

Skills journalists need in a Digital Era

Classes you should take to get a job now
and a better job in 5 years



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Marketing

- You'll need to market yourself to get hired
- You'll need to market yourself to get promoted
- You'll need to market your work



Strategic planning, budgeting, business plans

- You'll need to plan your career
- You'll need to justify spending on projects, hires, purchases, innovations
- You'll need to justify the expense for your staff or yourself



Public speaking, debate

- You'll need to speak up in meetings
- You'll need to be able to make presentations
- You'll need to be able to win arguments, handle public conflicts



Business psychology

- You'll need to be successful with crazy and sane bosses
- You'll need to be successful with crazy and sane co-workers
- You'll need to be successful with crazy and sane employees
- You'll need to make your crazy or sane self successful



Outside the classroom

- You'll need to know what's happening in your industry
- You'll need to be ahead of the curve, not behind
- You'll need to be smarter, faster, smarter



Accuracy, quality rules

- Basic rules on accuracy and verification stand regardless of platform
- Standard of completeness may change
- Without credibility, our words are meaningless