

## Module 2: Video 1

[00:00:12] **Kim Last** Welcome to our second module of going live, building live journalism in your newsroom. This is video one.

[00:00:20] **Last** So in the last module, we talked about resources to produce live events, plans around staffing and resources, video and also inventive ways to incorporate new formats into virtual events that you're planning.

[00:00:38] **Last** So now we're going to dive into two key categories of live events. That's community events and news making events. And there's one common denominator for the two. And that's audience. So the upside of the pandemic and the launch of virtual events really led to a huge influx of new viewers. This has been widely reported across all of the business trades out there covering the media industry and one example I love to point to is the Financial Times during the pandemic. They had more than 250 thousand viewers tuning in to their slate of live events throughout the pandemic, but only a quarter of those who were watching were actual Financial Times subscribers. So think about the long game there. These were folks who could be targeted with future subscription offers with opportunities to connect and purchase other financial terms products. There's a lot of upside there around reaching an audience that is both your current subscriber base and also potential new subscribers.

[00:01:48] **Last** So let's dive into community events first. Community events tap into a passion point for an audience. It meets a reader at a critical moments. So what are a few examples? One could be an event around an upcoming election. Another could be an event around decaying infrastructure in your area and what to do next, what the community is creating for. An event around college and college admissions, university admissions targeted for parents and potential students. Or it could be an event designed for job seekers who are looking to navigate the market. We're going to talk more about this in an example from my stint at The Journal. No matter what, think deeply about what matters for your newsroom. So are you covering local news? Think about the ways that you can incorporate virtual roundtables on key local topics. This is an easy place to start, so you're getting potential fodder for future stories, you're connecting with potential sources and you're also really listening to what the community has to say here. Think about ways to respond to a key moment, so how do you tap into audiences and ramp up that community and interaction? So one example I like to point to actually comes from the world of cable news. During the pandemic, CNN launched its citizen by CNN events. And this was with top anchors from the network really taking audience questions and going beyond just the soundbites and the talk bites that you would hear on a cable news segment. They're really kind of peeling the onion back around the why behind why something was happening and they did. What I love to point to is the flipped in the U.S. Senate in 2021, when the Senate moved from move, it moved from being Republican dominated to Democratic dominated and with a short clip here around how those questions are coming in from the audience and also sort of the reaction and analysis in real time as it as it was all happening. Let's pull that up right now.

[00:04:08] **Video** This is a really interesting question from a viewer. And this is it. As an African-American voter having voted in a red state most of my life and now in Georgia, this is honestly the first time at 60 years old that I felt like my vote actually really counted. It's a very liberating feeling. I have read that red state efforts have already begun, and they're trying to strengthen voter suppression tactics. What do you think the chances are now with the new administration for new legislation similar to the Voting Rights Act of 1965? I mean,

money, that's for you. That was one of John Lewis. His dying wishes was to fix the Voting Rights Act that, you know, a big part of it the Supreme Court struck down. Yeah, and actually just this morning...

[00:04:59] **Last** So at The Journal, we created a jobs summit at the peak of the pandemic and the height of job uncertainty. Again, this was another sort of service oriented, community driven event. And the big question that guided us was the WSJ do? Who was hurting? Who is impacted? How can we serve them with both our content and expertise? The beauty of all of this was that, of course, throughout the pandemic, where business publications that we were already covering the topics that related to the job search. But how can we also make it service oriented and interactive? So typically, our news coverage tended to describe just what was happening in the pandemic. So jobless rates, the rise of layoffs, working parents who were impacted by the lack of caregiving and balancing that with remote work, but not so much what to do if you actually encountered being in one of those situations. So we built a program designed around answering those questions with a focus on interaction. So lots of different workshops, a sense of choosing your own adventure with multiple workshops to choose throughout the day. An interactive town hall that featured at the time hiring managers who were actually hiring for hundreds, if not thousands of jobs, and talking about how to break through that clutter and break through the white noise of applying to a job online where it feels like it's a black hole. We also encouraged a lot of networking, so an open Q&A where reporters would take questions in real time and also connection between those who were watching virtually. Sort of organically, we were seeing people exchange information on their contact details on LinkedIn, right in the right in the event chat, which was really exciting. So that's a good sense of what a community event and break down could look like.

[00:07:01] **Last** Let's talk about newsmaker events now. So this is a bit different. We're moving away from the service oriented. How do we serve a reader, meet a reader where they are? And this is really thinking about how an event can serve as a vehicle to drive a news cycle. So it's really a focus out of a particular booking, right? So there's a number of events that that are news maker in nature, and many of them are actually organized by non newsrooms. So let's look to the World Economic Forum and their annual event in Davos, which pre-pandemic used to be hosted every January. This upcoming year, is actually going to take place over the summer because it's because of COVID restrictions and the Macron variants. But no matter what, the World Economic Forum is a huge convener of global leaders and business executives. And there's always a solid stream of headlines that are created and covered around the world during that event. Another example that's a little more localized and and and tied to the world of finance in New York is the annual SALT Conference, which is actually organized by Anthony Scaramucci, who is the former communications director for the Trump administration and also a well-known figure in the finance industry. And it's one of the premier investing events in New York, where there's always really major names in finance who who show up on stage. So, for example, Daniel Loeb, the new mayor of New York, Eric Adams, ended up attending this past year. They're always convening newsmakers and making a little bit of headline and buzz out of that.

[00:08:50] **Last** And then there's events organized by newsrooms. So there's the Bloomberg New Economy Forum, which typically convenes a number of newsmakers and figures in in business, technology and government. There's also the annual Recode Code Conference, which takes place every spring, which really focuses on the world of technology and power. And then there's also the WSJ CEO Council, which brings together

leaders from the world of government, but also business to come and talk about the state of affairs and what's important for a corporate leaders agenda moving into the next year.

[00:09:37] **Last** The way to think about both sets of these events is that they're like live articles. So the way to back into this is to think about the interview as the story itself. So the source you booked is high profile, very newsmaker, you know, no matter if they are commenting on the business that they're leading or they're commenting on a moment that's happening in in culture and society and the power and in all of this is how the video bites, how the stories from the session and even how the full video sort of travel travels and filters through digital distribution once the conversation is wrapped.

[00:10:24] **Last** So we talked about building community events around key news moments, moments that are impacting a community that is looking for answers. And then we also talked about news making events where you can really design these events and these sessions in order to drive news, drive a headline and then also really build out a great distribution plan around that coverage and around getting that word out afterwards. So this is the wrap of our video one. I'll see you back here soon.