro.
- Be agile in at least one of the “trinity” of skill sets: multimedia, interactivity, data. That is,
 - ✓ Can you code a Flash stage for chaptered Sound slides?
 - ✓ Can you edit audio, photos, and video into a compelling multimedia presentation?
 - ✓ Can you manage a community of users?
 - ✓ Can you moderate comments and forums, reader-contributed stories, photos and video?
 - ✓ Can you build a maps mashup that feeds itself with data scraped from public records?
 - ✓ Can you design interactive graphics in Flash?

“Skillset is important. But mindset is most important.”

—Rob Curley, “Internet punk”

Adapted from Ryan Sholin's blog “Invisible Inkling,” <http://ryansholin.com/2007/02/05/further-notes-on-the-new-journalism-skillset/>