Go Interdisciplinary!

And be happy
What the * do you mean?
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
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

Piloting Formats
Connecting Web/Radio/TV

Innovation
Journalism/Tech
Interdisciplinarity

BR Data

Investigative
Data Journalism
3. Grow Your Team Organically

Plan B: Spend More Time on Your Mission
4. Work With Overlapping Skill Sets
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 ... YES

Centralized Embedded
Centralized

ProPublica  Washington Post

Embedded

New York Times
Hone a Digital Mindset

No Plan B!
(In The Meantime Centralize Your Team)
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
@zehnzenhe