Hello and welcome!
I’m so glad you’re all here.
Founder, Kimbap Media

- Started as a local journalist, then became a data journalist.
- Moved into social media, audience, and digital strategy
- Became an editor and newsroom leader.
- Spent time in tech and product building CMSes.

Director, Careers and Culture at The Marshall Project
What might journalism look like with a generation of journalists of color who are ready to lead?
Small steps, but: Most big American newspaper newsrooms are now led by someone other than a white man

Among the 20 biggest dailies, nearly two-thirds of their newsrooms are run by a woman or a person of color (or both). But newsrooms still have a long way to go to be reflective of the communities they serve.

By JOSHUA BENTON    @jbenton    July 26, 2021, 4:33 p.m.

SOURCE: https://www.niemanlab.org/2021/07/small-steps-but-most-big-american-newspaper-newsrooms-are-now-led-by-someone-other-than-a-white-man/
American newsrooms are still much whiter than the communities they cover and substantially more male, especially in leadership positions. (As of 2018, surveyed American newsrooms were roughly 61% male and 84% white.)

SOURCE: https://www.niemanlab.org/2021/07/small-steps-but-most-big-american-newspaper-newsrooms-are-now-led-by-someone-other-than-a-white-man/
"Diversity doesn't stop with, like, Obama becomes president and somehow everyone is like, 'Racism is over.' That's not how things work," said HuffPost Editor-in-Chief Danielle Belton, who is Black.

What’s the problem we’re trying to solve?
"If you don't fill in the reporter roles, the social editors, people who work in sales and audience, and all these other different roles within the news organization, if you don't have diverse representation in those places, you don't actually have a diverse newsroom."

HuffPost Editor-in-Chief Danielle Belton

So how do I get there?

- Get inspired
- Make a plan
In chat: 
What do you want to do next?

Be specific.
Inspiration comes in many forms!

- Who currently holds this job, role or position?
- What identities do these folks represent?
- Who is missing from the table of power?
  - **HINT**: It’s **YOU**.
Remember:
Not all managers are leaders.
What makes a good manager a great leader?

Intentional and inclusive
Expectation of excellence
Domain expertise
Strong vision + clearly communicated goals
Make a plan:

- Set aggressive and ambitious goals
- Identify success metrics
- Set progress check-ins
- Remember, it’s about short- and long-term wins
- Completion may not be the end goal
Be tool agnostic!!
Good plans specify:

- What “done” looks like. What does it look like to finish the work?
- Deadline. When does the work need to be completed?
- Priority level. How important is this? How much time or effort is required?
- Scope. How much time or effort is required?
- Create parallel tracks: Roadmapping allows you to see the plans for multiple projects at once. This means you can prioritize tasks for both near- and long-term goals.
- Keep it current: Be clear about who is responsible for updating task or project status. Create recurring schedule for your team to review progress in the roadmap and make changes.
Break down a big idea for execution

**Goals**
- Desired outcomes and how you’ll measure success

**Projects**
- Collaboration between multiple team members
- Multi-step

**Tasks**
- Single owner/executioner
- Contained unit of work, cannot be broken down any smaller
Use milestones to work backwards

- What needs to be accomplished with one week til the deadline, one month til the deadline, etc.
- What does the project need to look like at the halfway point? Halfway between start and the first halfway point.
Breaking down ideas into tasks

- Take your idea and think of 3-5 things you need to accomplish in order to achieve that idea. These are your tasks.
  - Try to break your tasks down into even smaller pieces of work.
Use “timeboxing” to help guide your efforts

- How long do you think something will actually take?
- What’s the maximum amount of time you’re willing to spend on something?
QUESTIONS?

Please stay in touch:
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