

Module 3: Coverage Plans — Part 1

[00:00:12] **Kim Last** Welcome back to Module three of going live building live journalism in your newsroom. This is video one. So, we spent the last few weeks talking about how to expand your live journalism before, during and after the event. And one of the key ways to really hone in on that is with building a robust coverage plan.

[00:00:38] **Last** So first, what do I mean by a coverage plan? So, one of the biggest differentiators between events organized by newsroom or by a brand or just any other conference organizer is that a newsroom has an advantage. Newsrooms have a platform and an audience. Most events and the buzz that they create usually evaporate when a show is over. If I think back to the early conference days pre-pandemic. But for news organizations with the right coverage plan in hand, the right buzz, the right audience, you can really begin to amp up engagement. Well, after speakers log off on Zoom or get off that stage.

[00:01:24] **Last** So let's dig into what a coverage plan is. And I'd like to think about it as a few different building blocks. First, we're going to tackle coverage plans that are on your platform, meaning on your website. Totally run by your newsroom. So that's anything on your website. So, let's take the lowest hanging fruit, which is spot news. So, let's say, for example, a top investor says that he's taken a 10 percent share of a stock or company that's never been divulged before or a former political leader announces that they are running for office again. These are news making moments that deserve their own right up their own story. Great clips of that fight. That moment in time when it happened, embedded into the story filed to your editors and published right away. This is low hanging fruit in a great way to begin to drive engagement and also a little bit of marketing that these news making moments were actually built on your stage, made on your stage, whether that's virtual or in-person.

[00:02:41] **Last** Another great way to leverage a major newsmaker joining your stage is to publish the full transcript of the event. So, I would usually like to reserve these four big newsmaker moments. So, a full transcript that gives the full context of what's happening and really showcases everything from a great session for a particular type of audience who likes to deep dive likes to highlight quotes, likes to screenshot particular graphs and post them on social media with the link back to the full transcript on your website. Think about that user. Think about that audience member, and that's really a great place to start with. Building out transcript. Again, low hanging fruit. Another thing I like to think about encourage news leaders to consider is pre-planned taping. So, what do I mean about that? Does your newsroom organize any podcasts, for example, you could take one session from your event and you can begin to craft out a really interesting and unique podcast episode? A session could be marketed ahead of time as a live taping that then gets transformed into an episode, which will talk about more of this in a little bit. And then, of course, as we've talked about throughout this course, really tapping into those video clips to AMP Story engagement. So, whether that's a clip that is embedded in a news story that is published or if it's such a news making moment, it is a published standalone video that is running on your home page and running in key areas where a lot of readers go to on a daily basis.

[00:04:33] **Last** So let's dig into a couple of these in just a little bit more detail. So, I talked a couple of seconds ago about the world of podcasts and how, and I really like to think that live and audio really go hand-in-hand. There's a really awesome opportunity to really service both of those worlds. So, a pre-planned taping for a podcast episode. Usually,

when I like to think about these, I think about how a session and how your questions are structured and if this can really be parlayed. So, for example, if you're doing this virtually, is your subject logging on to Zoom, logging on to join you in a really beautifully, visually stunning place. That's worth mentioning in the toss up in the lead up to your upcoming podcast episode. Does it make sense to bring it up there? So, I think someplace like a beach house or factory floor or lab, just something that gives a little bit of texture and really begins to set the scene for an interview. That's one thing to think about, but also, by the way, those backgrounds are awesome for viewers and audiences to get to know a little bit more about the subject, right? It's just another great little angle there. Think about the context of the news cycle when you landed the guest. So, is the stock market at an all-time high or an all-time low? Are we facing any political deadlocks? Where and how is COVID 19 impacting life in your city or your town? Think about those types of big seismic issues that are happening right now that really matter for the livelihood of your reader and your audiences. And, you know, set the scene of the interview by addressing those topics head on and asking your source on stage, what they take, what their take is on that. All of these questions. Margins matter. During an interview, and these are just great context setting questions that really add great flavors to a podcast.

[00:06:50] **Last** Now, I also want to talk about off platform coverage plans because this really matters. So, what I mean by off platform, this is anything that is off your own website, right, that can bring in new readers, new readers. So, the first place I'd start is with social media. Usually, social media is organized and run by a newsroom audience chief. If that's the case, you want to get with that person and really begin thinking about and mapping out a strategy around how you leverage social media because there are just huge opportunities there. You could stream to YouTube, to Twitter, to Instagram, to Twitch to WeChat. You know, think about in your local region the types of platforms that matter to your audiences that are widely used. You know, Facebook and Metta are another place that is that, you know, a number of readers and people in a given community are spending their time. Think about what those what those platforms are and be there with those readers.

[00:08:07] **Last** So I'm going to talk about a couple of different examples of some social media platforms and what I've seen work there in terms of like journalism footage really performing well. So, the first is with YouTube. YouTube just recently launched its Journalists as Creators platform. What we found here is that explainers and interviews with popular figures actually perform really well, and there's a great opportunity to, of course, incorporate really cool visuals and to really break down the essence of why something is happening in a short form video. We also find that longform video has done well. Some of the interviews we've published or livestream have lasted anywhere between thirty-five minutes up to an hour, and we found that thing being judgment has been incredible. And we're talking about millions of page views here on Twitter, given multiple options here. So livestreaming is one option, and that's just livestreaming the full session of what you were, what you are running simultaneously during one of your live events. And you know, that is like low hanging fruit. You run it through the Twitter Media Studio, and that's one direction to go. The direction I've also found that really can be successful are short, impactful clips that are then posted natively to your news accounts, which can also perform well. So, think about those clips that you might be pulling and embedding into your news stories. Also, maybe put them on Twitter, see and post them natively and see how they perform. I would urge you to experiment with placing those pieces in as many different areas as possible. Instagram This is another great place to experiment with vertical video. So, you know, again, not just capturing clips that then get posted natively that are 16 by four that you

know you would post on to Twitter. Also, really exploring native vertical video opportunities and promoting those on Instagram, for example, are another great place to be.

[00:10:33] **Last** So we talked about coverage plans on platform spot news. Really leveraging transcripts, video clipping and tapping into podcasts and videotape things. We also spent this module talking about off platform opportunities across social media. I'll see you back online soon or video two.