

Going Live From Your Palm

Readings and assignments using the app Periscope

News organizations (print, online and broadcast) are all migrating more and more to mobile and social apps. New live-streaming apps such as Meerkat and Periscope now allow everyone to have the power of a live truck in the palm of their hand. For this assignment, we will use Periscope because of its seamless integration with Twitter. All of you should already have a Twitter account for your journalism classes.

Readings:

Read and reflect on these articles from [The Verge](#) and one article from [Slate](#) before the next class session and our Periscope assignment. These are the questions for you to consider as we discuss the possible uses of Periscopes before we take the iPads or your personal iPhone on assignment.

Questions to consider:

- 1) The new live streaming apps Periscope and Meerkat were used to broadcast an explosion in New York City. How does this differ from traditional news reports?
- 2) When you saw the comments on the screenshot of the Periscope, what was your reaction as a student journalist?
- 3) Although live streaming technology has existed for years through either UStream or Live Stream, how do you think that these new apps can revolutionize the ability of all reporters to immediately “go live” from an event and broadcast to the social media audience?
- 4) What are some of the challenges of “going live” from breaking news such as the New York explosion?
- 5) Do you think you will use these apps in your reporting and writing? If so, why, and if not, why not?

Brief instructions for how to use Periscope:

- 1) Set up an account and link it through your Twitter account. You may either use your class or personal Twitter account for this exercise. If you use your personal account, remember to tweet a statement to your followers that this is a class assignment in case they are interested in following along.
- 2) Give your broadcast a title. For this one, you might consider hashtagging Murray State to gain followers. Example: NPR reporter speaks at #MurrayState. Don't give it a title like “Some random dude bores us to tears.” Remember to act professionally at all times.
- 3) Remember that video has to be vertical for Periscope, even though it goes against our video teachings. Make sure to hold the iPad in a vertical position. You may either use the small tripod in the iPad kit or you may steady the iPad with your arms and hands. Be sure to set up a good shot prior to beginning filming, so you may need to move from your original seat to a place where you can get good audio and video. Do not zoom with the iPad. The result may be grainy video. If you must change positions, change positions before the event starts.

- 4) Turn on the location services to allow for geotagging, or a service that pinpoints your location. This also may help people to find your broadcast if they are in the area and interested. Also, make sure that the settings are set to public rather than private.
- 5) Allow a minute or so for the app to initialize.
- 6) During the stream, you may notice people commenting or sending you “hearts” (think about these the same way we think about Facebook “likes”). The person taking notes needs to write down the responses and number of hearts received. If the audience asks questions, the note-taker needs to be able to quickly respond or tell the person filming what to respond. Work as a team and figure out what works for your team.
- 6) At the end of the session, save the stream to the camera roll. It also will save in the app for future viewing. By saving it to the camera roll, you can embed it into the blog post in the second part of the assignment.

Part II

Reflective blog post

Based on the readings we discussed as well as your own experience of filming and broadcasting the news conference, return to the news lab and write a 300-word minimum blog post. The blog post should address both the news conference and your experience of using a mobile live streaming app to broadcast the news conference. Download the video to the computer for use in the blog post. You may upload the video to your YouTube channel, but make sure that you list it as “unlisted” to keep people from searching it or if you may try to upload it as a raw video. Remember, though, that the video will be vertical. You also should reference several of the readings through links as you make your point about Periscope.

You should spend about 10 minutes discussing the post with your peer and mapping out your response that addresses the following questions and issues:

- 1) Periscope offers journalists a chance to “go live” during an event. When and why should journalists use this app?
- 2) Based on your experience today, do you believe that live-streaming apps such as Periscope will have a place in the increasingly social media-hungry media world?
- 3) How can live-streaming apps such as Periscope help drive the public’s conversation about news events on social media? In traditional media? Or does it even translate to traditional media?
- 4) As with all social media, one criticism of Periscope is the ability of the audience to comment immediately, and some comments may be rude or uncivil. What was your experience with people either giving “hearts” or “likes” to your broadcast or making comments? If no one made comments, why do you suppose that no one commented?