ONA18
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360 Video as a Reporting Tool

How and when to break news using immersive video

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SESSION OVERVIEW

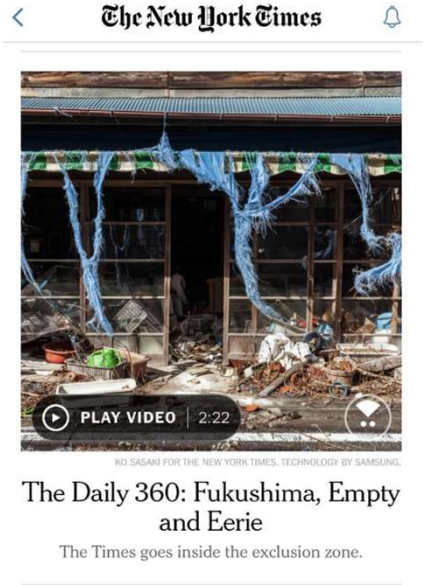
- 20 minutes Overview + Examples
- 15 minutes: Production workflow + Examples
- 5 minutes: Common mistakes to watch out for
- 15 minutes: Q + A: What ideas do you have? + How to implement
- 5 minutes: Wrap-up

What we do

Immersive (AR/VR)

Augmented Reality and Virtual Reality features

- Immersive Storytelling Team: 360 Video + VR + AR
- Integrate immersive forms into our news report
- We think of 360 video as a medium that has the capability of transporting viewers, illustrating new angles of a story, and as a visual reporting tool as a part of our digital journalism efforts.

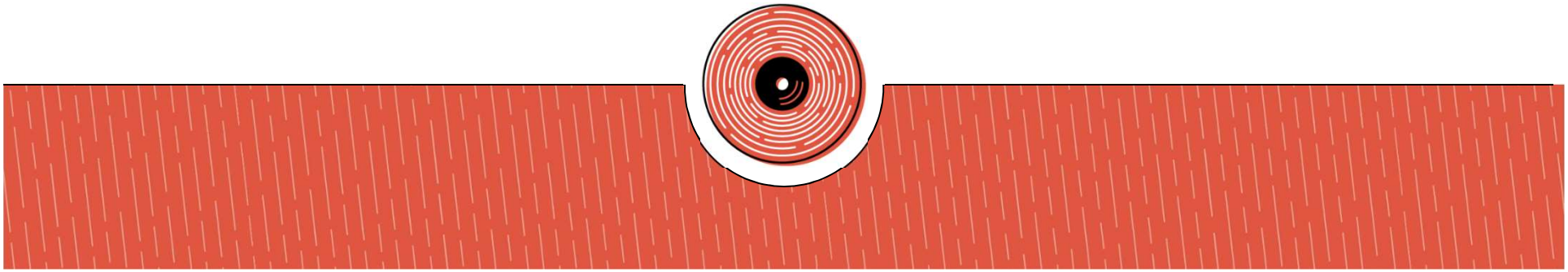


435 videos, 426 days

The Daily 360 published a new 360 video every day for 14 months, from 57 countries

4 Hours

The time it has taken us from filming to publishing.



Quick-Turn News Examples

- Natural Disasters: **California Wildfires**, Hurricane Harvey, Mexico Earthquake
- Protests: **Parkland "March for Our Lives" Rally**, Women's March Around the World, LGBTQ Pride Around the World
- Sports: **World Cup Final**, World Series
- Terror Attacks: Vigils: Sweden, London
- Politics: Rallies: French election, US elections

Witness the thousands who have gathered on Pennsylvania Avenue in Washington to protest gun violence, in 360-degree video. By TIM CHAFFEE on March 24, 2018. Photo by Erin Schaff for The New York Times. Watch in Times Video »

Embed

Demonstrators flooded streets across the globe in public protests on Saturday, calling for action against gun violence. Hundreds of thousands of marchers turned out, in the most ambitious show of force yet from a student-driven movement that emerged after the recent

Both fires began in late July, one of them believed to have been caused by a spark from someone using a hammer, Mr. Ghilarducci said.

This 360 video provides an up-close view of the wildfire's devastation in Redding, Calif.

360°

What stories does it work for?

- **SPACE:** When the space is visually arresting, part of the story itself: expansive + confined spaces.
- **SCALE:** Shows you extent of damage, or how many or how few people have gathered for a protest or gathering
- **ACCESS:** A place or situation that is not easily accessible: BTS or on stage at a concert, in a room in the White House or U.N., where someone lives
- **INTIMACY:** Feeling like you're alone with someone (politician, artist), or alone in a space (experiencing a tourist landmark when no one's around).
- **PERSPECTIVE:** Capturing a unique view using first-person, camera-height.

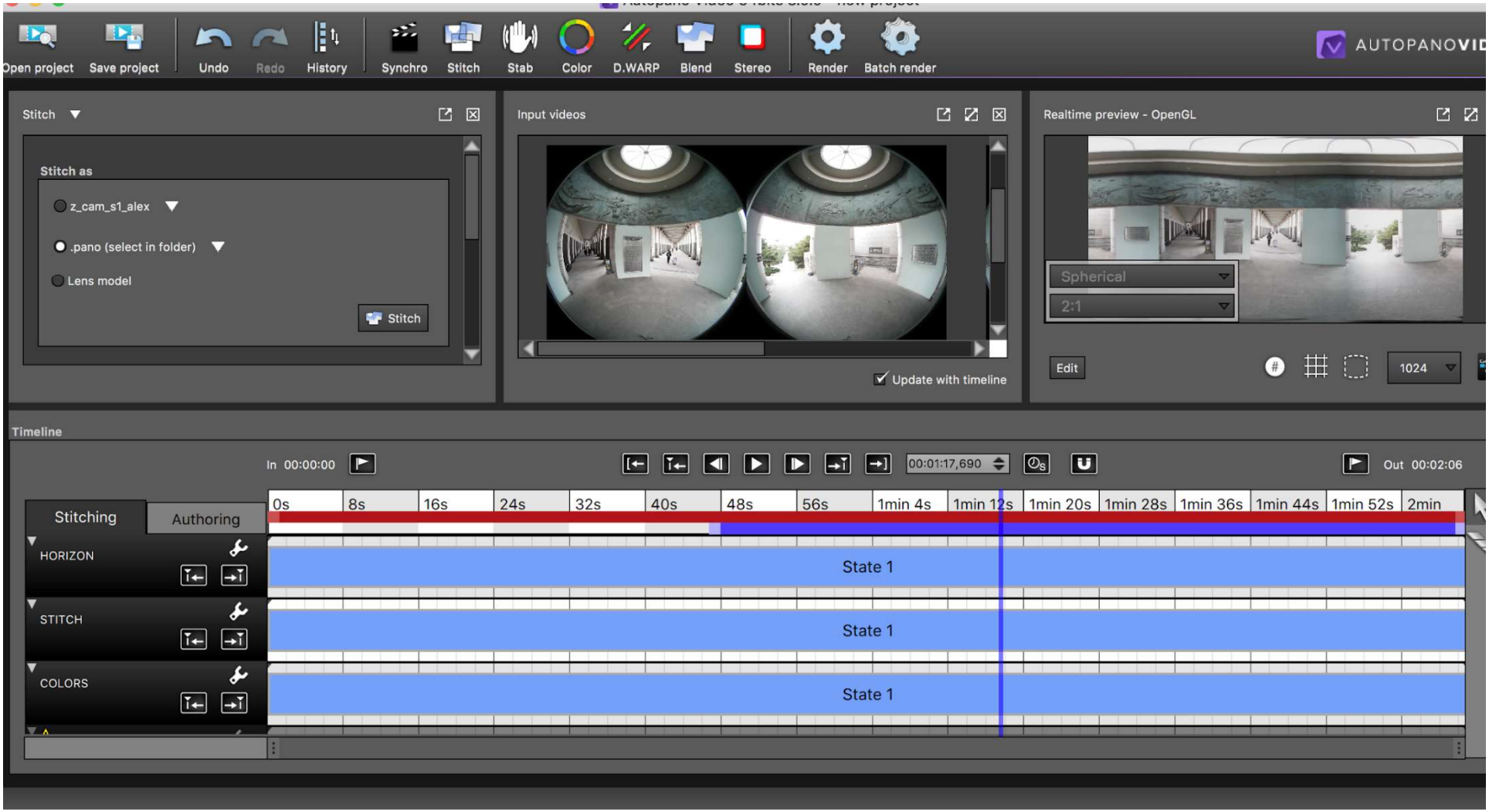
What you'll need: Overview

- **360 Camera + Monopod + Smartphone**
- **Trained VJs:** Establish a diverse network of trained VJs with equipment across locations
- **Editing Software:** Autopano Giga, Gear VR, GoPro + Laptop/Computer for Stitching
- **360 Video Player** or Embed 360 Player from other platforms (Facebook, YouTube, etc).

Key differences: Overview

- Filming: Takes in the **full 360 degree view:** scene + subjects accordingly
- VJ/Shooter needs to **leave the scene** during recording
- **Camera placement** physically needs to be within the action, can’t use a zoom lens from afar
- Editing: **Requires stitching** + to add text need Mettle Skybox plugins for Adobe Premiere

Camera Placement!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Save project
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Input videos
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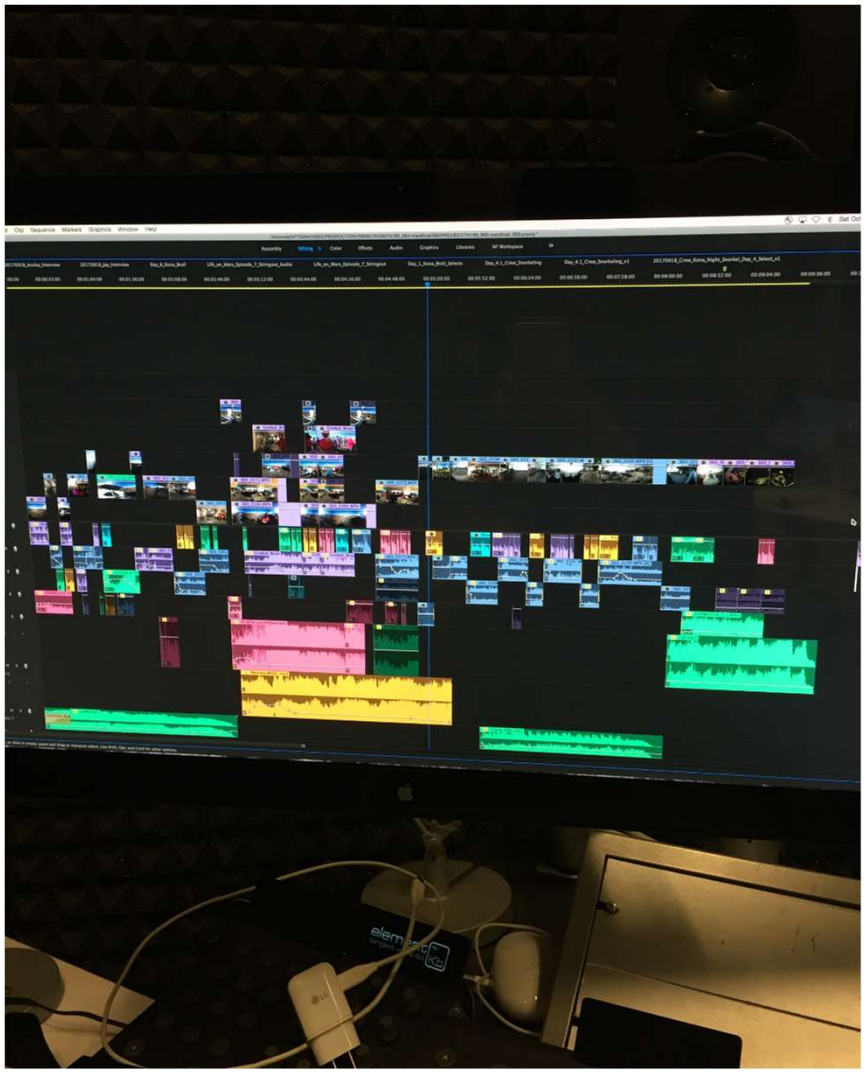

Clip Sequence Markers Graphics Window Help
Assembly
Editing
Color
Effects
Audio
Graphics
Libraries
NF Workspace

PLAN A PRODUCTION WORKFLOW

Clarity on the 360 visuals and communicating how you'll put it together in the story is key

Production workflow : Overview

- Idea
- Pre-production, idea on accompanying text. (Headlines, social plan, related coverage coordination).
- Production
  - Shooting plan, goals for scenes
  - Discuss post-plan + expectations
  - Footage transfer
- Review footage + stitch
- Edit draft 1, review. Edit draft 2, review. Copy edit.
- Publish across platforms and social media.

360 Story Idea

- What are the potential scenes?
- How will it add to the newsroom's coverage? What is the 360 angle?
- What is the output goal and what is the deadline?
  - A single shot or moment
  - 1-2 minute story
  - Longer form story: 6-10 minutes

Do’s: Filming

- Keep shots stable and simple.
- Camera distance from subject: usually between 2-3 feet.
- Camera height: be intentional.
- Bring weights for the monopod.
- Be able to record external audio if its windy.
- Do you need interviews on-camera or as voiceover?

Don’t: Filming

- **Don’t be present in the shot.** Do not lurk obviously. Do not preview the shot on your phone in visibility of the camera.
- If covering a protest or gathering, do not participate by chanting slogans yourself as a way to mix into a crowd, you are there to cover it as a journalist.
- **Get out of the media pen!** (Unless the story is about the media--eg. White House press room and media pen at Trump rallies)
- Don’t waste time and opportunities by trying to capture the whole speech of a rally--that can be done in regular video or better as a live broadcast.

360 New Production: Footage transfer

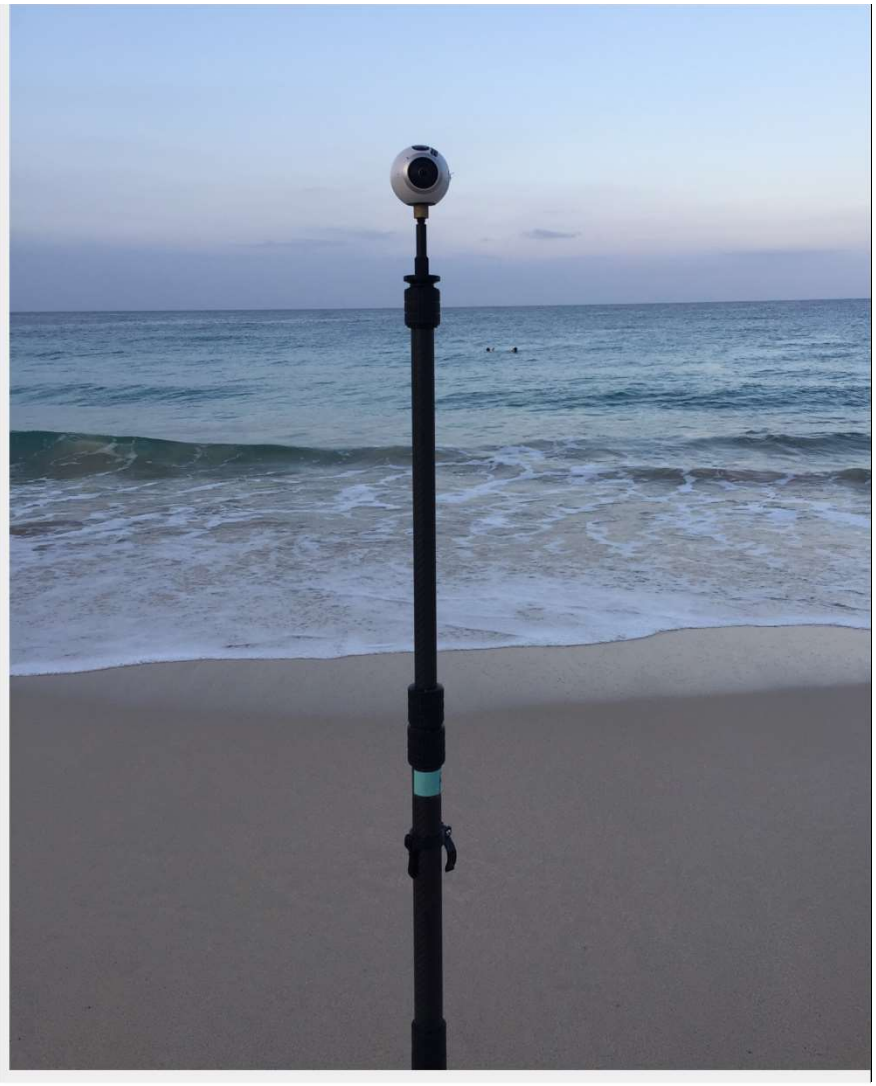
-File sizes can be large, so **filming short recordings** can help, as can going through footage on a laptop or phone on-site and making selects

-If possible, **test the internet speed** ahead of time with a similar sized clip.

-Have a **predetermined goal time** for selects to be filed by and manage expectations.

360 News: Editing

- For quick turns, **do not try to stitch all the footage**, stitch only selects
- Identify **the moments** within the clip that you'll need for the story
- **Sync audio** if needed
- Depending on time: do a rough stitch first, review.
- Start fine-stitching while 1st cut is being reviewed.
- **Check fine-stitch** for horizon, ghosting, smudges on sky.



What 360 news ideas do you have?

Thank you!

Veda
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Want to talk more about the session? Head to the Midway lounge!

Also, be sure to visit the many ONA18 exhibitors in the second floor Exhibit Hall.