

What is mojo?

Mojo is a content creation tool to enable journalists to develop, create and publish content from the field.

Knowing how to use a smart-phone to create content will enable a journalist to create audio, video and data reports or stories—to transform user-generated content (UGC) into user-generated story (UGS).

The more familiar we become around digital content the more we realize that one of the most transportable ‘net currencies’—one that makes net surfers stop and look—is story.



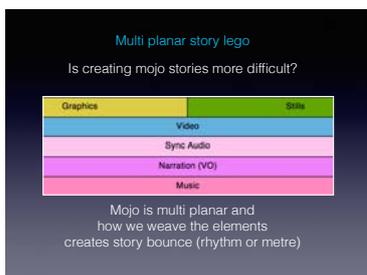
We need to train journalists to use smart devices to create more visceral and dynamic digital content because pictures with stories can increase online hits, for that story, by about 20-25%. Having a creative suite in a pocket enables journalists to report and update all kinds of stories—raw, edited or live—from location using either WiFi or 3G.



Why should mojos learn to edit?

Editing is digital writing
 Editing teaches coverage
 Editing creates time
 Editing creates diversity

Is mojo more difficult?



What is story in the digital age?

It's a series of **events** filled with **action, dialogue, trouble, hope** – moments we experience in life that *drive story*.

So in a *video story* we look for events to give our story dynamics and currency.

A story also needs the 'substance' that only a 'character' provides.

Who's eyes are we telling the story?

SCRAP a story telling tool kit



How important is the equipment?

Technical Mojo – the Kit



Basic Mojo Kit

1. Smartphone
 - a. iPhone
 - b. Android (Snapdragon 808 or higher)
2. Microphones
 - a. Shotgun
 - i. VideoMicMe (USD59) (www.rote.com)
 - ii. VideoMicro (USD59) (www.rote.com)
 - b. Lavs

- i. SmartLav + (USD79) www.rote.com
- ii. Senheisser Clip Mic Digital (USD199) (www.senheisser.com)
- c. Radio
 - i. Rode Link (USD399)
 - https://www.bhphotovideo.com/c/product/1115091-REG/rode_rodlnk_fm_rodlink_wireless_filmmaker_kit.html
 - ii. Senheisser AVX (USD999)
 - https://www.bhphotovideo.com/c/product/1135456-REG/sennheiser_avx_combo_set_4_us_avx_combo_set.html
 - iii. Sony D11 (USD599)
 - https://www.bhphotovideo.com/c/product/1025752-REG/sony_uwp_d11_42_bodypack_lavalier_mic_eng_package.html
- 3. Tripod
 - a. Manfrotto Pixi (USD35) This is a short tripod that enables the journalist to carry it everywhere t use as a tripod and to extend reach in a moving stand up.
- 4. Transfer devices – enable you to move content from device to device for editing and storage.

What apps are crucial?



Essentials:

- Edit: iMovie (iOS), Kinemaster (Droid),
- Audio: Ferrite or Rode Rec
- Advanced Camera: FilmicPro (Video), Camera + (Stills)
- Graphics: Vont (Video), Phonto (Stills)
- Transfer: device specific app, We Transfer

What about my camera work?

Framing is like punctuation

Why choose a frame:

EWS sets the location; WS sets the reporter in location, MS used stand up where you need to see location and interview when there is movement, MCU emotional interview reaction shot, CU powerful



How long do I hold the shot?

- As little as 18 frames can be used but 10 seconds is a good time. Don't forget the power of the 30 second *tea ceremony* shot.

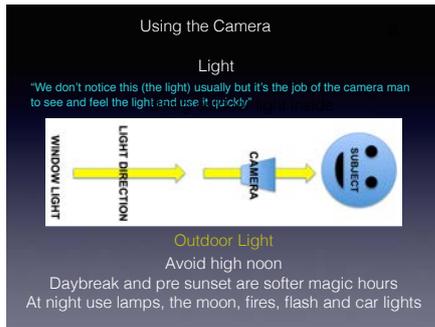
If it gets busy think information and not shots.

- Ask have I got that information and is it story specific?

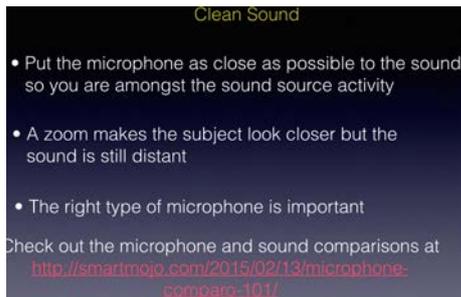
Dynamic camera movement

- Within frame
- The roving camera

Use natural light when you can



How do I record clean audio?



What is B roll and how important is it?

Edit apps with multiple vision tracks are essential. Mostly we cut the story track first to get the editorial right, then paste up with B roll—shots that highlight what's being said either in interview, sync grab, stand up or narration—on the 2nd vision track.

Tip: When you think you have enough B roll, get some more.



What is writing in and out of pictures?

Writing in and out of Pictures

In longer pieces the focus is writing in and out of the sound bites and not on overlay or B roll. It's preferable to work this way, to get the story structure right, before you do too much 'colouring in' with B roll. The diagram shows one PTC grab, leading into a piece of narration, that leads to a choice piece of interview sync; a pattern that creates a particular news like story bounce, rythm or meter.

V2	Don't	worry	about	overlay	yet
V1	PTC 1		Interview		PTC 2
A1		VO1		VO2	
A2					

This next diagram shows the addition of B roll

V2		Wide Shot		EM 1A3	
V1	PTC 1		Interview		PTC 2
A1		VO1		VO2	
A2					

How do I finish my story on my smartphone?



You will render the story choosing any number of resolutions (low resolution if you have a weak signal) and then upload it to your camera roll, FTP site, YouTube or other target directly from your smart phone (using 3G or WiFi).

What about when my phone is full?

Use transfer devices to transfer media to and from your smart device.

