



KNIGHT CENTER

| Journalism Courses

Going live: Building live journalism in your newsroom

Course Dates: February 14 - March 13, 2022

Instructors: Kim Last, Editor, Live Journalism and Special Content, The Wall Street Journal

About the course

Welcome to the Knight Center's new MOOC, "**Going live: Building live journalism in your newsroom,**" sponsored by the Knight Foundation and organized by the Knight Center for Journalism in the Americas at the University of Texas at Austin. During this four-week massive open online course, which will be held from February 14 - March 13, 2021, students will learn how to build live journalism franchises in their newsroom. They'll gain tips and insights on embracing virtual event formats, parlaying event content into coverage, and hosting key sessions.

Watch the video below and read on for more details, including instructions on how to register.

Goals

In this course you will learn:

- Virtual event formats that leverage video and audio, and engage audiences
- The differences and opportunities for newsmaker events and community events
- How to best tap into your newsroom and leverage coverage from event content
- How to best prepare to deliver a compelling session

Who can enroll? (Who is this Course for?)

This course is for journalists, newsroom leaders, and product managers who are interested in live events and aim to launch a live journalism project in their newsroom.

Objectives

Upon completion of this course you will be able to:

- Identify coverage areas and franchises that could translate to impactful live journalism products
- Understand the array of virtual formats for live journalism events
- Master tips and best practices for delivering a top-tier newsmaking live conversation

Tools/Applications Required

No special tools or applications are required.

How the course works

First of all, note that this is an asynchronous course. That means there are no live events scheduled at specific times. You can log in to the course and complete activities throughout the week at your own pace, at the times and on the days that are most convenient for you.

Despite its asynchronous nature, there are still structures in place for the duration of the course.

The material is organized into four weekly modules. Each module will be taught by **Kim Last** and will cover a different topic through videos, presentations, readings and discussion forums. There will be a quiz each week to test the knowledge you've gained through the course materials. The

weekly quizzes, and weekly participation in the discussion forums, are the basic requirements for earning a certificate of participation at the end of the course.

This course is very flexible, and if you are behind with the materials, you have the entire length of the course to complete them. We do recommend you complete each of the following before the end of each week so you don't fall behind:

- Video lectures
- Readings and handouts/exercises
- Participation in the discussion forums
- Quizzes covering concepts from video lectures and/or readings

Syllabus

Introduction Module: What is Live Journalism?

How do you build a successful live journalism department in your newsroom? Spanning beyond conferences, live journalism is an opportunity to build news-generating moments in real time in front of a live audience. Live journalism events tap the unique opportunity to build community amongst readers and a pipeline of new audiences.

This module will cover:

- What is live journalism?
- How to use live journalism to build loyalty with new audiences and current subscribers
- A preview of how to resource your team, identify franchises that matter, deliver dynamic interviews and experiment with new formats

Module 1: Embracing Virtual Formats (February 14 - 20, 2022)

In this module, you'll learn how to best leverage virtual formats for your audience, at a time when the pandemic has reshaped how media organizations approach live events.

This module will cover:

- Components of a successful virtual event
 - Audience development
- Formats
 - How to move beyond the webinar and embrace TV

- Leveraging video - what works, what doesn't
 - Video as a tool for contextualization
 - Video as a way to differentiate your live journalism event
 - Video as a format to show, not just tell
 - Video to build momentum toward new audiences
- How to build audience interaction in real time and ahead of an event
 - Pre-recorded questions
 - Audience call-outs
 - Incorporating interactive formats like town halls and debates

Module 2: Designing Your News Event: Service Versus News (February 21 - 27, 2022)

Not all news events are designed the same. This module will examine the building of newsmaker events versus events that serve community interests, offering tips for how to best leverage your newsroom's strengths and your audience's interests.

This module will cover:

- Community versus newsmaking events
 - Differences and opportunities
 - Evergreen events versus news moments
 - Identifying key moments in the news cycle to serve readers
 - Designing interactive programs for both
- Standards and ethics
 - Maintaining journalistic independence
 - Separation of sponsors from the news program
 - Incorporating transparency
- Drawing inspiration
 - Case study / interview on virtual festival models

Module 3: Tapping into Coverage (February 28 - March 6, 2022)

Learn how to best leverage content stemming from a news event. In this module, we will discuss what makes a robust coverage plan.

This module will cover:

- Building robust coverage plans
 - Ways to engage audience members pre- and post-event
 - Leveraging newsletters

- Utilizing video clips
- Building podcast opportunities
- Distribution - On platform v external
 - Social media (ex YouTube, Twitter, Instagram, WeChat, DouYu, Discord)
 - Streaming
 - Leveraging transcripts and sound bites

Module 4: Acing Your Performance (March 7 - 13, 2022)

Live journalism does require journalists to “perform,” whether that is on stage in front of a live audience or in front of a camera, streaming to hundreds or thousands. We will break down multiple methods for interview and session preparation.

This module will cover:

- Research methods to deliver your best live interview
 - Research — becoming an expert in your subject and how they answer questions
 - Podcasts, reviewing past interviews
- Designing sessions to move beyond talking points
- Working through stage fright
- Writing short, clear questions