



News, Improved

How America's Newsrooms Are Learning to Change

www.newsimproved.org

In looking at some of our more successful partners, we distilled a list of essential elements in building an effective learning program, or Newsroom University:

1. Keep the newsroom's goals out front.
2. Put someone in charge.
3. Engage the staff.
4. Illustrate specific goals.
5. Know the newsroom, know the market.
6. Identify trainers and develop modules.
7. Clarify expectations for attendance and participation.
8. Create a long-range training calendar.
9. Consider quality of training.
10. Measure impact of training.