

MOBILE JOURNALISM



ALJAZEERA MEDIA TRAINING
& DEVELOPMENT CENTRE

TABLE OF CONTENTS

INTRODUCTION	1
WHAT IS MOBILE JOURNALISM?	2
ADVANTAGES OF MOBILE JOURNALISM	3
MASTERING MOBILE JOURNALISM	5
THE SKILLS	6
THE WORKFLOW	7
AL JAZEERA EXPERIENCE	8
TECHNOLOGY: THE APPS	10
Photo Shooting and Editing	11
Video Recording	12
Video Editing	13
Audio Recording and Editing	14
Live Streaming	15
Miscellaneous	16
EQUIPMENT: THE HARDWARE	17
The Basics	18
Upgrade Your Kit	19
Al Jazeera's Mobile Journalism Kit	20
TIPS	21
Checklist for Getting Started	21
Photo and Video	22
What If the 4G Network Isn't Working?	23
Going Live	24
Before Going Live	25
Going Live Preparation Checklist	26
Live Streaming Through Periscope	27
Using Facebook Live	28
Using Facebook Live with Your Newsroom	29
USEFUL RESOURCES	30

INTRODUCTION

Journalism has undergone a major transformation and benefited as a result of multiple technological innovations over the last ten years. This advancement demands that traditional journalism adapts to constant change so media can meet audience expectations, specifically in terms of credibility and timing.

Among these technological developments, the emergence of smartphones, along with digital technology and Wi-Fi, has deeply changed—and continues to change—journalism. Not only has the smartphone become a crucial device for news consumption, but it also provides a pocket-sized media hub for journalists.

Mobile journalism is a groundbreaking way of doing journalism. Armed with only a smartphone, journalists are empowered to cover almost any story in a timely and safer manner. One of the most notable advantages of mobile journalism is that it enables the journalist to overcome frequent challenges and barriers, often strengthening freedom of speech and access to information.

A case in point is breaking news. When a natural disaster or a major accident happens it traditionally required substantial resources, including the deployment of heavy and expensive equipment to report live. This is true of transporting a crew to Pakistan's northern mountainous areas to report on an earthquake, but is also true of reporting the refugee crisis in Europe. Another example is covering war, where journalists are often targeted for reporting on demonstrations or restricted from accessing conflict zones.

With smartphones in their back pockets, journalists no longer have to worry about setting up cables, connections, large cameras or satellite transmissions. They can go almost unnoticed.

Mobile journalism has additional advantages, aside from increased mobility and access. The development of highly sophisticated cameras, apps and add-on equipment allows journalists to explore their creativity and use their smartphones not only in crisis or high-risk situations, but also to consistently deliver broadcast-quality news-pieces to the audience, such as feature stories and documentary films.

WHAT IS MOBILE JOURNALISM?

Mobile journalism can be defined as the process of gathering and delivering news using a smartphone or tablet. It is a trend in news covering and broadcasting and has the potential to become the new standard in journalism practice, especially to report breaking news.

Groundbreaking work is being accomplished by people who are constantly experimenting with how to produce content with their mobile devices. Mobile journalism is all about building the skills and having the interest to explore alternative mediums to those of traditional journalism.

Editors and managers should be aware of and embrace the possibilities that mobile journalism offers, so they can support their teams in pursuing innovative practices.



Mobile journalism covers different levels of practice. On one hand, we find highly-skilled mobile journalists that use up-to-date equipment and apps, along with the best smartphones. These journalists take mobile journalism to a professional level. On the other hand, we find journalists that use their smartphones, just as they are, to produce multimedia content

ADVANTAGES OF MOBILE JOURNALISM

Mobile journalism offers numerous advantages for news organizations. These benefits, however, will only materialize if journalists are well trained for going mobile.

The advantages of mobile journalism outweigh the disadvantages.

Journalists must get the necessary technical training required to use mobile devices for news purposes. These technical competencies must be accompanied by core journalism skills such as storytelling, corroboration and verification, and packaging content for mobile devices.

MOBILITY

Large crews and heavy equipment are no longer needed to report on stories: Journalists with smartphones can be quicker and can report first during breaking news situations. Increased mobility also allows journalists to access places previously inaccessible, either due to bans on journalism, or a natural disaster, for example.

4K QUALITY

The newest generations of the iPhone, starting with the iPhone 6S, allow you to shoot, edit and upload 4K video. Mobile journalism is no longer bound by limited quality. While most TV news cameras and editing systems are still HD, mobile devices provide 4K quality.

MAKES THE JOB EFFICIENT

Mobile journalists can transmit direct to the newsroom. One click and the newsroom has a full news story delivered by email or shared through the cloud. Also, with the right training the journalist can be their own cameraman, editor and designer.

ALLOWS CREATIVITY AND REQUIRES EXPERIMENTATION

Journalists have the opportunity to experiment with skills and techniques, to transfer knowledge and reinvent the way stories are told. Smartphones give journalists and media outlets the chance to become the driving force of a revolution that has changed the way information and news are being consumed.



1

LOWER COSTS

Mobile journalism saves money. A good, state of the art mobile journalism kit costs less than USD \$1,000. Also, you don't need a large crew and you can make savings on production costs.



2



3

SAFETY

The safety of journalists is enhanced. Using a smartphone instead of big and heavy reporting equipment allows them to be less noticeable and better able to blend in with the crowd.



4



5

LIVE STREAM

Smartphones can broadcast live in a simpler and less expensive way than traditional equipment, and live stream apps have made the process easy. Reaching real-time audiences is a key consideration for newsrooms, as is the ability to measure content performance through real-time statistics. Live streaming through social platforms allows journalists to engage with their audience while broadcasting. Choose the right app based on your broadcasting needs, target audience, and technical costs, amongst other criteria.



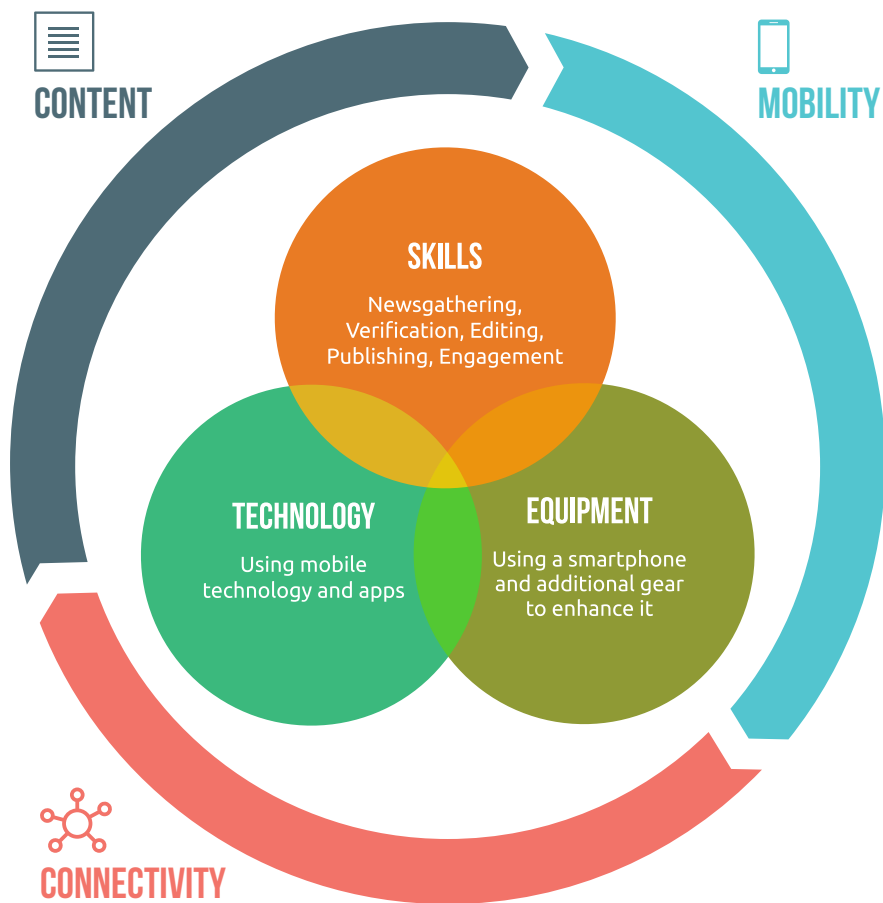
6



7

MASTERING MOBILE JOURNALISM

The key to success in mobile journalism is training. Journalists have to expand their traditional role: They need to be their own cameraman and editor. Mobile journalists have the skills to complete the whole process of news production in the field: from newsgathering to publishing and broadcasting.



THE SKILLS

Mainly, mobile journalism requires that journalists:

1. LEARN TO PLAN A MOBILE-PRODUCED STORY. THIS APPLIES TO LIVE STREAMING TOO.

- Just as planning is needed for TV broadcasts and news reports, you need to prepare yourself and know how to approach the story before going on location. Create a rough storyboard.
- Strong visuals and short, clear scripts are must-haves when producing for digital audiences.

2. LEARN TO SHOOT AND EDIT VIDEO PACKAGES IN THE FIELD WITH A SMARTPHONE. THIS INVOLVES, AMONG OTHER SKILLS, BEING ABLE TO:

- Create news packages at a faster pace than traditional news reports. A true mobile journalist shoots and edits on the go.
- Master the mobile device camera.
- Use the right software to add lower thirds, incorporate sound and transitions, etc.
- Learn best practices for producing pieces to camera and interviews.
- Find suitable solutions to store and share content while in the field.

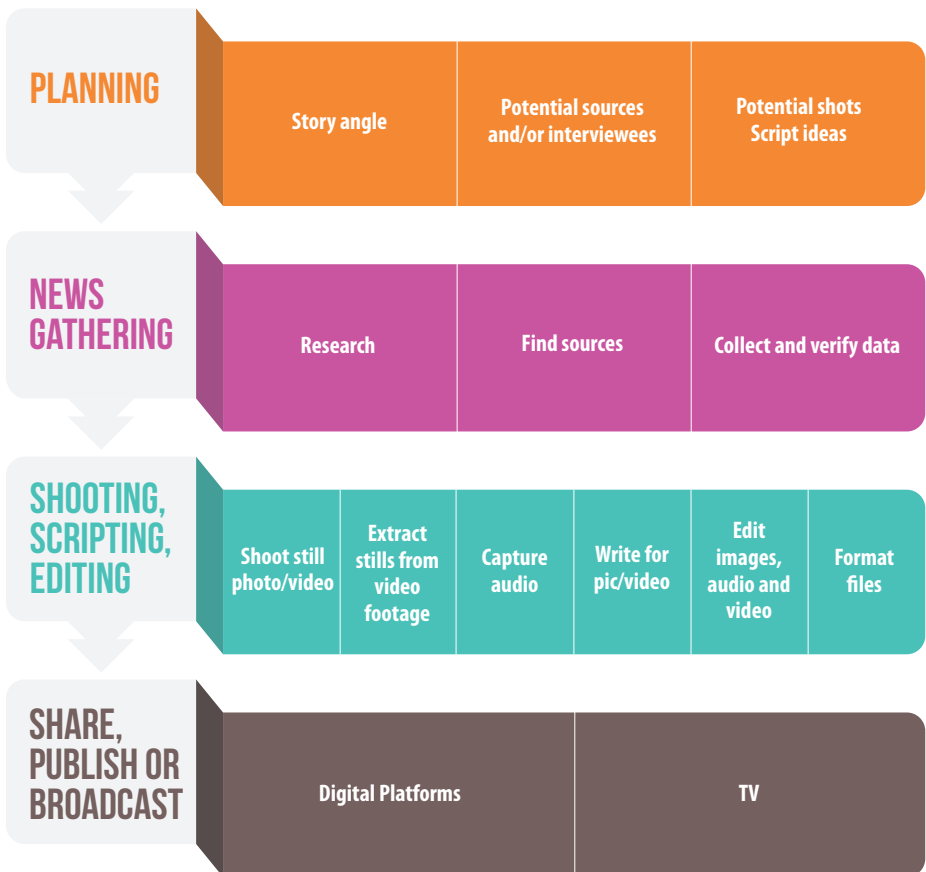
3. ADAPT TO MULTI-PLATFORM MEDIUMS AND DIFFERENT SCREENS, AND BE ABLE TO PRODUCE TAILORED CONTENT FOR EACH ONE OF THEM.

- Understand that audiences no longer consume media in a single way or through a single platform: they switch from radio to Twitter, from newspapers to YouTube, from YouTube to TV, and at the same time they might open Facebook and Instagram.
- Differentiate content and learn narrative and visual styles suitable for each screen and platform.
- Understand that each social platform is a separate and unique online community and learn why and when to use them.

4. HAVE A MINDSET OF ADAPTING TO AND EMBRACING THE FAST-CHANGING MOBILE TECHNOLOGY ENVIRONMENT.


THE WORKFLOW

The workflow to create a story with a smartphone is no different from that followed when reporting conventionally. Some additional considerations have to be taken into account—such as battery life, memory capacity and file formatting—but the general steps for putting together a story remain the same. Also, mobile journalism requires the reporter to work at a faster pace, given that you might share your news report directly to social platforms.



AL JAZEERA EXPERIENCE

Al Jazeera has highly skilled mobile journalists who are innovating the way stories are being covered. By producing content with up-to-date smartphone tools and by continuously improving their skills, Al Jazeera journalists are constantly experimenting with new ways of field reporting.



Al Jazeera journalist Nadine Dimassi reporting with a smartphone on the 2015 Mobile Journalism Conference in Dublin.

To watch Nadine Dimassi's full news report, visit:
<https://www.youtube.com/watch?v=pj-98RHEQCw>

AL JAZEERA EXPERIENCE

In March 2012, Al Jazeera English aired, for the first time on TV, a documentary filmed entirely with an iPhone. The film, Syria: Songs of Defiance, follows an Al Jazeera undercover journalist gathering testimony about the uprising against the Syrian regime.

At the time, the Syrian government had banned Al Jazeera reporters and was targeting journalists covering the conflict. By using a smartphone, the undercover journalist was able to gather images the world otherwise wouldn't have been able to see.

To watch the full story, visit:
<https://goo.gl/AqWiS>



4:01 / 24:52

SUGGESTED APPS: PHOTO SHOOTING AND EDITING



Camera+
iOS

Category:
Photography

Benefits:
Enhances iPhone to shoot quality pictures.

Main Features:

- o Clarity function that enriches overall quality of the photo. Unlike High Dynamic Range (HDR), Camera+ clarity function allows shooting of moving targets.

- o Touch exposure and focus functions, set separately

- o iPhone flash function can be used as light

- o “Rule of thirds” for photo composition

- o Digital zoom –up to 6x—with advanced digital processing

- o Different shooting modes: image stabilizer; timer; burst, to take rapid stream of photos

- o Lightbox editing suite

- o Photo metadata (date, dimension, size, location when shot, ISO, focal length, shutter speed, etc.)

Sharing:
Email and message directly from the app, or share to Facebook, Twitter and Flickr.



Other suggested photo shooting and editing apps:



Adobe Photoshop Express
iOS | Android

* Basic editing, easy to use, supports different files and sharing options.



Snapseed
iOS | Android

* Advanced editing app. Good automatic edit option.

SUGGESTED APPS: VIDEO RECORDING



FiLMiC Pro
iOS | Android

Category:

Video recording

Benefits:

Broadcast-quality video.

Main Features:

- o Variable speed zoom

- o Audio gain control

- o Variable frame rates up to 240fps on newest devices

- o Full manual control over focus, exposure, ISO, shutter speed, tint and color temperature

- o Audio meters

- o Stereo microphone support

- o Informative thirds guide

- o Aspect ratio overlays

- o Variety of resolutions and aspect ratios

- o Fully customizable Slow and Fast Motion FX

Sharing:

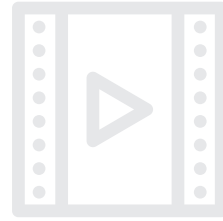
Facebook, YouTube, DropBox, Vimeo, supported FTP and Webdav servers. Footage can also be saved to Camera Roll. FiLMiC advises users to save footage to the FiLMiC Library and use iTunes File Sharing for handling large, maximum quality recordings.

**Other suggested video recording apps:**

Cinema FV-5
Android

* Like FiLMiC Pro, Cinema FV-5 is a professional camera app. It was specifically designed for mobile devices that run on Android.

SUGGESTED APPS: VIDEO EDITING



iMovie
iOS

Category:
Video editing

Benefits:

Enables iOS to cut a news video package. Compatible with iMovie for Mac

Main Features:

- o Edit at resolutions up to 4K on iPhone 6s and iPad Pro
- o Add lower-thirds
- o Record voice-over and audio controls (trim, split, duplicate, and fade)
- o Use the iMovie extension to enhance video clips in the Photos app
- o Add a video filter, animated title, and soundtrack to any clip
- o Enhance your footage with slow motion, time-lapse, picture-in-picture, and split-screen effects
- o Use built-in music, sound effects and songs from the device's music library
- o Quickly share a clip or a portion of a clip

Sharing:

Email; YouTube in 4K or 1080p60; Facebook; Vimeo; iCloud Drive; AirDrop

Other suggested video editing apps:



Pinnacle Studio
iOS

* Pinnacle Studio is also a professional video editor and, as iMovie, it is only compatible with iOS. Mobile journalists can create TV-broadcasting quality videos with Pinnacle Studio.



WeVideo
iOS | Android

* WeVideo is a cloud-based video editor, compatible with both iOS and Android. The app is free but it offers paid accounts that gives access to advanced editing functions (like screen recording & green screen), publish watermark-free videos, support, more publishing time and other features.



KineMaster
Android

* KineMaster is a video editor for Android phones. All of KineMaster's editing features operate on the device without any network connection, providing a faster & more detailed editing & exporting experience. Subscription products are available for purchase. Subscription is needed to remove watermarks from videos.



LumaFusion
iOS

* Professional mobile video editing and effects app. It has quickly become a favorite among mobile journalists because of all its features and the high-quality videos it delivers when editing in the smartphone.

SUGGESTED APPS: AUDIO RECORDING AND EDITING



Voice Recorder Pro iOS

Category:

Audio recording

Benefits:

Professional voice recorder that allows recording both voice and on-site audio. It has no length limit and can record directly in the correct formats plus convert function for supported formats.

Main Features:

- o Import audio from other apps
- o Allows monitor of sound while recording
- o Add notes, photo, and bookmarks to recordings
- o Modify ID3v2 tags (metadata)

Sharing:

Export to and import from DropBox, Microsoft OneDrive, Google Drive, and Box Cloud. Export to SoundCloud or FTP server. Send audio or movie to other devices via Bluetooth, email, SMS/iMessage. Convert to a movie clip and export to Photo Albums or post as a Movie Clip on Facebook and YouTube. Export to other apps on the device that can handle the audio file.



Other suggested audio recording apps:



PCM Recorder iOS | Android

* PCM Recorder uses the phone's internal mic but records voice at a high quality (PCM/WAVE). Saves recordings to the SD-Card and, as Voice Recorder Pro, has no length limit. It has an add-free version, PCM Recorder Pro, which costs USD \$1.23.

SUGGESTED APPS: LIVE STREAMING



Periscope
iOS | Android

Category:

Live streaming

Benefits:

Live streaming with geolocation feature

Main Features:

- o Geolocation function
- o Streaming is limited to portrait (vertical mode)
- o Make broadcasts private or public
- o Name the broadcast before shooting
- o Statistics on the number of viewers, likes and comments
- o Streaming is auto-saved and can be replayed during the next 24 hours

Sharing:

Twitter

Facebook Live is also a powerful tool for engaging your audience. When going live, encourage them to tap the "Live Subscribe" button so they can receive a notification each time you live stream.



Other suggested live stream apps:



Ustream
iOS | Android

* Ustream is also a live streaming app that allows you to schedule broadcasts. It has a shot framing grid function and also includes live and recorded viewing, but no geolocation. It allows Twitter and Facebook broadcasting connections.



Bambuser
iOS | Android

* Bambuser allows to share live streaming on Twitter, Facebook, MySpace, and to embed a Bambuser channel or a video onto a website or blog. Mobile journalists can geotag their broadcasts by using their GPS. It has a live chat feature while live broadcasting.

SUGGESTED APPS: MISCELLANEOUS



DropBox

Allows journalists to share files with peers & newsroom.



JamSnap

Adds audio to images. The main highlight is that journalists can add multiple audio clips to an image, not just one.



Instagram

Share video and photo with hashtags and links.



Pages

Word Processing app. Allows journalists to create documents with photos.



Google Voice

Record incoming calls, translates voice mail into text.



Snapchat

Messaging app that allows to send messages, video & photos to an audience. Content self-destructs.



Skype

Useful for interviews or live coverage of breaking news.



VideoGrade

App for grading videos with high quality color filters that journalists can fully control. Note that newest versions of FiLMiC Pro have a grading feature.



Hyperlapse

A timelapse app from Instagram. It produces stabilized shots by matching the subjects in different frames and bringing them together.



Gravie

Add text & graphics to videos.



Evernote

Note taking app. Synchronizes text, audio and photos to Internet connected devices. Journalists can use it to write stories and share them with the newsroom for editing process.

Glen Mulcahy, mobile journalism expert and trainer at the Aljazeera Media Training and Development Centre, put together an interactive app list.

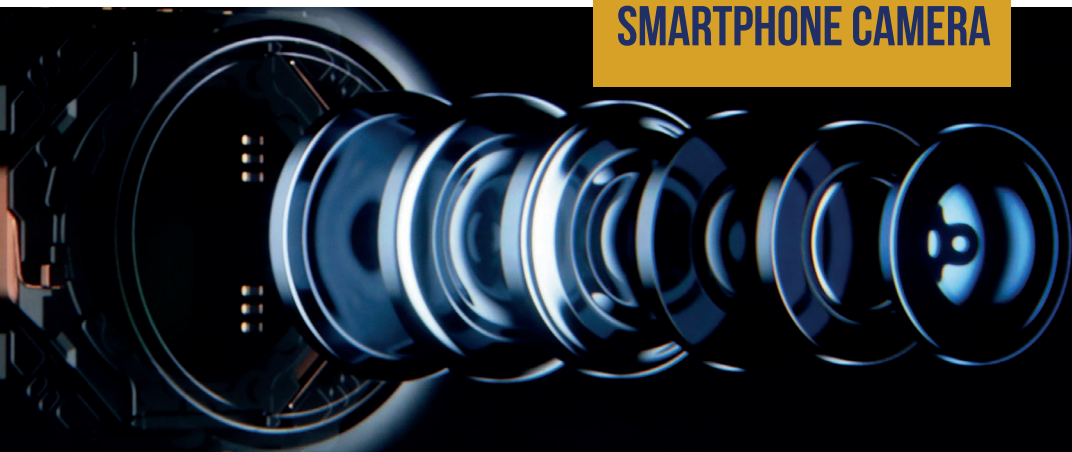
Details here: <https://goo.gl/6MS3CZ>

EQUIPMENT: THE HARDWARE

With smartphone cameras becoming ever more sophisticated and with the right apps and strong skills, journalists are ready to start experimenting.

To enhance quality and advance the mobile journalism experience, mobile journalists can use hardware add-ons and adapt the basic mobile journalism kit to a cutting edge setup tailored for any specific need.

EVOLUTION OF THE SMARTPHONE CAMERA



GEAR-UP YOUR SMARTPHONE: THE BASICS

1 Grip

Useful for achieving stable shots. Don't improvise unless you have to. It's better to always carry a professional grip that easily fits in a tripod.



3 Microphone & Headphones

A mic and a pair of headphones will enhance audio quality. iRig Pro is the first fully-featured compact audio and midi interface that allows attachment of professional microphones to your smartphone.



2 Tripod/Handheld Rig/Selfie Stick

Look for a light weight,-good height, easy to attach tripod. Tripods work for interviews or pieces to camera. Handheld rigs and selfie sticks can also be very useful for pieces to camera.



4 Power bank and Memory

Battery life is different for every smartphone and there are a lot of options when it comes to portable power banks. Choose the most suitable option for your device. For extra storage use a cloud service combined with an external hard drive, a flash drive or a SIM card.



GEAR-UP YOUR SMARTPHONE: UPGRADE YOUR KIT

Camera Light



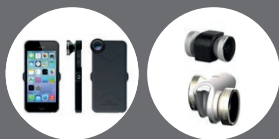
Best-in-class Handhelds



The DJI Osmo Mobile Handheld kit will enable you to take amazingly stable shots –even when walking. Its Active-Track feature will follow any object you tap on the screen while filming.

Use the DJI app to adjust settings such as the shutter.
<http://www.dji.com/osmo-mobile>

Lenses



Windshield Bundle



Ready-Made Kits



AL JAZEERA'S MOBILE JOURNALISM KIT

- 1 iPhone
- 2 Beholder Handheld SP
- 3 Manfrotto Midi Plus Led Light
- 4 Mophie Juicepack Powerstation Pro
- 5 iRig
- 6 Sony Neck Mic
- 7 Shoulderpod S1 Smartphone Rig
- 8 Giotto Carbon Fiber Tripod



TIPS:

CHECKLIST FOR GETTING STARTED



1. Enable Airplane mode

- Stops calls and app notifications coming through while you shoot.
- Disables 3G/4G connection. You will need to use Wi-Fi if you require an internet connection.
- Battery will last longer.



2. Switch on Do Not Disturb mode for doing live video

- Stops calls and app notifications coming through while you live stream.



3. Clean smartphone camera lens

- Dirty lenses will affect your shooting.
- Clean your lens with a tissue or dry cloth.



4. Fully charged battery + spare battery

- Choose according to your needs - could be a battery case or an external battery that you can plug into your smartphone.



5. Free memory + external storage device

- Evaluate if you need to free memory from your smartphone.
- A wireless or mobile flash drive will give you extra storage and allow you to transfer files between devices.



6. Use headphones and external microphone

- To get better quality audio, use an external microphone and headphones without a built-in mic.
- Always test your mics before recording or broadcasting.



7. Shoot horizontally

- Double check that you're not shooting upside down -home button has to be on your right hand.
- Only film vertically when you are using live streaming apps.

TIPS: PHOTO AND VIDEO



Stability

- Always carry equipment that will allow you to take stable shots (i.e. a tripod, selfie stick, handheld).
- Use the slow motion feature of your smartphone to shoot as you walk or to capture moving objects, as this will help get more stable images.
- If your budget allows it, look out for handhelds designed to stabilize footage, such as the DJI Osmo Mobile Gimbal.



Control Your Settings

- Whether you are using a specialized app or just your smartphone camera, check and lock focus and exposure, and adjust color balance before taking every shot.



Zoom

- Try not to zoom, even if your camera has a digital zoom.
- There are optical zoom lenses that can be attached to your smartphone.
- To get the best image quality when not using any add-on, it's best to move your smartphone closer to your subject.



Always Consider Light

- If it's not possible to use natural lighting, illuminate the subject with a LED lamp.



Audio

- If you are using the smartphone microphone, make sure you aren't blocking it with your hand or gear.
- Get close to your subject or hold the device close to you (but not so close as to distort the audio).
- If using an external mic, plug it in before opening any app so that it's detected.
- Check the recorded audio while you are still on location or with your interviewee.



Panning

- Move as little as possible if you are using your smartphone without any stabilizing add-on.
- If you want to pan, use a tripod or a handheld stick. Do it slowly.



Mobile-Shooting

- Smartphones allow you to go where bigger, heavier cameras don't.
- Shoot close-ups of people and surroundings.
- Shoot in short blocks (20-60 seconds) so that you can easily send your footage, if needed.

TIPS: WHAT IF THE 4G NETWORK IS NOT WORKING?

If the 4G network is down or too busy, try finding a public Wi-Fi connection nearby. If that fails too, there are still options for sending data to the newsroom or even sharing updates with the audience:



1. Use text messages to send audio and video to the newsroom.

- Keep your pieces short so they don't take too long to send.



2. Use Twitter/Facebook via SMS

- To post and receive via SMS, you have to activate the feature—if you already are a Twitter/Facebook user— or sign up for a new account. Make sure you do either before covering a story. Details here:

<https://goo.gl/2obG4H>

<https://goo.gl/xZjMqX>



3. Turn on and off the Airplane Mode.

- This may work when 4G is overloaded. Once you come out of Airplane Mode, your smartphone might be able to reconnect to the network.



4. Look out for a better signal

- Apps like OpenSignal and Sensorly—both available for iOS and Android—can be of great help in finding a strong signal. They both show signal maps and allow running a speed test of your network.

- OpenSignal also tests Wi-Fi, locates free Wi-Fi spots for you, and shows the best carriers in your area.



5. Carry a SIM card from a different carrier

- One carrier can provide a better signal than another. Find out the two best so you can have more than one SIM card when facing difficulties to get data connection. This will only work on an unlocked smartphone.



6. Extract the video/audio and use another device to send it

- There are several solutions to transfer material from your smartphone. A cost-effective one is getting a couple of wireless flash drives or mobile memory sticks to transfer footage from the smartphone. You can then send the drive to the newsroom or use another device to share the story.

TIPS: GOING LIVE

Live broadcasting might be one of the strongest advantages of mobile journalism. You can go live through your newsroom or through social platforms.

With apps such as Periscope and features like Facebook Live, journalists can easily tell stories on the go, while at the same time boosting audience engagement and interaction.



TIPS

BEFORE GOING LIVE

Although each option will require a different approach and some adjustments to your process, there are common issues that you should always reflect on before going live with your smartphone:



1. Your safety comes first

- Assess risk. Usually mobile journalists work alone and don't have a crew to watch their backs.
- Establish an exit strategy from location, in case its needed.
- Avoid putting yourself, the people you are shooting, your sources and your audience in danger.



2. Be prepared for trolling

- The best way to deal with trolls while live streaming is to ignore them.
- Sometimes, trolls take things to a point where they break a law, in which case you should report them to the authorities. This is especially common among female journalists, who can be targets for harassment and threats.



3. Ethics

- Always stick to your organization's ethical policy. The same ethical considerations you have as a journalist apply to mobile journalism. Here are some issues to reflect on:

i. Respect privacy: When applicable, ask for permission before you film or photograph, especially if minors are involved.

ii. Think about your audience: Bear in mind that when live streaming breaking news, you can't warn the viewers what they are about to see –you don't even know that yourself. Be prepared for every possible scenario.

iii. Copyright: Ask yourself if you can face copyright issues because of what you will film or stream.

TIPS

GOING LIVE PREPARATION CHECKLIST

Preparation Checklist

- 1 Check your gear – make sure you have everything you need to go live. This includes having a fully charged smartphone and an extra battery pack.
- 2 Test connectivity – use apps such as Speedtest or OpenSignal to assess 3G/4G.
- 3 Locate a hotspot in case you need it – check your surroundings for a free Wi-Fi connection.
- 4 Define an exit strategy from the location, in case you need it.
- 5 If you are broadcasting through your newsroom:
 - Notify them of your intention to live broadcast.
 - Note that having a protocol in place with the Assignment Desk will make the task easier, especially when covering breaking news. The protocol should include, among other considerations, establishing communications and IFB, and testing mics and studio sound check.
- 6 If you are live streaming through an app or Facebook Live:
 - Notify your social or online team for promotion, monitoring and even assistance with audience interaction.
- 7 Start live streaming.

If your live streaming is planned ahead, it will produce better outcomes. You should always define the angle of your story and once on location, you can pick your background and shots. If you can't plan ahead –i.e. for breaking news— just make sure you can follow as many of the steps listed above. Remember that your safety is the top priority.

TIPS

LIVE STREAMING THROUGH PERISCOPE



- 1 "Login with Twitter"
- 2 Hit broadcast (red button)
- 3 Write headline
- 4 Twitter icon must be white to tweet. For public broadcast, make sure that the lock and limit chatting buttons are both gray
- 5 For private broadcast, click lock icon. Click chat icon to disable public chat

✓ PROS

- ✓ Linked to Twitter
- ✓ New audience
- ✓ Saves broadcast to phone (make sure you set the app to save your videos to the camera roll)

✗ CONS

- ✗ Low data = no broadcast
- ✗ Comments disappear so it makes it hard to interact with your audience
- ✗ Link expires after 24 hours

TIPS USING FACEBOOK LIVE



- 1 Open Facebook app
- 2 Open "Update Status" bar
- 3 Click on the "Live" button
- 4 Choose your audience
- 5 Write an engaging headline. "Live" is redundant but it's better to include it

✓ PROS

- ✓ Established audience
- ✓ Can scroll comments
- ✓ Can be shared while live
- ✓ Broadcast saves on page

✗ CONS

- ✗ Low data = no broadcast
- ✗ Delay during broadcast

TIPS

USING FACEBOOK LIVE WITH YOUR NEWSROOM



- 

1 Make sure to plan your live stream with the newsroom ahead of time.

 - It could be mentioned on TV after finishing your DTL.
 - Remember to always mention that you are open for questions –that will motivate your audience to join you and interact.
- 

2 Test your internet connection before going live. You can go live in “ONLY ME” mode to test the quality of the sound and voice privately.
- 

3 If you choose to place the camera far away from where you’re standing, make sure to have a spare phone to read comments.
- 

4 It’s important to mention the names of the commenters while answering their questions. This will help make your live stream more interactive and closer to people than on TV.
- 

5 Avoid walking for long while going live. Footsteps will make your footage unstable if you are not using a stabilizer handheld.
- 

6 Keep your phone on Do Not Disturb mode while going live, so you don’t receive phone calls.

USEFUL RESOURCES

Check out these helpful resources by Al Jazeera Media Training Centre's mobile journalism trainer Glen Mulcahy:

1. A complete guide to iOS Audio Accesories

<https://goo.gl/LATPAF>

2. How to add a logo to video

<http://youtu.be/HQ7nGEQJFHo>



This guide was developed by
Diana Larrea Maccise & Montaser Marai,
from the Al Jazeera Media Training and
Development Centre.

Our special thanks to our colleagues
Glen Mulcahy, Shadi Rahimi, Abdulateef
Almetwali, Awad Joumaa, Fatma Naib &
Cajsa Wikstrom, for their valuable input.

**Availability, technical specifications and general
information of apps were taken from official
websites, iTunes Store and Google Play (last
consulted on February 2017).*





**ALJAZEERA MEDIA TRAINING
& DEVELOPMENT CENTRE**



AJmediatraining



+974 44897666

training@aljazeera.net

<http://training.aljazeera.net>