PROJECT NUMBER: 2021-1-PT02-KA220-YOU-000029077

DIGITAL TRANSFORMATION IN JOURNALISM AND NEWS MEDIA

MODULE 3: SKILLS AND CAREER

UNIT 1: INTRODUCTION: DRONES IN JOURNALISM

DRONES

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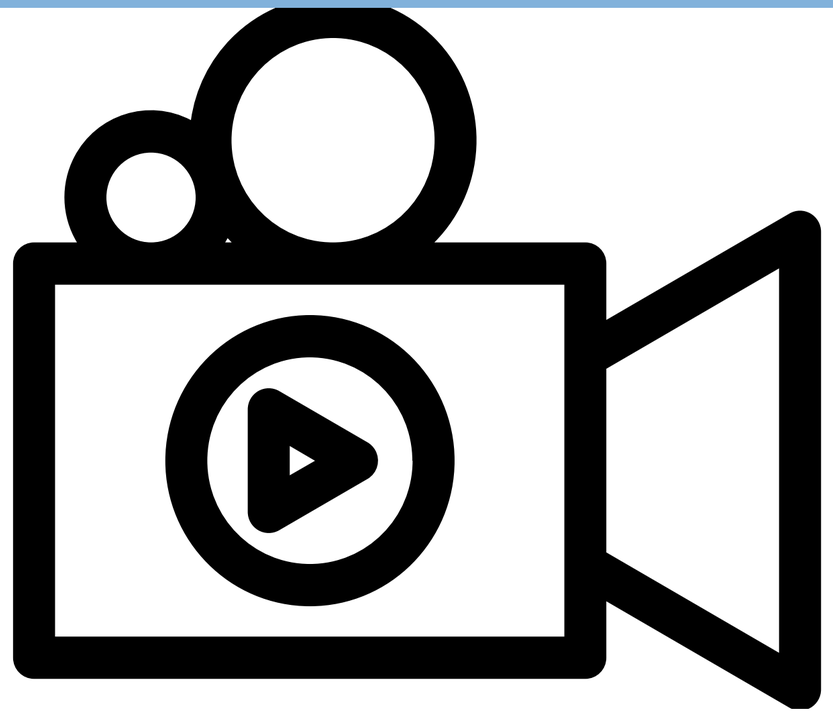
What are your ideas and experiences on the use of drones?

DRONES

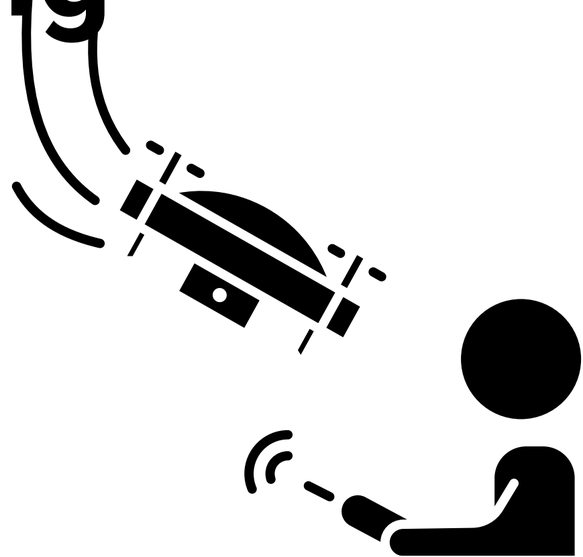
Watch the video



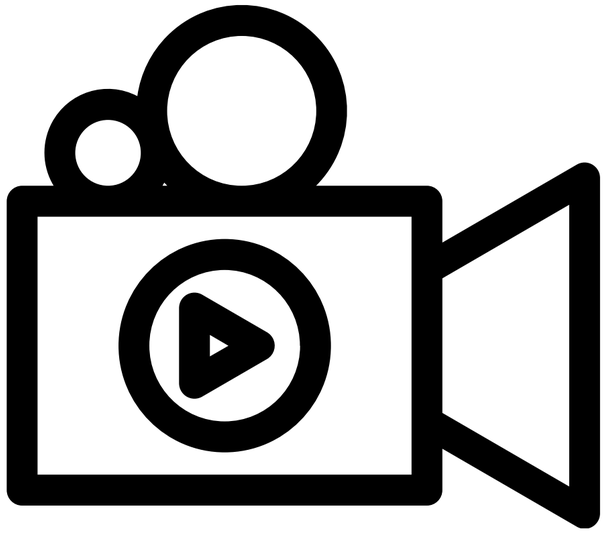
DRONES

Advantages of using DRONES

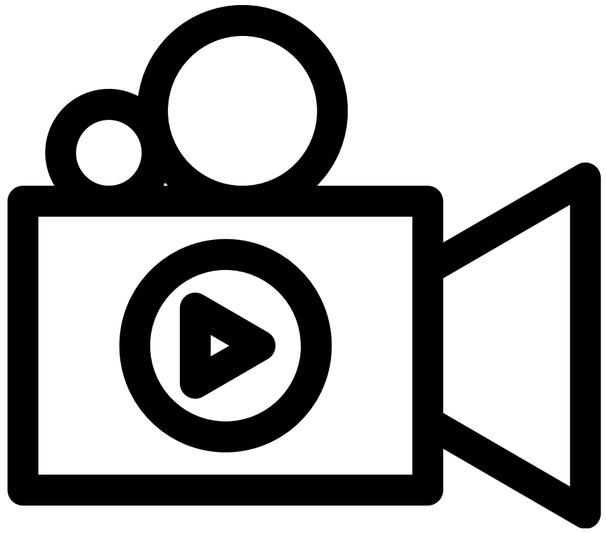
In what journalism is concerned, what are the advantages of using DRONES?



Watch the videos



MC1100E: Drones in Journalism and Communication



Drones as new tool for journalism

DRONES

When Drones started being used in journalism

DRONES

Drones,

also known as unmanned aerial vehicles (UAVs) or remotely piloted aircraft systems (RPAS), have opened up new opportunities across a multitude of industries. And journalism is no different.

DRONES

Drone journalism refers to the use of drones for newsgathering purposes. Drone photos and videos lend a unique aerial perspective to everyday news coverage, allowing journalists to make their reports more insightful and innovative.

The use of videography in journalism is not new. In the 1950s, a Los Angeles television station modified a Bell 47, the iconic light single-engine helicopter, by fitting it with broadcasting equipment. And so the world's first Telecopter - a television news helicopter - was born. In short, having a unique vantage point empowered the television channel to turn local news into a cash cow.

Quickly, every television station in the major media markets of the United States was clamouring for a helicopter. And Bell became a synonym for electronic news gathering.

In 2008, Jay Gormley, then a reporter for
CBS 11 in Dallas, said:

“With 24-hour cable stations, 190 channels, and the Internet, the news is about immediacy. We’re in an instant gratification generation. People want it right away. Without a helicopter, you’re out of luck. You won’t be able to compete because you won’t be able to provide news right away.

DRONES

Helicopters

Why are helicopters being replaced with drones?

DRONES

Newsroom

Why are newsrooms replacing helicopters with drones

DRONES

The biggest advantage of using drones in journalism is their affordability.

Renting a helicopter costs hundreds of dollars per hour and only companies in the media sector with money can afford to do so. On the same budget, even a freelance journalist can easily buy a drone and have a permanent smart resource for news coverage. DJI's new Air 2S, for example, costs less than $1,000 and can shoot incredible 5.4K video.

But their moderately low costs are not the only reason why more and more drones are finding their way into the press.

Unlike helicopters, using drones means that human life is not being put at risk. Capturing hazardous locations, for example, is exponentially safer than using a manned aircraft for the same purpose.

DRONES

Easy access to drones is also allowing private citizens to contribute to journalism more easily.

A citizen can capture, or even broadcast live, newsworthy footage of an event and contribute to the reporting of media organisations.

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How the Drones are transforming the Media Sector?

DRONES

How are Drones transforming the Media Sector

DRONES

The use of drones is transforming the media industry - for example

- action sequences in films can now be filmed from the air without any problem
- journalists can cover news in areas where human entry may be dangerous or forbidden
- photographers can take dream photographs of places in nature that might otherwise be inaccessible

DRONES

Here are some examples of how Drones can be used in the media industry:

Filming Movies and Television Series

Today's filmmakers, use Drones to capture incredible panoramas and action that they witness sitting in their living room. Drones are being used to film footage that requires adrenaline-filled action sequences, literal bird's eye views, dramatic panoramas, or 360-degree views of subjects. Drones not only allow you to build a better picture of the lay of the land, but they can also descend to ground level, with smaller shadows and less air disturbance, unlike helicopters.

Journalism

Due to the capabilities of drones, their popularity has increased, particularly in journalism and documentary filming. A news story comes to life when viewers see the journalist moving towards the forbidden or dangerous area to cover the action live on the ground and in real time. This not only increases the clarity of the footage, but also the credibility of the news.

Aerial Photography

Drones have propelled the art of photography and videography to new heights.They have created a plethora of possibilities for photographers, videographers and casual hobbies alike.

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Photography

The great thing about using a drone for photography is that it allows you to shoot from a superior perspective. This can instantly transform old, simple photographs into something truly spectacular. Drones have built-in cameras that can rotate and pan to allow the operator to shoot photos and videos from all angles. This is very useful for photographers as it gives them more freedom in creating the perfect shot.

Nature and wildlife photographers no longer need to trek dangerously through jungles and rainforests or hike up steep mountains to take pictures. Photojournalists no longer need to place themselves in the middle of disaster zones and war zones. With the help of drones, photographers have the option to document events in inaccessible locations.

DRONES

“

The use of Drones is undoubtedly changing this industry, however not everyone is able to handle them correctly, you need certain skills to do so.

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MODULE 3: SKILLS AND CAREER

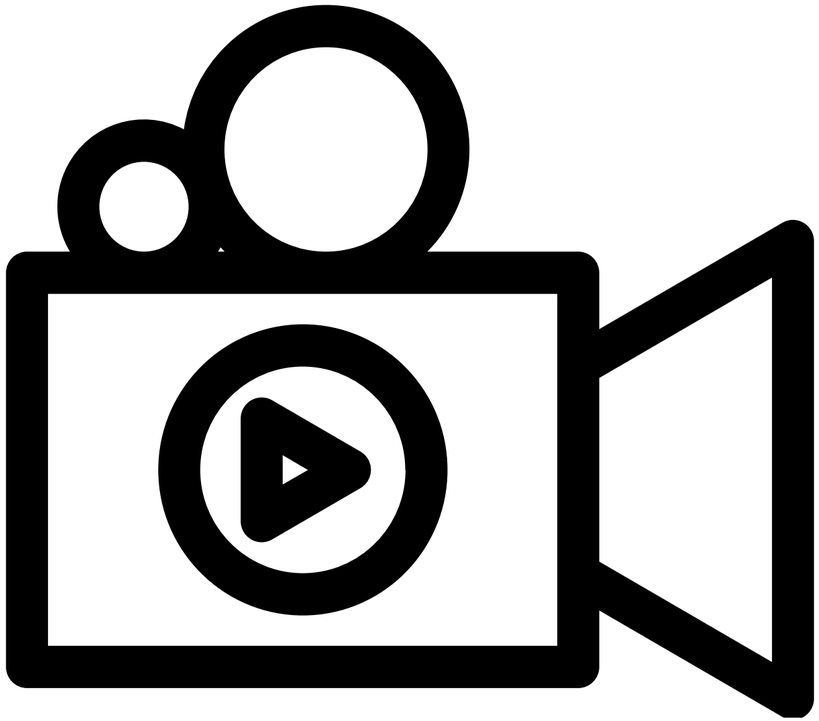
UNIT 2: ENTREPRENEURSHIP

Which knowledge, skills and attitudes should someone have who wants to use drones?

What are Soft Skills?

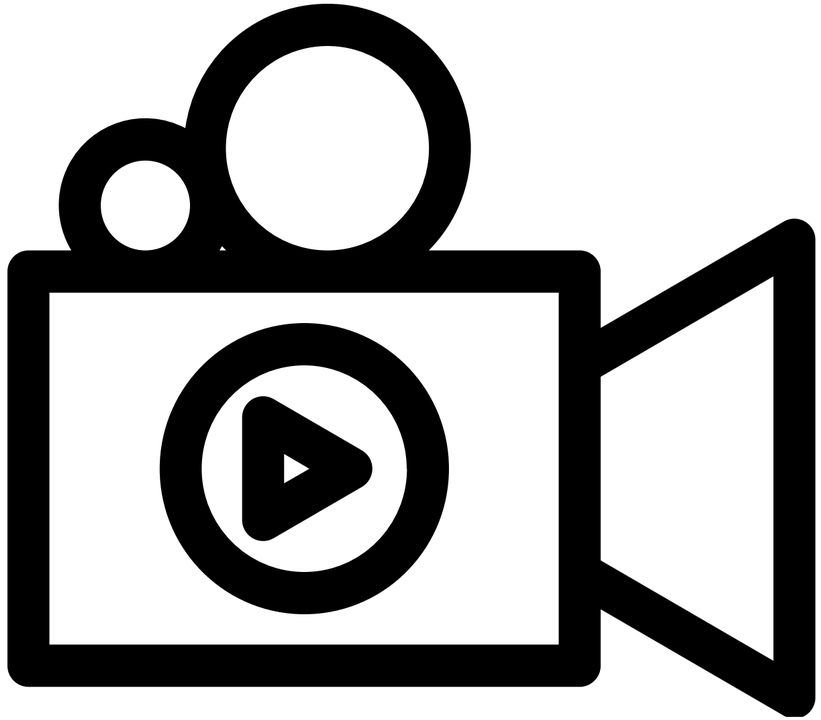
DRONES

Watch the video



DRONES

Watch the video



DRONES

Indicate the most important skills on the job market and relate them to a job using drones.

How important are these skills, or some of them, in jobs as a Professional Drone Pilot?

In your opinion, what are the mistakes people shouldn't make when flying a drone?

It is important that the person learns the technical components of the drones. Improve your communication skills is relevant when flying a drone for an efficient operation.

Only this way, can they take photos and do videos using drones properly.
Strong interest in aviation, good concentration skills, ability to remain calm under pressure, IT and Math's skills, the ability to make quick decisions in emergencies, give accurate instructions and accept considerable responsibility when managing and using the drone, as well very good domain of its software pre-, during, and post-production is very important in any person willing to work using drones.

Last but not least, all interested parties in using drones must be aware of the respective local laws which are usually covered in the courses available to complete license A1/A3 and A2.

DRONES

Para utilizar um drone, na área do jornalismo, e em geral, são necessários alguns conhecimentos, competências e atitudes.

DRONES

Knowledge:

- Identify the different visual workflow of journalistic pieces.
- List the different pieces of the aircraft, its capabilities and limitations and respective software.
- Name the procedures of using drones properly.
- Give instructions to cameramen when it is needed specific interaction.
- Recall the law governing the operation of drones and current data protection law.
- Identify the regulations and laws of the country where the drone will be used.
- List ethics issues.
- Underline the weather conditions.

DRONES

Skills:

- Manage and apply images, plane framing, image formats, photos, lighting, film language, basics of filming and editing.
- Manage and assemble the different pieces and/or tools/resources.
- Perform calibration and system setting on set.
- Handle the aircraft properly (manage procedures such as not flying over a crowd, not exceeding the maximum permissible flight altitude, avoid restricted zones, etc.).
- Coordinate, pilot and guide drones, operate aerial videography.
- Implement administrative skills (for the requests the authorization for public spaces). For basic flight scenarios, beginners tend to undercharge and underestimate the administrative preparation and editing time (which is a real professional skill) not to mention the charges.
- Apply deontological procedures.
- Recognize suitable conditions to use the aircraft.

DRONES

Attitudes:

- Show capacity of map reading
- Reveal social skills.
- Show capacity of adaptation to different settings, tools and resources.
- Show resilience and patience.
- Reveal strictness and persistence.
- Communicate accurately for an efficient drone operation.
- Be careful and focused when using the drone.
- Be able to remain calm under pressure. Take quick decisions in emergencies, give accurate instructions and accept considerable responsibility.
- Respect people on the ground regarding privacy and do not create situations of physical danger on the ground and in the air.
- Reveal resilience. Fly with the notion that the pilot is civilly responsible in case of an accident.

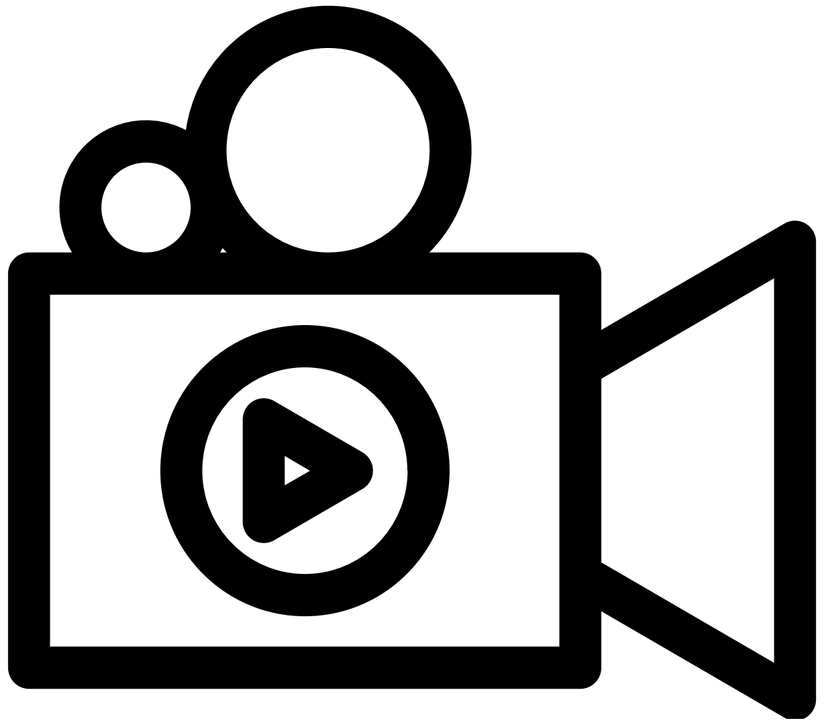
DRONES

Attitudes:

- Show compliance with the rules for the use of drones.
- Show responsibility in the use of drones.
- Show respect towards privacy and the others.
- Show responsibility for the environment where the drone is being operated, preventing possible situations (loss of GPS signal, loss of visibility of the aircraft to the naked eye).
- Reveal compliance with weather forecasts.

DRONES

Watch the video



DRONES

10 mistakes one should avoid when using drones.

1. Not knowing the law in your country
2. Not updating software and firmwar
3. Losing a propeller
4. Flying out of sight (always fly VLOS – it’s the law)
5. Flying backwards

DRONES

10 mistakes one should avoid when using drones.

6. Not knowing your stopping distance
7. Watch out for power lines and cables
8. Don’t get caught out by the wind
9. Not knowing how long ‘RTH’ takes (Return To Home)
10. Don’t update the ‘RTH’ location when you have moved

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DIGITAL TRANSFORMATION IN JOURNALISM AND NEWS MEDIA

MODULE 3: SKILLS AND CAREER

UNIT 3: GOOD PRACTICES

Building a successful career in journalism using Drones

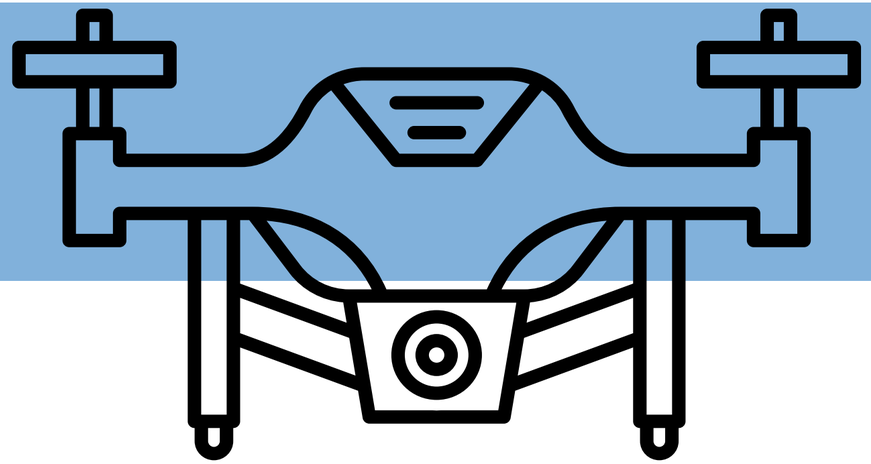
Over the last few years, drones have become a common tool in journalism, with aerial shots captured by drones helping us understand how a flood has damaged an area or capturing the size of a crowd, or the scope of a wildfire.

In general, drones are used in journalism as one more vantage point for helping to tell a story, since aerial stills and video footage can add an extra layer of drama to news coverage.

As with film, drones are much, much cheaper than using a helicopter, which makes aerial shots available where before there simply wouldn’t have been the budget to include them.

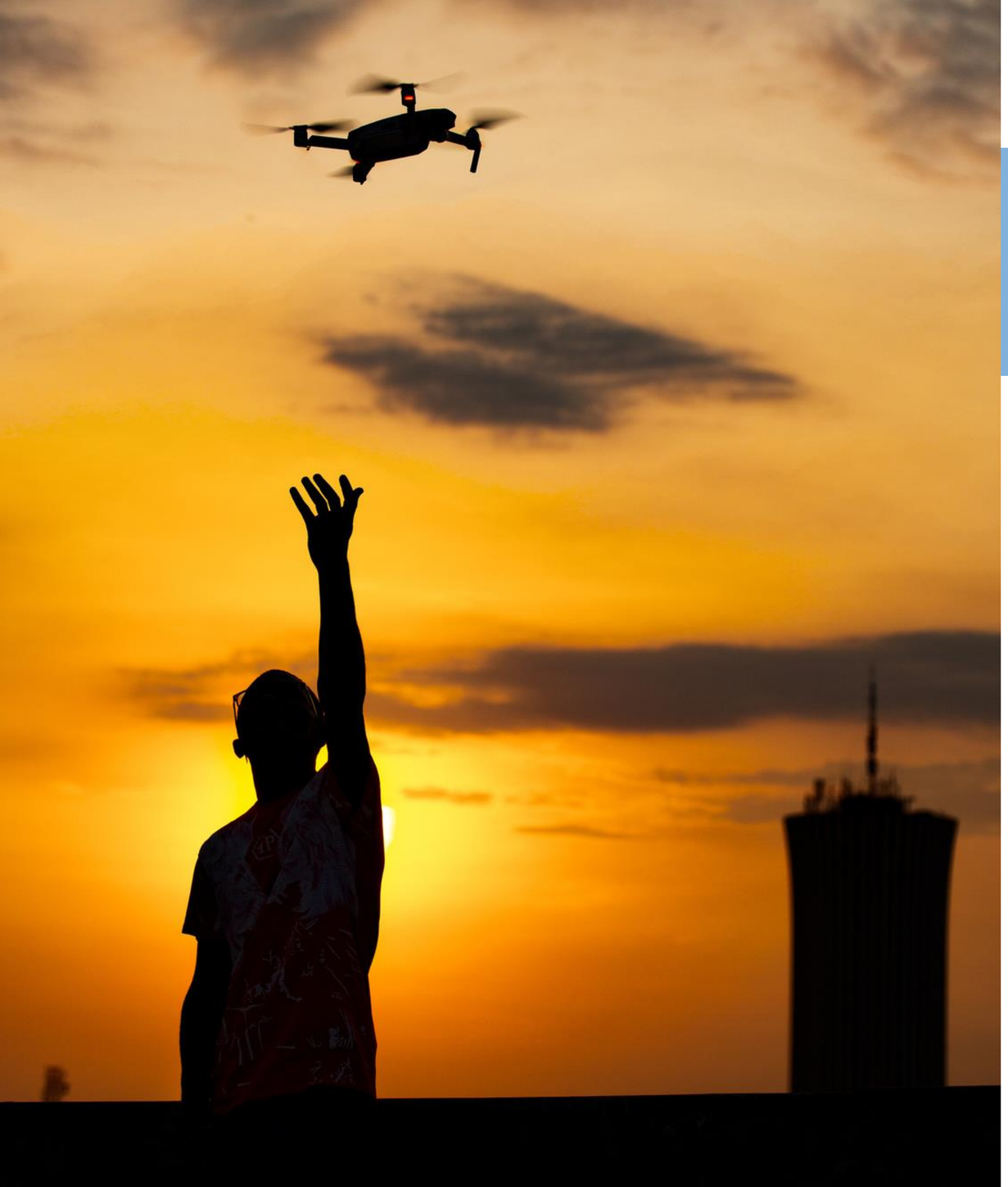
DRONES

One thing to keep in mind about flying drones for journalism is



that there is a spectrum of use cases, with a spectrum of quality required.

For breaking news or disaster coverage, having the very best camera out there may not matter so much as having the footage at all. On the other hand, if you're trying to capture an artistic still to accompany a written article or documentary-type footage for a longer video-based story you're helping to cover, you may want a more expensive drone that allows for a customized payload so you can attach your own high-end camera and get the very best shots possible.



DRONES

The skill sets required to use drones in journalism also vary with your particular use case. If you’re working as a documentarian you may need a high level of expertise in videography and photography, whereas your skill level may not need to be quite as developed for breaking news coverage. That being said, in all scenarios related to journalism your flying skills will probably need to be top-notch, given that you may be flying under pressure in difficult situations, and you may only have one chance to get your shot.

DRONES

Drones can give you many different opportunities of finding a career.

If you decide to go on a career in Journalism using Drones, and want to buy a Drone, be aware of the following:

DRONES

Best Drones for Work in Journalism

- The type of drone you might need will vary greatly depending on the type of journalism you're doing.
- For breaking news coverage you could probably do fine with a **DJI Mavic 3**, but if you're trying to capture stunning images for a print story or a documentary, you may want something more high-end.
- An **Inspire 2 with a ZenMuse x7—a camera DJI** created specifically for making movies—could do the trick, or you may want to push your quality even higher than that, and look into the FreeFly Alta, which will allow you to customize your payload so you can choose the camera you use for a given shoot.

How Much Money Can I Make as a Drone Pilot in Journalism?

Most of the people we've met who use drones in journalism already work in journalism in some other capacity, either as a videographer, a photographer, an anchor, or in some other role.

Based on estimates from Payscale, the average starting salary for journalism majors is about $35,000 a year, with photojournalists making about $30,000 a year and news anchors making about $50,000 a year. Of course, location is a big factor in how much you'll make in journalism—a big city is going to pay more than a smaller city—and it would certainly help to have multiple skill sets (like being able to fly a drone and write well).

How Much Money Can I Make as a Drone Pilot in Journalism?

That being said, there are some drone pilots out there who do freelancing work in journalism. Here is what one of them told us about how he prices his services:

> **Half-day rate for our photography/videography for a news-based project is $400 for the first 4 hours or any increment thereof. $750 for an 8-hour day or any increment thereof beyond the first 4-hours. Each half-hour beyond 8-hrs is $50 per. If a spotter is needed, that adds another $50 per hour for both rates.**

Elliott Francis, Drone Pilot and Owner of
ReelView Aerial

DRONES

Types of Missions Drone Pilots Typically Fly in Journalism

Disaster reporting

Filming fires, floods, storms, hurricanes, tornadoes, and other disaster scenarios.

Breaking news

Filming active shooter or hostage scenarios, collapsed buildings, and other live reporting events.

Traffic reporting

Aerial footage of traffic and accidents.

Documentary work

Landscape/wildlife work, cityscape work, or other scenarios where an aerial perspective can help to tell a story.

DRONES

Types of Missions Drone Pilots Typically Fly in Journalism

Investigative reporting

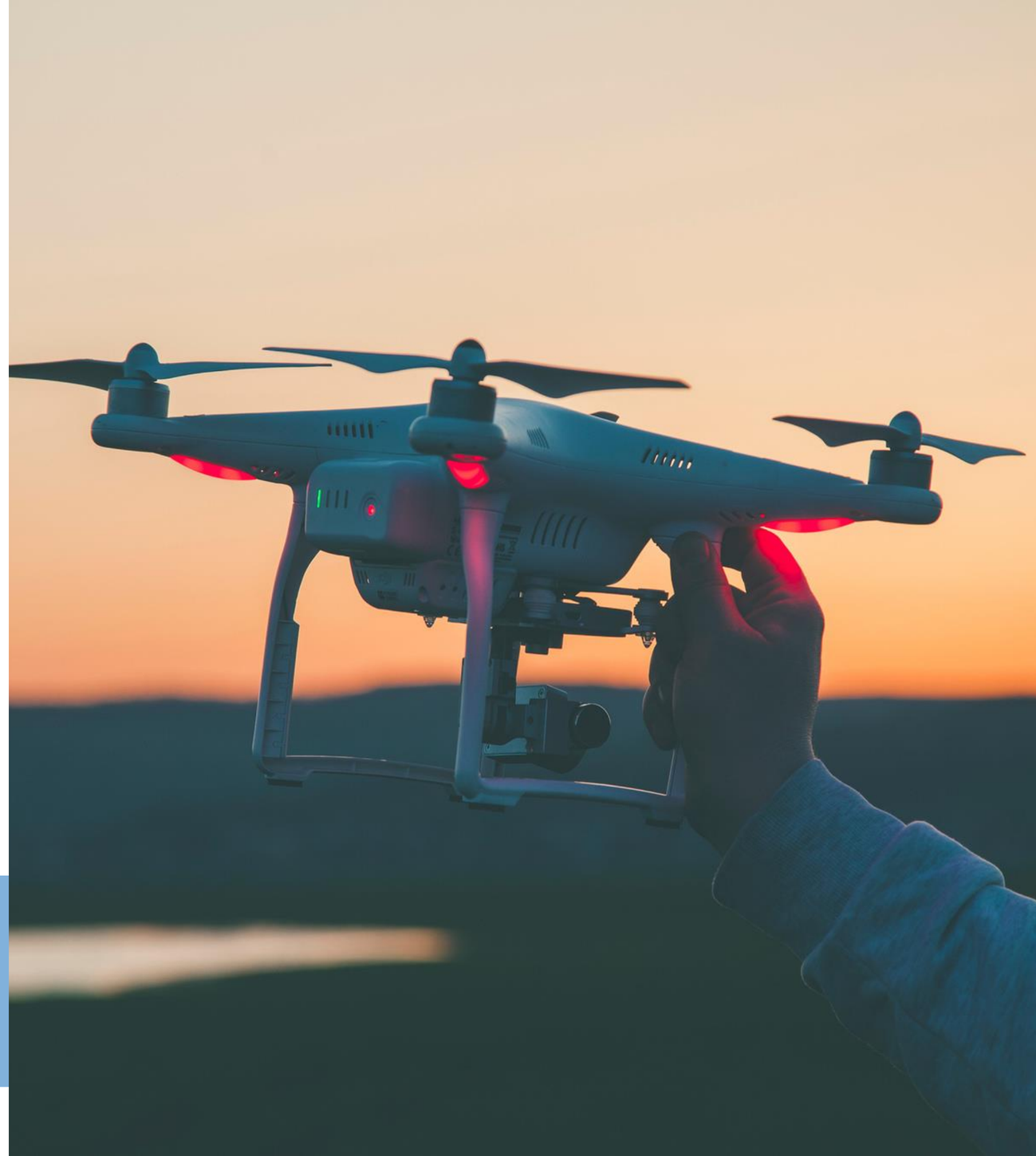
Using a drone to collect key information for a story (i.e., about labor conditions in a factory, or whether the mayor is using his sprinklers illegally during a drought, etc.).

Photojournalism

Artistic, high-quality stills, and video capture to tell a story.

DRONES

Good Practices:



Cyprus:

Name of the Good Practice and/or success story: Coronavirus: police watched from the skies to enforce Easter lockdown

Description: Helicopters and drones used by police to check movement regulations over the Easter weekend as part of measures to stop the spread of coronavirus.

Objectives: To prevent the spread of the virus

Target Group: The entire community

France:

Name of the Good Practice and/or success story: Cultural preservation

Description: An organisation establishes archives of images taken from the interior of several monuments to preserve the images. This initiative follows the fire at Notre Dame de Paris.

Objectives: Preserving cultural heritage in case of any accident.

Target group: Tourism

Italy:

Name of the Good Practice and/or success story: HandiDrone

Description: It is a successful example of the application of the drones' technology for social inclusion, made by a collaboration between a digital agency and a French association for the social and professional involvement of people with disabilities. The first test of the drones' use took place in June 2016.

Objectives: To allow people with reduced mobility and other problems of disability to experiment the use of drones, giving them the opportunity to start a new career, helping them to become drone pilots.

Target group: people with disabilities

Malta

Name of the Good Practice and/or success story: Filming and geographical mapping

Description: One of the people interviewed, Luke, is a fulltime videographer who also use drones for filming. Apart from filming using a normal grounded camera ,he uses drones for areal filming as well as for geographical mapping including that of Malta's rocky landscape and cliff edges. If not done by a drone such job would require the use of a helicopter or glider which would be much more time consuming and expensive.

Objectives: Geographical mapping, creating awareness of the country's natural landscape

Target Group: Students, and people interested in geography

Portugal

Name of the Good Practice and/or success story: Aerial image capture in the implementation of awareness or social actions.

Description: Capture of aerial images in the realization of awareness actions or social content, particularly in raising awareness for children suffering from oncological diseases, autism, etc.;

Objectives: To draw the community's attention to these causes, using impactful images;

Target group: The entire community

Slovenia

Name of the Good Practice and/or success story: Agroforestry

Description: A young Slovenian farmer uses drones to inspect and plan plots of land for clients for whom he creates so-called forest gardens.

Objectives: The goal is to get to know the area as well as possible from the air in order to plan better.

Target Group: Subscribers who want to design their land.

List of the top companies in the drone industry, where you'll find jobs that don't necessarily require you to know how to fly.

DRONES

AgEagle

provides software to help people use drone technology in agriculture. They are singularly focused on agriculture, with the goals of helping farmers increase yields and maximize the bottom line while reducing their environmental footprint. Their core business is making data processing software to analyze drone-collected agricultural images.

AirMap’s

cutting-edge technology transforms airspace below 500 feet to provide accurate, reliable, and trustworthy low-altitude navigational data and communication tools to the drone industry. Their software was developed by experts in GIS, aviation, and policy. AirMap collaborates with industry leaders such as DJI, Intel, senseFly, and others, sharing their data in the flying apps those companies provide.

Bentley

is the creator of ContextCapture, which allows users to produce large and challenging 3D models that incorporate complex real-world conditions, including scales as large as entire cities, from simple photographs or point clouds, in order to easily and quickly provide context for design, construction, and operations decisions for all types of infrastructure projects throughout the world.

DRONES

DJI

is one of the top consumer drone manufacturers in the world. Their Phantom 4 Pro is a go-to drone for many new drone service providers. According to data provided by the FAA, DJI's Mavic, and Phantom series drones are among the most used purchased in the U.S. for commercial work.

DroneBase

is a service that allows you to either hire a drone pilot to complete a project or become a freelance pilot for them. They match up each job and pilot based on location, availability, and equipment required.

DroneDeploy

offers powerful cloud-based drone software that's compatible with any drone. It allows you to map and create 3D models and analyze and share the data right from your device.

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