

# Go Interdisciplinary!

And be happy

What the \* do you mean?

# BR Data

Scientists

Coders

Journalists

Statisticians

Lawyers

Radio + TV  
Journalists

Bio-Engineers

Mathematics

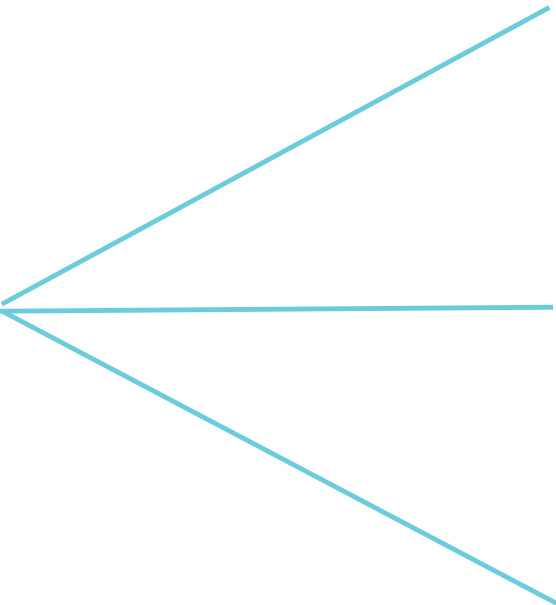
Open Data  
Activists

Designers

Topic  
Experts

Why?

Different  
Skill Sets  
+  
Backgrounds

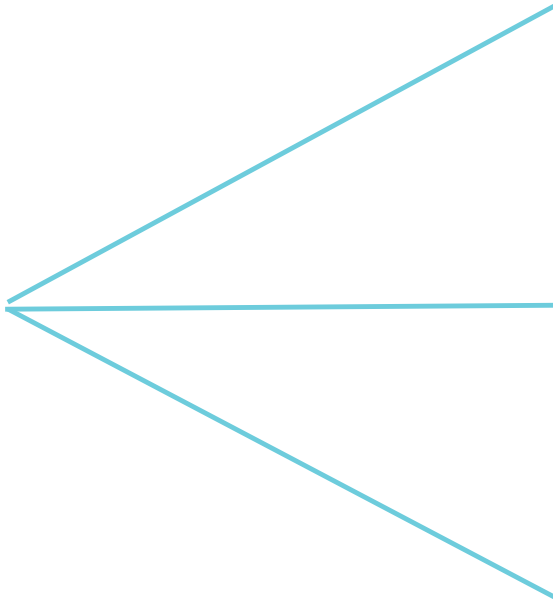


Diverse

Innovative

Effective

Skill Sets  
+  
Backgrounds



Diverse

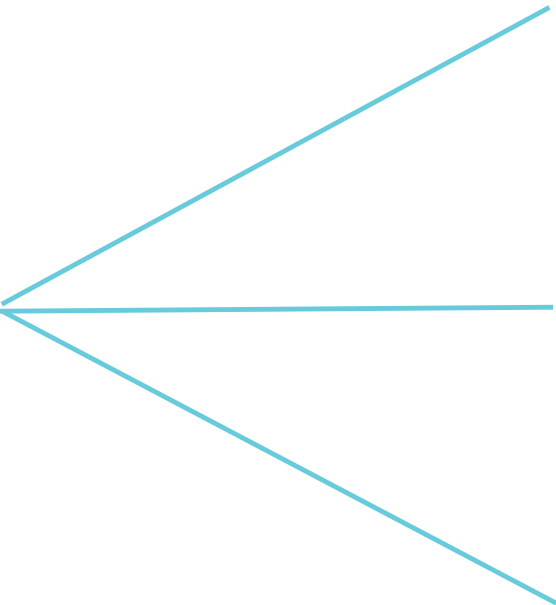


Innovative



Effective

Skill Sets  
+  
Backgrounds



Diverse



Innovative



Effective



# My Journey

**Industry**



**Academia**



**Industry**

Digital Newsroom

Nieman  
Fellowship

BR Data



Transmedia Team

AI/Automation Lab

Data Team



# Manifesto for Happy Newsrooms

The Plan B Version

# 1. Define Your Mission

“People in an interdisciplinary team need to fit together like puzzle pieces”

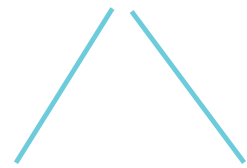
Cameron Hickey,  
Team Lead “Information Disorder Lab”  
at Harvard’s Shorenstein Center



Mission → Roles → People → Work

```
graph LR; Mission --> Roles; Roles --> People; People --> Work
```

Mission → Roles → People → Work



Narrow Simple

# Define Your Mission

Mission = Plan B

## 2. Grow Your Team Organically

“Your mission and your team have to grow together.”

Cameron Hickey,  
Team Lead “Information Disorder Lab”  
at Harvard’s Shorenstein Center





Transmedia Team



BR Data



Piloting Formats  
Connecting Web/Radio/TV

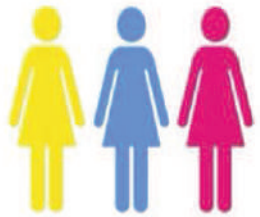
Innovation  
Journalism/Tech  
Interdisciplinarity

Investigative  
Data Journalism

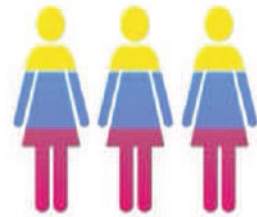
# 3. Grow Your Team Organically

Plan B: Spend More Time on Your Mission

# 4. Work With Overlapping Skill Sets



specialists



generalists

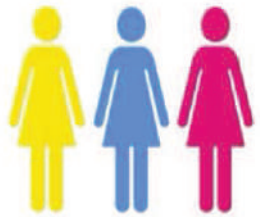


complementary

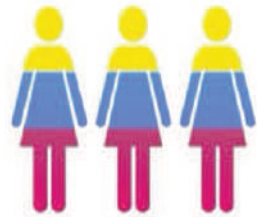


Ines Montani  
Start-Up Founder +  
Machine Learning Expert

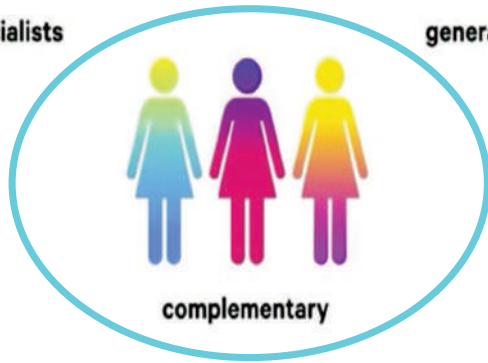




specialists



generalists



complementary



Ines Montani  
Start-Up Founder +  
Machine Learning Expert



# Work With Overlapping Skill Sets

Plan B: Start off with Generalists, Grow More Specialized

# 5. Find a Common Language

# Sharing Domains

“It’s a huge mistake to dive into a project without taking the time. In the end it will definitely save you more than it costs you.”

Ana Serrano,  
Chief Digital Officer  
of the Canadian Film Center





# Find a Common Language

Plan B: Save Time on Ice Breaking + Team Building

# 6. Hone a Digital Mindset

Find the Right Newsroom Model

“How far along is the company in shifting the values from the traditional to the digital product?”

Is the digital product at least valued as much as the non-digital product?”

Aron Pilhofer,  
Digital Strategies  
for NYT + Guardian



# Digital Product Valued?

WELL ...



Centralized

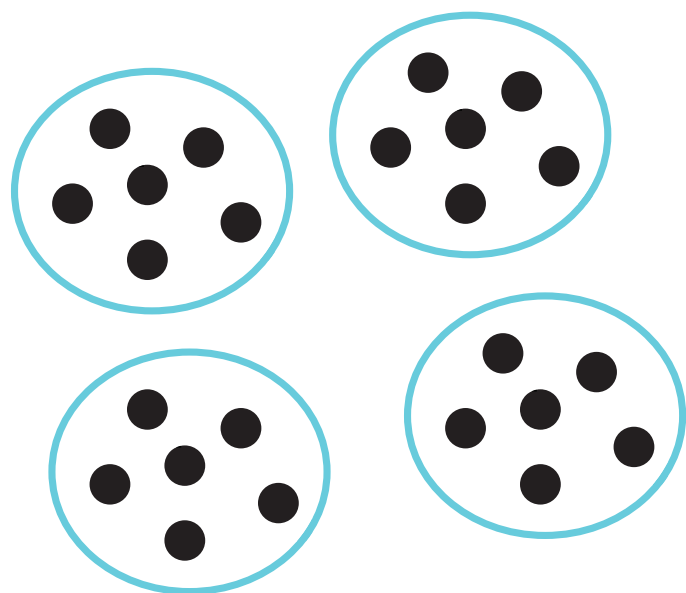
YES



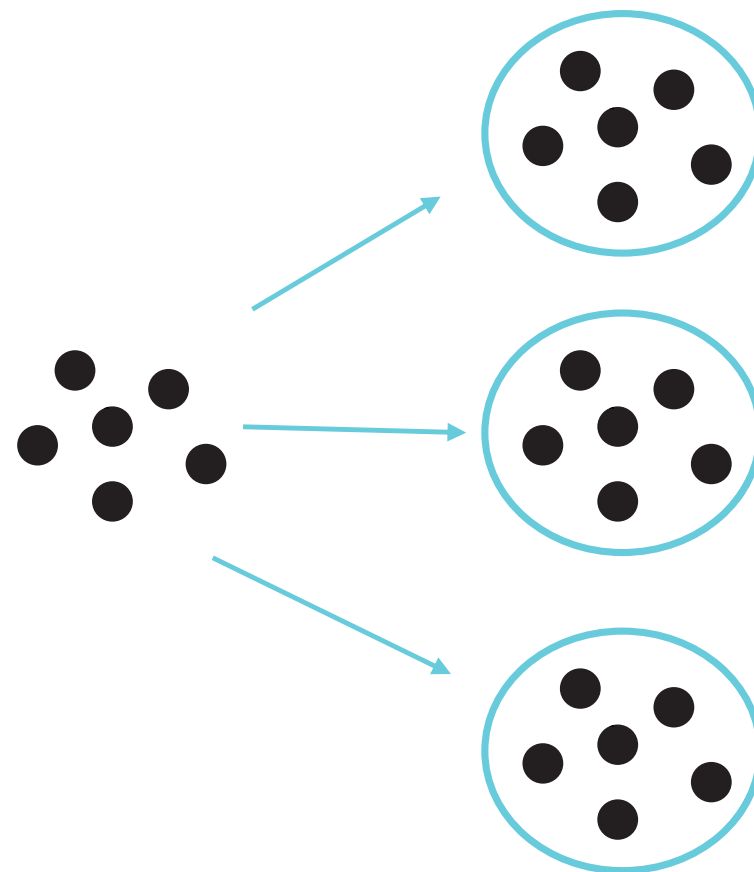
Embedded



Centralized



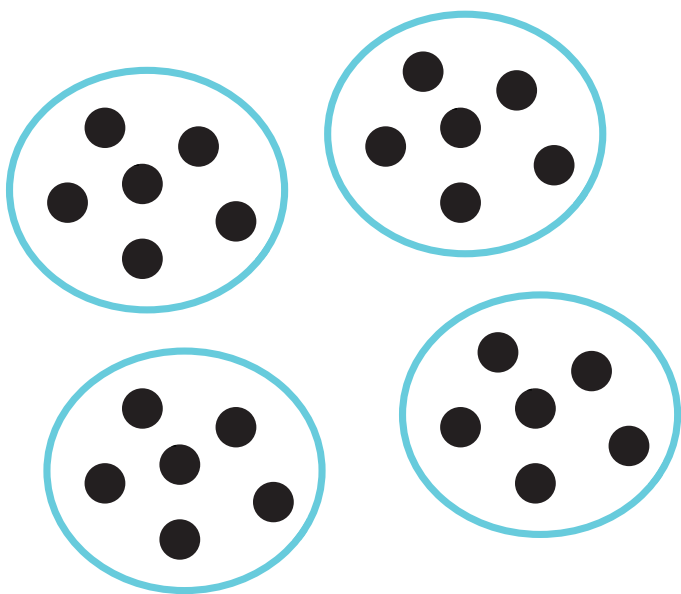
Embedded



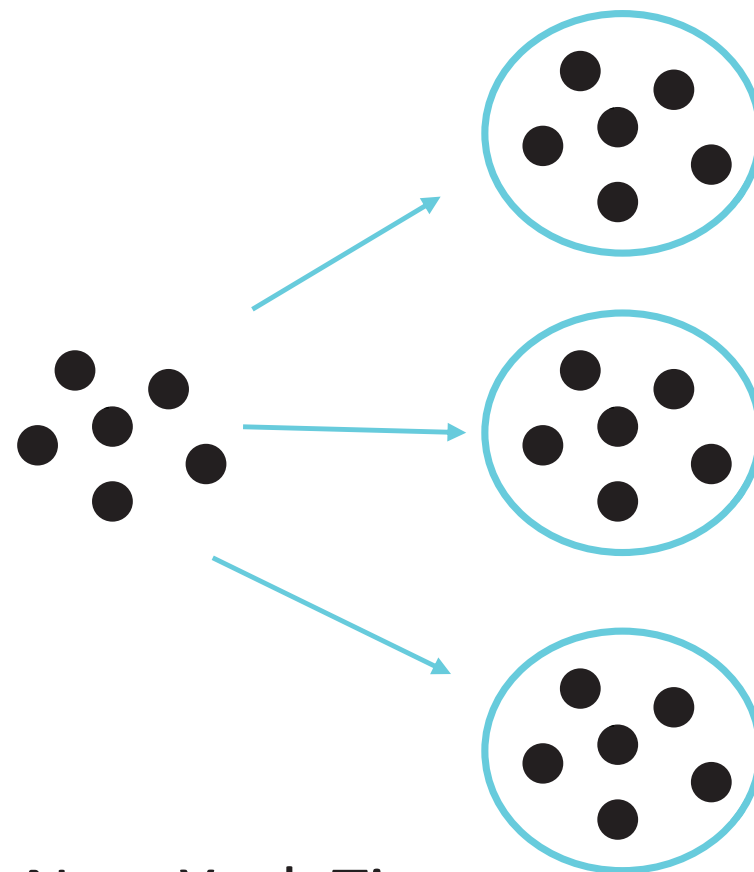
Centralized



Embedded



ProPublica Washington Post



New York Times

# Hone a Digital Mindset

No Plan B!

(In The Meantime Centralize Your Team)



search

July 9, 2019

## Working Across Disciplines: A Manifesto for Happy Newsrooms

For news outlets to successfully innovate, interdisciplinary teams are essential. Here's how to make them work



# Thank you!

ulrike.koeppen@br.de  
@zahnzehen