

Newspaper's sites

	Skill or knowledge	They find the offer of work and seminars VERY USEFUL
1	How to use DATABASES for storytelling.	86.5%
2	How to create MULTIMEDIA PRODUCTS (animated infographics)	85.4%
3	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	85.4%
4	COMPUTER-ASSISTED REPORTING	83.5%
5	How to design and run DATABASES (to create city and entertainment guides)	82.7%
6	How to tell stories through VIDEO/How to capture / edit / produce /publish it	81.7%
7	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	80.2%
8	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	77.5%
9	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	76.5%
10	How to develop CONTENT FOR MOBILE DEVICES	76.0%
11	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	75.2%
12	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	74.7%
13	How to WRITE FOR THE WEB	74.3%
14	How to tell stories through AUDIO/How to capture / edit / produce /publish it	74.0%
15	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	73.5%
16	How to understand what's going on in the MEDIA INDUSTRY.	73.5%
17	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	73.0%
18	ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	72.8%

19	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	72.3%
20	How to create, commercialize WEB ADVERTISING	72.1%
21	How to organize information in a website/INFORMATION ARCHITECTURE	71.0%
22	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	70.5%
23	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	70.3%
24	How to create, publish, maintain and attract audiences to BLOGS.	70.0%
25	How to make REPORTING AND INVESTIGATIVE REPORTING	69.6%
26	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	69.2%
27	How to identify and solve ethical conflicts / ONLINE ETHICS	68.6%
28	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	68.0%
20	How to ORGANIZE THE ONLINE OPERATION.	64.7%
30	How to use CONTENT MANAGEMENT SYSTEMS	64.7%
31	How to understand and manage relations with the IT and engineering area regarding online operations	63.6%
32	How to create E-COMMERCE operations in websites	60.8%
33	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	58.8%