

# Cheat sheet on how to successfully produce a multimedia story

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## 1) Planning:

- Start as soon as possible.
- Think laterally about resources within your organization.
- Focus on what is unique about your offering.
- Build flexibility into your plans.

## 2) Collaboration:

- Communication is key: Multimedia productions often involve a number of people from different areas working together.
- Someone has to be in overall charge.
- Balance deadlines, needs and resources across a variety of groups (e.g. technical, design, editorial, TV, radio, print, business partners, etc.)

## 3) Innovation in storytelling:

- What formats other than text can you use to tell the story?
- Build in space for experimentation. Don't worry about making mistakes.
- Sometimes simple is best. Not everything has to move or zoom.
- What's the cost/benefit of using an innovative format?
- Reporters, producers, developers and editors with a variety of skills (e.g. video, photography, Flash, databases) are a great asset.

## 4) Video:

- Take-up of broadband and developments in Flash mean that high-quality video is now a serious option. It is also easier to produce than before.
- Video is a good way to tell stories, but not all stories can effectively be told using video.
- Video on the web is different from video for broadcast
- Video must fit in with your overall coverage.

## 5) Data:

- Data is an effective journalism tool and can be deployed in formats such as charts and tables. Online, users can be presented with tools to query the data themselves.
- Data projects done well can stand alone, but sometimes need interpretation.

## 6) Interaction with audience/interactivity:

- Users want to interact and express their opinions, potentially leading to a greater engagement with science.
- While there are dangers in opening your site to participation, the positive aspects far outweigh the negative.
- Interaction will inform and enhance your coverage as a whole.

## 7) Networked nature of the net:

- More people are coming to websites through "side doors" rather than the home page so each content element needs to work on its own.
- Optimizing each feature for search is critical.
- In a Web 2.0 world, look for ways to get your content out on to the wider web through syndication, RSS feeds, widgets etc.