

Embracing Virtual Formats Part 2

[00:00:12] **Kim Last** Welcome back to Going Live, Building Live Journalism in Your Newsroom. This is Module One, video two of two. So we're going to talk about how video plays an indispensable role in your live journalism. And here are some ways to really think about leveraging video during your virtual event.

[00:00:32] **Last** The first way is by clips and introductions. So one of the biggest ways we use video is by clipping our events. You can tap into video editors who are live, clipping the insightful and newsworthy soundbites that can then live in relevant articles and a standalone video on demand. This can be a big opportunity for a news organization to leverage both reach and your platform to really extend the live event content. This is also a great way to build reader engagement with your stories. At The Journal, we often see articles that are embedded with our video clips. Audiences love to be able to put a face and a voice to the person that they're reading about and really can glean a little bit more perspective and color around the quote. One example that I love to pull up here is when we had Elon Musk join us at our CEO Council event. You can see sort of how he's reacting to this one question that we pull up here about what the role of government should be.

[00:01:38] **Video** What do you think the role of government should be? I think the role of government should be that of like a referee.

[00:01:48] **Last** The next way to really think about this is using video as a tool to set up and introduce sessions so you can use video during your events to offer background or context for a session, especially for topics and ideas that are better seen than heard. We always like to really employ more, show less tell. The example I love to play up here is from our Future Everything festival, where we had a really interesting artist in air come in and talk about some of his projects. What a better way to actually show the work versus hearing him describe it, which can be a little hard to wrap your brain around. Let's take a look at that.

[00:02:32] **Video** The George Floyd project is me taking a 3D model of a bust of George Floyd and creating an air experience with it where I can build the out, put it on my phone and then go out into Portland. Like during COVID and during all the craziness, and install a 30 foot monument in the hotspots of Portland. And there's a video of people walking around and interacting with it. And there's pictures of it actually in these real world locations.

[00:03:01] **Last** The third way is to use video to transport your audience. So using beautifully shot video to take your viewer outside the physical event space or more recently in their living room or their office, and then to places that they maybe haven't had the chance to see, you know, in general, video can offer this deeper level of storytelling that can just be a very powerful tool. And it's, you know, this example that we're going to show you here is a little bit of a snippet of a extraordinary library that chronicles the history of mankind.

[00:03:43] **Video** The library of the history of human imagination is one person's attempt to try to encapsulate a thousand years of human history in one room. On the pages of this small little book. You see the beginnings of the vaccination revolution that will change the course of mankind and eventually eliminate smallpox from the planet.

[00:04:07] **Last** And then the fourth way I really would love everyone to begin to think about is using video as a tool to enhance event pacing. So videos are also a great tool around breaking up a jam packed day. So sure, you have incredible sessions over a number of days, but the format may begin to feel somewhat similar to one another. So imagine how interesting you can make that day and make that format feel when you interspersed great visuals, great storytelling, great ways to transport people in between each of those, each of those sessions.

[00:04:47] **Video** I felt like I had hit a ceiling there and I wasn't excited to do that for the next 30 years in my career. My previous career was in marketing and production world, doing a lot of work for other brands and other people's products services. I was one person on a team and there were many teams for certain clients across many different cities. You know, I liked it and I was I was good at it, but it was never terribly passionate about it.

[00:05:20] **Last** And then the fifth way is that video can be a tool to engage and reach new audiences. So use video to document new voices and new readers. Video is one of the places that we've had some success in the past of attracting people who may not normally identify with one of our news products. So spotlighting people that maybe feel like your news organization or news product is in for them. This really also ups the way to interact with your audience and create new ways for people to connect with one another.

[00:05:55] **Last** Audience video and engagement. So there are three tips that everybody should be thinking about when it comes to bringing video into your live journalism event. Number one, you can bring your audience into the story, but having them submit prerecorded questions ahead of the event. Think of this as an interactive mailbag so you can record from your phone and find ways to make it really easy to send it in. Number two. Think about audience call outs a simple but effective way for the audience to bring in their questions, use their full name, their location, even their occupation when describing their question. Three, formats. Think about the formats beyond the interview. What about a town hall with a series of newsmakers who take questions live from the audience or time debate with a curated set of audience questions? This enables you to bring multiple voices together at one time.

[00:06:56] **Last** So we talked about five tips to really leverage video to engage with new audiences to mix up the formats of your live journalism and, of course, to up that engagement factor. This is the conclusion of our first module for Building Live Journalism in Your Newsroom. Next week's module is going to focus on designing your news events, building evergreen types of events, along with news making interviews as well. We're going to also be looking at standards and ethics in more depth, too. I look forward to seeing you online next week.