

ROCK & WORK FLOW



WHO THE HELL
AM I?

Gideon Grudo, @ggrudo

Now: Air Force Magazine, Washington, DC
Before: South Florida Gay News, South Fla.

WORKFLOW
IS FOR
NERDS

Friday, 10:32 p.m.

ohshitohshitohshitohshit

That dorms story fell through because Jerry didn't—well—no one knows where Jerry is.

ohshitohshitohshitohshit

*No I don't have the draft. Do you have the art?
Why not? On his camera?!*

ohshitohshitohshitohshit

WAIT



WHAT WAS THE
DORM STORY
ABOUT EXACTLY?

JERRY MIGHT DISAPPEAR AT ANY MOMENT.

WORKFLOW LETS YOU SURVIVE IN THE
POST-JERRY UNIVERSE.



WTF
JERRY?!

IT TAKES (AT LEAST)
TWO TO SUCK AT
COMMUNICATION

IT AIN'T
ALL BAD

COMMUNICATION = BETTER PRODUCT

1. JOURNALISM
2. JOURNALISM
3. MOTHERF%&^ING JOURNALISM

WHAT'S THE DORM STORY ABOUT? ANY
DESIGN OPPS? WHAT SHOULD THE PHOTOG
TRY TO GET, JUST MUGS OR MAYBE THERE'S
SOME INTERESTING DETAIL SHOT THAT
WOULD WORK? ANY CHARTS OR GRAPHS?
HOW SHOULD THE ONLINE COMPONENT
LOOK? WHEN'S THE COPY COMING? DOES
JERRY PLAN ON ANY SIDEBARS? DOES JERRY
HAVE ENOUGH SOURCES? I KNOW A GUY WHO
WORKS AT THE DORMS AND I CAN CONNECT
JERRY WITH HIM. I ACTUALLY KNOW THIS
PERSON WHO GOT MUGGED AT THE DORMS.



THE LIVING DEADLINES

WHEN'S JERRY GONNA KNOW THE ANGLE?
WHEN'S JERRY TURNING IN HIS DRAFT?
WHEN'S THE COPY EDITOR GONNA RUN THROUGH IT ALL?
WHEN'S THE PHOTOG SHOWING UP FOR THE MUGS?
WHEN'S THE PHOTOG SUBMITTING THE FINAL ART?
WHEN'S THE DESIGNER GOING TO HAVE THE PIECE DONE
FOR PROOF?
WHEN ARE WE PROOFING?
WHEN ARE WE GOING TO PRINT?



JOURNALISM IS CHAOS.

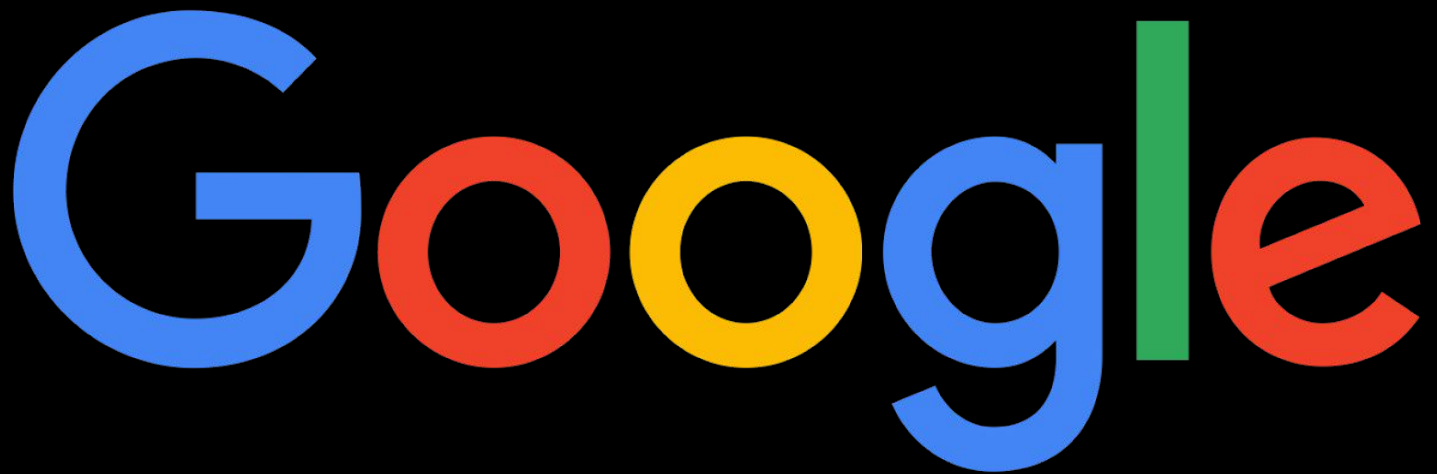
CHAOS CAN BE ORGANIZED.

WORKFLOW IS THE BACKBONE OF CHAOS.

WORKFLOW IS JOURNALISM'S EGO.



Google



FREE

EASY-TO-USE

REALLY, REALLY, REALLY, RIDICULOUSLY GOOD LOOKING

PROGRESS



Google
Sheets



Google
Sheets

SHARED ACCESS
MULTI PLATFORM
DOESN'T REQUIRE SAVING

NYC16 example ☆										ggrudo@gmail.com	
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\$ % .0 .00 123 PT Sans 14 B I A											
NYC GAZETTE											
	A	B	C	D	E	F	G	H	I		
1	NYC GAZETTE			Target Book	10	Stories by Jerry	1.5				
2				Current Book	8	News	1.5				
3	S	SLUG	SUMMARY	W	P	COPY	EDITS	ART	DES		
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NYC16 example

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Comments

Share

Print Undo Redo Bold Italic Text Color Background Color Borders Conditional Formatting Tables Data Validation Sort & Filter Pivot Tables

NYC GAZETTE

	A	B	C	D	E	F	G	H	I
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Section News
 Features
 Sports
 Entertainment

Slug NYC16_Reddit
 NYC16_Rock
 NYC16_Keynote

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0 more rows at bottom.

Two-three sentences

Answer the five Ws: Who

What

Where

When

Why (TF should anyone care?)

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0	more rows at bottom.

Gideon Grudo (who totally looks angry) talks chaos/organization for journos. Times Square Sheraton at 9a, Chelsea Rm. Tuesday, March 15. Can get his slides for art. He's cool to meet for profile shots at 845a. Covered him in NYC16_Reddit. Could sidebar on that. Just one of two sessions about workflow.

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NYC16 example

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Comments Share

W	P	
Jerry	1.5	
Jerry	1.5	

W	P
Jerry	1.5
Jerry	1.5

Jerry is writing two stories.
Jerry owns three pages.

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COPY	EDITS	ART	DES
Su3.13	M3.14	Su3.13	T3.22
W3.16	R3.17	W3.16	M3.21

Jerry's copy is due Sunday, March 13.

Jerry's copy is due Wednesday, March 16.

COPY	EDITS	ART	DES
Su3.13	M3.14	Su3.13	T3.22
W3.16	R3.17	W3.16	M3.21

Jerry's copy is due Sunday, March 13.

Jerry's copy is due Wednesday, March 16.

Jerry's editor owes edits Monday, March 14.

Jerry's editor owes edits Thursday, March 17.

COPY	EDITS	ART	DES
Su3.13	M3.14	Su3.13	T3.22
W3.16	R3.17	W3.16	M3.21

Jerry's copy is due Sunday, March 13.

Jerry's copy is due Wednesday, March 16.

Jerry's editor owes edits Monday, March 14.

Jerry's editor owes edits Thursday, March 17.

Photo editor owes art by Sunday, March 13.

Photo editor owes art by Wednesday, March 16.

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Jerry's editor owes edits Monday, March 14.

Jerry's editor owes edits Thursday, March 17.

Photo editor owes art by Sunday, March 13.

Photo editor owes art by Wednesday, March 16.

Designer has story ready by Tuesday, March 22.

Designer has story ready by Monday, March 21.

COPY	EDITS	ART	DES
Su3.13	M3.14	Su3.13	T3.22
W3.16	R3.17	W3.16	M3.21

8
words

Jerry's copy is due Sunday, March 13.

Jerry's copy is due Wednesday, March 16.

Jerry's editor owes edits Monday, March 14.

Jerry's editor owes edits Thursday, March 17.

Photo editor owes art by Sunday, March 13.

Photo editor owes art by Wednesday, March 16.

60
words

Designer has story ready by Tuesday, March 22.

Designer has story ready by Monday, March 21.

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Target Book	11	Stories by Jerry	3	
Current Book	9	News	0	

Target Book	11	Stories by Jerry	3
Current Book	9	News	0

Whatever metric you need, Sheets has got your back.

Stories by Jerry? Sure: `=sumif(D4:D25, "Jerry", E4:E25)`.

News? `=sumif(A4:A25, "News", E4:E25)`.

You can track anything this way.

Format Data Tools Add-ons Help

Direction ▶

Number ▶

Font size ▶

B Bold ⌘B

I Italic ⌘I

U Underline ⌘U

~~Strikethrough~~ Option+Shift+5

Align ▶

Merge cells ▶

Text wrapping ▶

Conditional formatting...

I_x Clear formatting ⌘\

Format Data Tools Add-ons Help

Direction ▶

Number ▶

Font size ▶

B Bold ⌘B

I Italic ⌘I

U Underline ⌘U

~~Strikethrough~~ Option+Shift+5

Align ▶

Merge cells ▶

Text wrapping ▶

Conditional formatting...

I_x Clear formatting ⌘\

Conditional format rules



Text is exactly "Done"

F4:K5

Text is exactly
"Submitted"

F4

Text ends with "Late"

F4

Add new rule



NYC GAZETTE			Target Book	10	Stories by Jerry	3		
			Current Book	8	News	3		
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Add	1000	more rows at bottom						

W	P	COPY	EDITS	ART	DES
Jerry	1.5	Done		Su3.13 Late	T3.22
Jerry	1.5	W3.16 Late	R3.17	W3.16	M3.21

Jerry submitted one story on time. He's late on the other one.

Jerry's editor submitted the edits for one of the stories, though the copy editor hasn't cleared them as DONE yet.

Photo editor is late on submitting art for one of Jerry's stories.

TRACK YOUR PROGRESS.

KNOW WHERE YOUR PRODUCT IS.

LIFE HAPPENS. WHEN SHIT HITS THE FAN,
KNOW EXACTLY HOW DIRTY IT'S GETTING YOU.





Google Drive



Google Drive

SHARED ACCESS
MULTI PLATFORM
DOESN'T REQUIRE SAVING





SHARED ACCESS
MULTI PLATFORM
DOESN'T REQUIRE SAVING
TRACK CHANGES, MAKE SUGGESTIONS, COEDIT

QUESTIONS?

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ggrudo@gmail.com