

Surviving and thriving in a shrinking newsroom

Presented by Amy Wu at ONA '17

*Special thanks to our slide
sponsor:*



Join the conversation with #ONA17





- Senior government and ag reporter in Salinas, Calif.
- Covers city and county; works on state projects (investigative and data)
- Bicoastal, transcontinental, big cities and small towns
- Passion for community journalism
- Passion for storytelling

› Changing times (fast
and furious)









mollusk-tasking

What makes up the
› Chinese word for
“crisis?”

危機

Danger

Opportunity

How to survive and > thrive in a shrinking newsroom



We ran out of mozzarella cheese for pizza...

- **Within crisis lies opportunities**
- **Focus on silver linings, even if it's 1 to 2 %**
- **Embrace solo**
- **Hold true to ethics and professionalism**

› #1 Start at home





A close-up portrait of Woody Allen, looking directly at the camera with a slight smile. He is wearing his signature black-rimmed glasses. The entire image has a monochromatic red tint. Overlaid on the bottom half of the image is a quote in white text. Large, stylized white quotation marks are positioned on the left and right sides of the text.

80% of Success is Just Showing Up

-Woody Allen

› #2 Walk the streets



Oldtown Salinas is seeing an uptick in business especially around the holiday season (Wu)



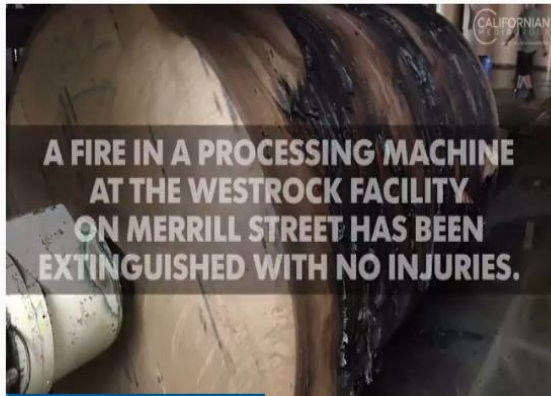
› #3 Think digital





Blaze extinguished in Salinas industrial building

The Californian Published 3:33 p.m. PT Aug. 30, 2017 | Updated 5:47 p.m. PT Aug. 30, 2017



Firefighters brought the blaze under control in 45 minutes with no injuries.



(Photo: Amy Wu/The Salinas Californian)

[f7](#)
[TWEET](#)
[LINKEDIN](#)
[COMMENT](#)
[EMAIL](#)
[MORE](#)

A fire in a processing machine at the WestRock facility on Merrill Street has been extinguished with no injuries, fire officials said.

The plant makes cardboard boxes for the agriculture industry, said Salinas Deputy Fire Chief Brett Loomis.

New Offers
Are Live Now!

\$449 | **36**
PER MO. | MOS.

\$3,799 DUE AT
SIGNING



2017 Avalon



LEARN MORE ►



Amy Wu @wu_salnews · Aug 30

Fire at WestRock likely caused by heat from machine and scrap material, paper. Official cause under investigation @salnews



[Comment](#)
[Retweet](#)
[Like](#)
[Share](#)



Amy Wu @wu_salnews · Aug 30

Salinas Battalion Chief Scott Myhre said the sprinkler system was very helpful in containing the fire before firefighters arrived @salnews



[Comment](#)
[Retweet](#)
[Like](#)
[Share](#)

> #4 Video, video,
video



VIDEO: Salinas preps for cannabis industry

f
12



in



Salinas Valley Medical Marijuana Center, Salinas, California, August 1988.

NEWS ★ RECOMMENDED



VIDEO: Cannabis Garbage Company

VIDEO: From Farm to Salad

From Farm to
Salad: the
harvesting of
broccoli rabe
by Amy Wu
u001a

CALIFORNIAN
MEDIAGROUP
ONE OF THE USA TODAY NETWORK

> #5 Know how much
is enough

Big Bend news briefs

FAMU searching for two anti-hazing administrators

Florida A&M University has started nationwide searches to hire a high-level administrator to oversee anti-hazing initiatives and a compliance officer for the famed Marching 100 band. The jobs — Special Assistant to the President for Anti-Hazing and Music Department Compliance Officer — also will be advertised in *Diverse Issues in Higher Education* and the *Chronicle of Higher Education*.

The new searches were launched two weeks after FAMU began a nationwide search for a new director of Marching and Pen

Bands. All three positions will play leading roles in implementing new policies and procedures involving the Marching 100, which has been suspended for the 2012-13 academic year following last year's hazing death of drum major Robert Champion. Larry Robinson, FAMU's interim president, said the goal is to have all three positions filled by the end of the fall 2012 semester.

TCC receives \$35K grant

The Tallahassee Community College Foundation has received \$35,000 as part of the Innovation Generation grant program from the charitable arm of Motorola Solutions Inc.

Through the grant, the TCC Foundation will improve student science achievement through family science and teacher development.

Since 2007, the Motorola Solutions program has provided \$30 million in support of science, technology, engineering and math (STEM) education programs across the United States.

Storm damage still being tallied

The National Weather Service is still assessing damage from Tuesday afternoon's storm.

Along with downed power lines and fallen trees, NWS meteorologist Kelly Godsey said there were multiple reports of hail during the storm. Much of the



Search



salinascalifornian

salinascalifornian Organic lettuce fields at T&A #salinas #agriculture #lettuce by Amy Wu



62 likes

JULY 17

Add a comment



Search



salinascalifornian

salinascalifornian Celery harvest at T&A
@salinascalifornian #agriculture #salads
#salinas by Amy Wu

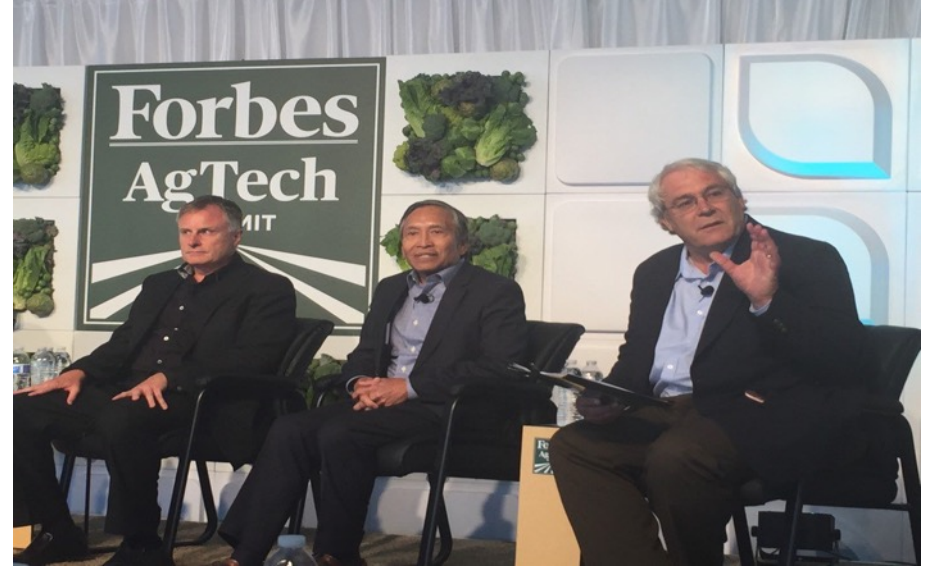
janet_santillan @astridIceballos sister
Mira a mi papi trabajando!

jrb74 The hardest workers. Thank you! 🙌
elcumpies 🙌



332 views

JULY 17





The Salinas Californian

about 3 months ago · 🌐

Taylor Farms gave participants of the 2017 Forbes AgTech Summit a tour of their vegetable processing plant in Gonzales.

The focus is on sustainability and green. The facility churns out over 4 million pounds of produce weekly to retailers including WalMart and Costco.

The facility has over 1,000 workers who tackle three shifts that start as early as 2am

The Californian's Amy Wu went on the tour.
[See Less](#)

1,196 Views

Like Comment Share



11

[Chronological](#)™



Michale Marquez Line #15 N #16 hayssen gang that's Taylors in gonza that's my area 😊

[Like](#) · [Reply](#) · [Message](#) · 🌐 1 · June 30 at 6:20pm



Write a comment...



> #6 Manage your editor



› Your turn. How do
you do it?



> #7 Collaborate

A woman with long blonde hair, wearing a white long-sleeved shirt, stands in front of a dark blue wall. The wall is covered with numerous yellow and blue sticky notes, some of which are arranged in vertical columns. The woman is looking down at the sticky notes with a focused expression. The background is slightly out of focus, showing a dark curtain on the right side.

How we did it: The Prop 47 project

IT STARTED AT A LUNCH TABLE JUST OFF BOURBON STREET WITH JOURNALISTS FROM PALM SPRINGS, VENTURA, REDDING AND SALINAS.

Greg Burton, Pacific Group Regional Editor, USA TODAY Network



Jose, 14, is many things.

He's a talented high school freshman



salinascalifornian 
Salinas, California

salinascalifornian Without DACA, Jose's path to U.S. citizenship could take 20 years or longer. @independentlens #EastofSalinas #DACA



Independent Lens

The Californian
PART OF THE USA TODAY NETWORK



49 likes

SEPTEMBER 7

Add a comment...



> #8 Think out of the
box





> #9 Connect with influencers



Joined ▾ ✓ Notifications 📌 Share ...

✎ Write Post 📷 Photo/Video 📌 Recommendation... ... More

 Write something...

RECENT ACTIVITY ▾

 **Laura Mendez** shared CBS13 CBS Sacramento's post. ...
👤 Admin · 8 hrs

 **CBS13 CBS Sacramento**
9 hrs 👍 Like Page

A Central California man who stepped in to stop an armed robbery could face legal troubles of his own.






ADD MEMBERS

✚ Enter name or email address... 

MEMBERS 22,032 Members (210 new)



SUGGESTED MEMBERS Hide

 **Patti Yuen** Add Member
 **Michael Ng** Add Member
 **Henry A. Menendez** Add Member

▾ See More

DESCRIPTION

This Group is to report Salinas Crime & News (not just Salinas)... [See More](#)

GROUP TYPE

Neighbors

CREATE NEW GROUP'S

Groups make it easier than ever to share with friends.

Create Group



Joined ▾ ✓ Notifications 📌 Share ...

✎ Write Post 📷 Add Photo/Video 📺 Live Video ... More

 Write something...

PINNED POST

 **Sandy McClellan Whittle** shared The Salinas Californian's post. ...
👤 Admin · Yesterday at 1:49pm

 **The Salinas Californian**
Published by Hootsuite [?] · September 18 at 5:30pm

"It's going to be a safer place in our community for the inmates and for the staff that has to work here." <http://ow.ly/Dbag30ffOjD>





ADD MEMBERS

✚ Enter name or email address... 

MEMBERS 10,584 Members (21 new)



SUGGESTED MEMBERS Hide

 **Joseph M Wu** Add Member
 **Michael Ng** Add Member
 **Patti Yuen** Add Member

▾ See More

DESCRIPTION

This Facebook group belongs to Salinas Neighbors United..... [See More](#)

GROUP TYPE

Neighbors

TAGS

Neighborhood watch · Salinas, California · Crime Watch · [More](#)

LOCATIONS

HELLO Salinas! Gonzales in the spotlight

Amy Wu, The Californian

Published 5:47 p.m. PT Sept. 19, 2017 | Updated 6:06 p.m. PT Sept. 19, 2017



Buy Photo



f 319

CONNECT



TWEET



LINKEDIN



COMMENT



EMAIL



MORE

Don't let Gonzales' size fool you - whether it be its 8,549 population, the several streets of downtown, or the single entry and exit (a turn off Highway 101) into this pint-sized city.

(Photo: Amy Wu / The Californian)

A 20-minute drive south from Salinas, Gonzales can be easily overshadowed, but Gonzales is steadily

emerging and holding its own with an economy led by agriculture, agtech and lately, cannabis.

The city, one of five cities that make up the Salinas Valley, is a base for major agriculture companies including Taylor Farms, Pure Pacific Organics, Growers Express, Ramsay Highlander, Healthy Soil and beer and wine company Constellation Brands.



Luigi's Restaurant: Gonzales

17 hrs · 🌐

So proud to be part of such a wonderful community!

<http://www.thecalifornian.com/.../hello-salinas-go.../610755001/>



HELLO Salinas! Gonzales in the spotlight

City of Gonzales is seeing a growing economy, and is a base for companies...

THECALIFORNIAN.COM | BY AMY WU - GOVERNMENT WATCHDOG JOURNALIST

👍 Like 💬 Comment ➦ Share

👤 Mari Lynch and 22 others

Top Comments ·



Write a comment...



Mari Lynch Great story, Amy Wu. As MacGregor Eddy wrote in her 11/3/16 "We Could Car Less" column in The Salinas Californian, "Gonzales is place to go for a safe, relaxed and scenic bicycle ride."
<https://twitter.com/HERHelmetThurs/status/910909500381646081> Make use of Luigi's Restaurant: Gonzales bit.ly/HHTdiscounts on Thursdays: <http://hht.herokuapp.com/home/detail/277>. Thanks to Ben and the Bozzo family, Ryan Gerhard, and all Luigi's staff for their extra warm welcome on Thursdays to people who bike.

Like · Reply · 14 mins



Write a reply...



City of Gonzales, California

Yesterday at 5:24am · 🌐

Here is another article published this week about Gonzales. Thank you to Amy Wu of the Californian for coming to visit us.



HELLO Salinas! Gonzales in the spotlight

City of Gonzales is seeing a growing economy, and is a base for companies...

THECALIFORNIAN.COM | BY AMY WU - GOVERNMENT WATCHDOG JOURNALIST

👍 Like 💬 Comment ➦ Share

👤 You, Michelle Slade, Dia C Rianda and 57 others

Chronological ·

2 Shares

2 Comments



Paul Miller Great article about our city. Thanks Rene Mendez

Like · Reply · 2 · Yesterday at 7:14am



Mari Lynch Great story, Amy Wu. As The Salinas Californian columnist MacGregor Eddy wrote in her 11/3/16 "We Could Car Less" column, "Gonzales is place to go for a safe, relaxed and scenic bicycle ride." Boosting the city's #sustainability efforts, Luigi's Restaurant: Gonzales and La Plaza Bakery & Cafe, Gonzales give bit.ly/HHTdiscounts on Thursdays to people who bike. Other Gonzales businesses and organizations not on this Monterey County list <http://marilynch.com/.../HER-Helmet-Thursdays-Quick...> are encouraged to sign up by Nov 1 to be in the 8th anniversary edition of the #HERHelmetThursdays guide. <http://marilynch.com/.../monterey-county-businesses-and...> Still no fee to participate in this public service ecology-economy sustainability project. #bikesmeanbusiness

Like · Reply · 18 mins

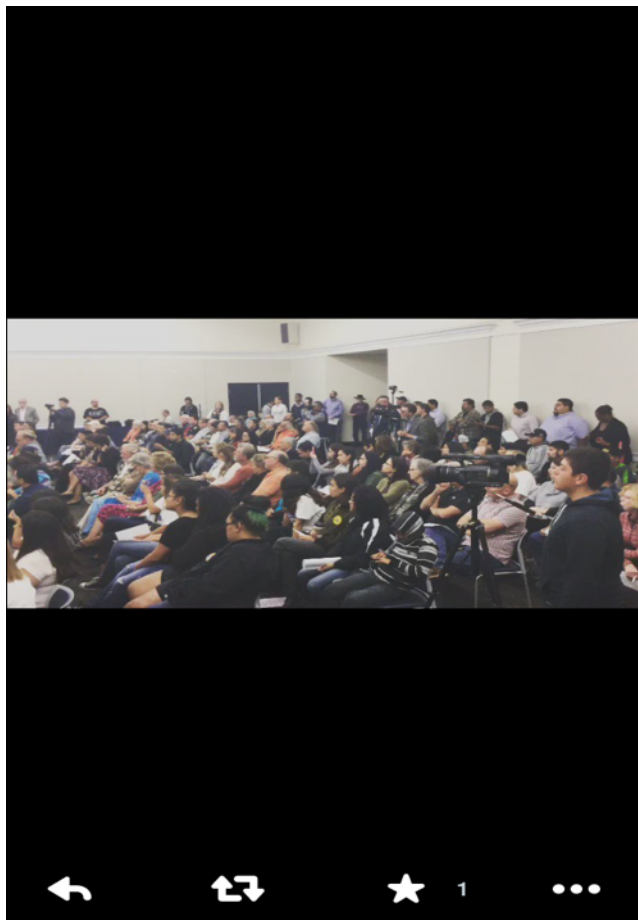


Write a reply...



› #10 Build your brand







> #11 Tap young talent (or
senior talent)



Otter Realm
@OtterRealmNews

Home

About

Photos

Reviews

Videos

Posts

Community

Create a Page

OTTER REALM

CALIFORNIA STATE UNIVERSITY, MONTEREY BAY'S OFFICIAL STUDENT-RUN NEWSPAPER

Like Follow Recommend ...

Call Now

Message

Status Photo/Video



Write something on this Page...

Photos



College & University in Seaside, California

4.1 ★★★★★

Community

See All

Invite your friends to like this Page

1,022 people like this

998 people follow this

36 people have visited

Adam Pinterits and 1 other like this or have visited

About

See All



Benito Link

[FRONT PAGE](#)

[NEWS](#)

[COMMENTARY](#)

[FEATURES](#)

[CALENDAR](#)

[NOTICES](#)

[OBITUARIES](#)

[SU](#)

Thursday, September 21, 2017

San Juan Bautista City Council Hires Interim City Manager

posted on 09/21/2017 by Laura Romero, *Reporting for BenitoLink*





> #12 Welcome the virtual newsroom





> #12 Understand analytics



Created: Sep 20, 2017 4:08 AM PDT

Top bylines today (desktop + mobileweb)

Salinas CA - Global

Wed. 20 Sep. 2017

71: Author

Page Views

1.	amy wu	300	27.9%
2.	Joe Szydlowski	193	18.0%
3.	chelsey adami	141	13.1%
4.	rachel zentz	85	7.9%
5.	quinn robinson	81	5.7%
6.	charisse jones	44	4.1%
7.	Joe Truskot	40	3.7%
8.	lisa marie potter	22	2.0%
9.	osbaldo lucero	17	1.6%
10.	allison gatlín	12	1.1%
11.	roberto m. robledo	12	1.1%
12.	Dr. Anthony L. Komaroff	10	0.9%
13.	staff report	8	0.7%
14.	john bacon and doyle rice	7	0.7%
15.	staff reports	5	0.5%
16.	video newslook	4	0.4%
17.	Juan Villa	4	0.4%
18.	video animalkind	4	0.4%
19.	ASK THE DOCTORS ...zabeth Ko, M.D.	4	0.4%
20.	video wochit	3	0.3%
21.	Jay Dunn	3	0.3%
22.	TOM LEYDE	3	0.3%
23.	paul karrer	3	0.3%
24.	Glenn Cravens	3	0.3%
25.	video quinn robinson	3	0.3%
26.	by mike hughes	3	0.3%
27.	joan verdon	2	0.2%

Top bylines past 30 days (desktop + mobileweb)

Salinas CA - Global

Tue. 22 Aug. 2017 - Wed. 20 Sep. 2017

71: Author

Page Views

1.	Chelsey Adami	45,265	27.6%
2.	rachel zentz	29,880	18.2%
3.	amy wu	21,318	13.0%
4.	joe truskot	15,478	9.4%
5.	Quinn Robinson	5,721	3.5%
6.	staff reports	2,482	1.5%
7.	joe szydlowski	1,557	1.0%
8.	macgregor 'goya' eddy	1,423	0.9%
9.	Dr. Anthony L. Komaroff	1,309	0.8%
10.	allison gatlín	1,230	0.8%
11.	By Tom Leyde	1,220	0.7%
12.	video wochit	1,211	0.7%
13.	tom leyde	1,174	0.7%
14.	roberto m. robledo	1,172	0.7%
15.	alayna shulman	1,011	0.6%
16.	Staff report	955	0.6%
17.	video author unavailable	884	0.5%
18.	by mike hughes	742	0.5%
19.	POR VALENTIN MENDOZA EL SOL	713	0.4%
20.	video quinn robinson	672	0.4%
21.	ASK THE DOCTORS ...zabeth Ko, M.D.	570	0.3%
22.	osbaldo lucero	570	0.3%
23.	Kathy Yamamoto	549	0.3%
24.	video usa today	507	0.3%
25.	laureen diephof	487	0.3%
26.	neal j. leitereg and lauren beale	473	0.3%
27.	por chelsey adami el sol	392	0.2%

DATE RANGE

Past 7 days

Date range ▾

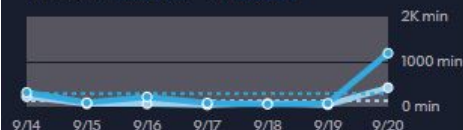
ENGAGED TIME

2.9K total min



44.8%

OVERALL: DESKTOP VS MOBILE



DESKTOP

925.4 min



19.9%

Avg: 0 min, 46 sec

MOBILE

2.0K min



60%

Avg: 0 min, 55 sec

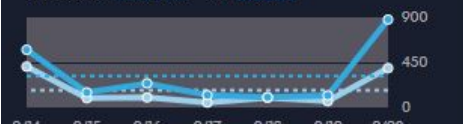
PAGE VIEWS

3.4K total



27.6%

OVERALL: DESKTOP VS MOBILE





Sorted by total engaged time ▾		ENGAGED TIME		PAGE VIEWS			
HEADLINE	DATE PUBLISHED	TOTAL ▾	AVG.	TOTAL	% MOBILE	% SOCIAL	UNIQUES
HELLO Salinas! Gonzales in the spotlight	TUE, SEP 19, 2017 5:47 PM	1,298m	1:26	904	73%	73%	827
Salinas tackles cannabis businesses fees	FRI, SEP 15, 2017 4:08 PM	589m	0:47	747	61%	30%	677
UFW union dues to pay for lawsuit settlement	WED, SEP 13, 2017 5:19 PM	530m	0:35	918	56%	51%	831
Salinas City Council considers amended homeless camping ordinance	TUE, SEP 19, 2017 7:01 PM	348m	0:47	444	44%	42%	406
UFW member dues to pay for lawsuit settlement	WED, SEP 13, 2017 5:29 PM	179m	0:28	382	41%	52%	346

YOU CAN SURVIVE
AND THRIVE



*“Man cannot discover new
oceans unless he has the courage
to lose sight of the shore.” —
André Gide*





> Questions

Thank you

> amy.h.wu@gmail.com

wu_salnews

facebook.com/amywucalifornian