MOJO: MOBILE JOURNALISM
Making quality news videos with iOS and iMovie

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About Stephen Quinn

- 1975-95: reporter, producer and editor in 5 countries
- 1996-2011: university professor
- Published 23 print books and 5 i-books
  - Since 2000: >200 presentations in 38 countries
  - Trained mojos in 16 countries
- 2011-13: digital development editor, SCMP in HK
- Former consultant with WAN/Ifra, Newsplex and Innovation International
- Now: MOJO Media Insights; part-time professor
- Twitter: @sraquinn Blog: sraquinn.org
Tell me about you

• What mobile phone do you have? Why?
• What social networking sites do you visit?
• Any television or video-making experience?
What's possible with iMovie

https://www.youtube.com/watch?v=5rqhGLlM4os

Promo for MojoCon 2016
Nick Garnett a BBC mojo

https://www.youtube.com/watch?v=SdIpmnYI1Rg
Let’s watch a movie

The Fixer (runs 7 minutes)
http://www.thesmalls.com/film/fixer

Story from RTE, Irish national broadcaster, about doppelgangers: https://twitter.com/rtenews/status/588648066191740928
A definition of journalism: The art of compression
Why preference for iMovie?

• 144,000 hours per day loaded on YouTube
• How to make your video stand out?
• Quality stands out
  • Editing creates quality (in all media)
• Integrates beautifully with iPhone: only device with apps that allow two video editing tracks (see next slide)
• Journalists already familiar their iPhone
Why the iPhone?

• Only smartphone with apps that give TWO video editing tracks, plus ability to save in full HD (1080 or 1920) without watermarks, and free with iOS devices since 5S

• KineMaster app for Android permits 2 video tracks for some devices but cannot save in full HD, and you must pay to remove the watermark. In some cases you must pay to get second edit track
Some definitions to start

**VJ:** video journo
Backpack reporting kit

**Mojo:** mobile journo
Smartphone/tablet reporting kit
What I mean by mojo

- **Everything** done from the smartphone
- research / shooting / editing / captions / narration / music / delivery / (expenses)
Quinn a mojo since 2007

- September 2008: Grand final preview
  - Media scrum: >50 journalists; no private i/v
  - Player thought I was just taking a photo … I got only individual i/v
  - Streamed live video to newspaper web site
  - I discovered …
MOJO IS COOL! BUT ISSUES
Good and bad of the iPhone

GOOD
• Easy to use
• Discreet
• Always connected
• Public accepts them
• Cool apps

BAD
• Lens must be clean
• Battery life sucks
• Data charges
• Expensive
• Tempting for thieves

Security issues
Camera quality improving

- iPhone 3GS = standard definition (SD)
- iPhone 4 = high definition (HD2: 720)
- iPhone 4S = full HD (1080)
  - For stills, 4S: 8 megapixel camera (compared with 5 megapixel in iPhone 4)
- iPhone 5 = full HD video (1080)
- iPhone 6 = full HD video (1080 or 1920*)

* Depends on apps you use
Interview with Quinn

Interviewed at the Global Editors’ Network (GEN) summit in Hong Kong, November 2011 (runs 1.28)

http://vimeo.com/32882089
Examples of recent work

Anzac centenary in Lemnos, Greece

Grotto church in Setubal, Portugal

Monastery inspires winery, northern Greece

Olive tree older than Christ, Puglia

Quinn videos on YouTube: https://www.youtube.com/user/NingboMojo/videos
Some history and theory

PhD: relationship between innovation, technology and how journalists adopt tools

2 key adoption factors

1. **Easy to use** (must not hinder storyteller role). Reverse also applies: If difficult to use tools will be rejected (JasJam 2008)

2. **Perception** tools will speed up the newsgathering process (deadlines)

Earliest mojo. Photo from front page of *NYTimes*, February 1999
IT GETS EVEN COOLER WHEN WE USE APPS AND EDIT ON THE iPHONE
Welcome to

The MOJO Revolution

Mojo means you can make broadcast quality videos with only an iPhone and some relatively inexpensive apps
Range of mojo apps / options

- Simple (iPhone): Google Capture
- Simple (other smartphones): bambuser.com
- Sophisticated: Voddio (not updated since late 2013), Pinnacle Studio and iMovie 2.0
- Secret recording: TS Video
Simplest mojo: Video via email

- iPhone camera: stills + video via email
- Both use **contacts** database in your iPhone (intelligent software adds rest of address)
- Keep video clips under 20-25 seconds if planning to send via email
Quick and dirty overview

- Plan
- Shoot in field
- Edit in field
  - Pictures first
  - Add narration, then adjust pictures
  - Add music (if desired)
  - Add headline and captions
- Upload (patience) via wifi
6 parts to mojo process

1. preparation
2. shooting
3. editing (key to quality)
4. narration / audio
5. captions
6. uploading
1. Preparation / research

- iPhone/iPad fully charged / recharge device
- Transmit? Wifi device / 4G / wifi at location?

- **What is your story?** / **Research** your story
- Arrange **interviews?** / **style**?
- Logistics / travel (Google Maps)
- **Duration** of video? **Plan** your shots
2. Shooting (on location)

• Plan your shots
  – Establishing shot (long shot) / title / sign?

• Stills and video
  – Review both soon after! Delete the crap

• Interview style (use tripod?)

• Piece to camera? If so, where?

• Overlays / cutaways (aka B roll)?

• Duration?

Strategy: Shoot to edit!
Tips when shooting video

• Resist urge to pan and tilt
• Keep camera steady; let action come to you
  – eg use escalators; wait at access points
• Make body a tripod: Lock elbows into body
• Sound is important
  – interviews: get close if no external mic to improve audio quality
  – need to use mic if outside (windsock)
Filmic Pro becoming standard

EPIC guide to Filmic Pro version 5

https://www.youtube.com/watch?v=-7dDOFWYRRI
3. Editing (on location!)

- Opening image!
- Opening animated gif?
- Duration?
- Storyboard
- Closing image!
- Credits

Tip: Shoot to edit!
A quick news story

- On location, interview your main **character**
- **Cutaways** based on key parts of interview
- **Edit** interview, inserting cutaways at relevant points
  - Note that only **video** can be used for cutaways, not photos
- Add title, name supers and credits and publish to web
4. Voice-over (quiet place)

- Will you script a voice-over, and/or use music, and/or natural sound, and/or interview?
- If voice-over, insert in discreet blocks
  - Easier to fit words around pix than vice versa
  - Fastest is to write script after editing pix, then adjust pictures
- Short phrases (3 words / second)
- Practise before you record!
  - Needs quiet place
5. Headline and captions

- **Headline** to start. (Remember you have no anchor intro) Possibly use still of sign or logo
- **Identify** all interviewees
- **Credits** at end: insert “Produced by Your Name” over 4 seconds of nice image
- Might need to **subtitle** interviewee/s if they are non-native speakers
6. Upload

- **Upload via wifi***
  - YouTube or Vimeo?
  - Vimeo Professional costs about £165 a year
- **Copy embed code from YouTube and/or Vimeo, and paste code into your blog**
- **Save to AirStash (SanDisk) as backup**

* If you upload via wifi you can send larger files than via 4G
File management

• You can never be too rich, too thin or have enough memory on your iPhone
  – Good reason to delete all the crap files
• If serious about mojo, buy an Airstash or SanDisk to store your files
MOJO ISSUES
Keep your lens clean!

Main cause of video problems: dirty optics
(the phone is in your pocket, after all...)
Power supply is important

- Images from Haiti after landslide there
Battery life: need charger

• Need minimum 10,000 mAh (enough for 2-3 complete charges of iPhone)
• Show Quinn charger, which is 10,000 mAh
Avoid these unless 8,000mAh
WARNING: Data charges

• Streaming video involves lots of data and someone must pay for those data

• Class exercise: Where to find wi-fi?
HOW MUCH?
Quinn’s mojo kit in 2011
Cost of basic mojo kit*

iPhone 4S (64Gb)
Microphone
iMovie software
Gorillapod/tripod
Battery charger
Light + stand

Total: USD 985 + cost/month for wifi

(My-fi device: charge / month)

*Some news companies have adopted a cheaper option: use iTouch, though camera not as good as with iPhone
Cheaper than O/B vans

- Expensive to operate
- Require a crew
- Limited number
And smaller than TV gear

- Typical kit for Hong Kong TV crew
- iPhone 6+ weighs about 120gm
Another production option

• Shooting in field with smartphone

• iMovie on iPad or laptop for editing

• AirDrop files or use connector device
Mojo kit 2016
My 2016 kit: GBP 1,143

iPhone 6+ (128Gb): GBP 789
ALM case: GBP 90
Rode Smartlav+ microphone: GBP 44
iMovie software: free with newer model phones
Tripod (Gorillapod): GBP 33 (medium size)
Battery charger: GBP 80 (other model £30; see below)
Light + stand: GBP 25
Keyboard: GBP 37
Airstash 64Gb: GBP 55 (via Amazon UK)

Total: GBP 1,143 + cost/month for 4G
A cheaper mojo kit: GBP 888

iPhone 6S+ (128Gb): GBP 789
Rode Smartlav+ microphone: GBP 44
iMovie software: free with newer model phones
Airstash 64Gb: GBP 55 (via Amazon UK)

Total: GBP 888 + cost/month for 4G
(My 4G cost / month = GBP 16)
Or for even less: GBP 329

Second-hand iPhone 5S (32Gb): GBP 230
Rode Smartlav+ microphone: GBP 44
iMovie software: free with newer model phones
Airstash 64Gb: GBP 55 (via Amazon UK)

Total: GBP 329 + use free wifi for uploads
Resources: 2 MOJO books

- *Mojo: Mobile Journalism in the Asian Region* (Konrad Adenauer Foundation)
  - Appeared December 2009
  - Third edition January 2012
    - Available as [free pdf](#) on web but dated
- Ivo Burum’s 2012 iBook *How to Mojo* is much better. Available in the iBookstore
Royalty free music

http://www.youtube.com/audiolibrary
Another plug

• Published early September 2015
Question to you ...

• How could you use these tools?
• Remember the MojoCon promo …
• Examples from my former students:
  – Making TV commercials
  – Short PR promo programs
  – Mini documentaries (China)
  – Short movies
Thank you for your time