

Smart phones = mobile, real-time news production

Tiffany Campbell, producer, lead for web enterprise
seattletimes.com

Online News Association @ AAJA, Los Angeles, CA 2010

What we'll cover today:

- Why phones have become the critical mobile news reporting tool
- Why phones can be the best, most effective way to produce with real world examples
- Why your phone is so much more than a phone (News gathering, apps, packaging online)
- Using social media and geo-location to your advantage
- Best apps for journalism
- Find this presentation at: <http://bit.ly/bObjqH>

Why phones?

- Accessibility: The Internet is now with us at all times
- Flexibility: Phones now come with creative, new consumer-friendly possibilities
- Not just a phone or a computer: can create content and share
- Real-time communication is expected, here to stay, regardless of the platform, device or application
- News consumers expect the news to come to them (Twitter, Facebook)
- Take attitude of broadcasting live and apply it now everywhere

Phone production is “Good enough” vs. perfection

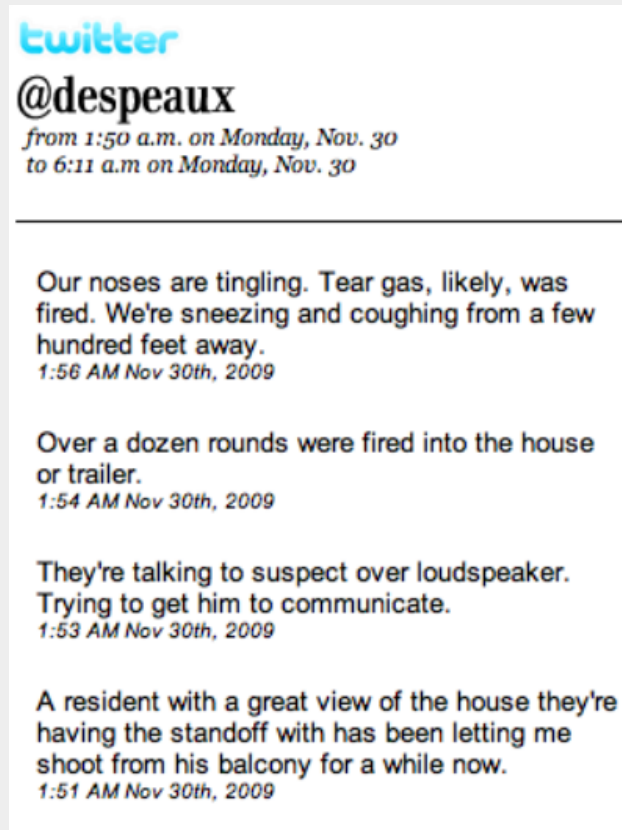
- The public has shown that it (generally) favors *flexibility* over high fidelity, *quick and dirty* over slow and polished
- Having it now is more important than perfection
- “Quick and dirty” doesn’t mean it lacks journalistic value or quality; iPhone 4 shoots 720p HD video, up to 30 frames a second.
- Technology is changing fast enough that cell phones have the potential to become equivalent to professional equipment

Consider the .mp3

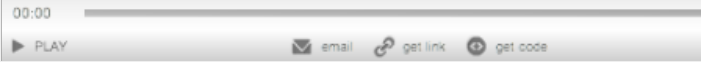
- Initially dismissed by the music industry for its low quality vs. CDs, the mp3 won because it offered several revolutionary features: sharing, manipulation, audience participation
- These new functions actually mattered MORE to the average music consumer than higher fidelity
 - From: **Wired Magazine** – *The Good Enough Revolution: When Cheap and Simple Is Just Fine*

http://www.wired.com/gadgets/miscellaneous/magazine/17-09/ff_goodenough

Example: live production with iphones



Four police officers were ambushed at a coffee shop the morning of Sunday, Nov. 29, in Parkland, Wa. During the subsequent 40 hour manhunt, seattletimes.com followed the story live via twitter, video, audio and stories online.



CLIFF DESPEAUX / THE SEATTLE TIMES

Scenes after suspect was killed after a 2-day manhunt in Seattle

RAW VIDEO: Scene where Clemmons shot by police

<http://seattletimes.nwsourc.com/flatpages/video/seattletimesvideo.html?bclid=30884189001&bctid=53380136001>

<http://seattletimes.nwsourc.com/flatpages/specialreports/lakewoodslayings.html>

November 30, 2009

Example: Stream live to your site News conference via iPhone and Ustream

The Seattle Times Winner of the 2010 Pulitzer Prize for Breaking News Reporting

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Tuesday, June 15, 2010 - Page updated at 11:32 a.m.

Fatal fire may have started in mattress

Investigators, sources say, are looking into whether the Fremont fire that killed a woman and four children started in a mattress that came in contact with a light bulb.

- Fire response times
- Fundraising potluck to benefit relatives of fire victims

Kirkland man charged in crash that killed 2 teens

UPDATE - 11:23 AM
Congress grills oil execs on prep for major spill

- Obama's Tuesday speech symbolizes weight of spill crisis

NEW - 10:42 AM
State unemployment rate drops to 9.1 percent

NEW - 9:30 AM
Nordstrom Rack to move its downtown Seattle store to Westlake Center

Mayor to delay hiring 21 police officers in midyear budget cuts

King County sales tax would rise, property taxes fall under new proposal

Microsoft, others realize consumer now rules tech market

Submit a question about Office 2010

NEW - 10:44 AM
E3: Nintendo 3D DS plays movies, takes 3D photos | Brier Dudley

Boeing to boost production of 737 jet again

UPDATE - 10:57 AM
Stocks see broad gains; Boeing, other industrials lift market

UPDATE - 10:29 AM
American claiming to be hunting bin Laden arrested

- 2 Washington-based soldiers killed in Iraq

Q&A | China investor looks to put cash into local firms

RIP Pac-16: A done deal comes undone in short order | Jerry Brewer

- Texas declines Pac-10 invitation

Of meetings and men | Mariners Blog

On Ustream Mobile from my iPhone2,1 3.1.2, in S

814 viewers [Menu](#)

Live: SPD News Conference

The Seattle Police Department is holding a news conference about a video released last night depicting an officer striking a woman who shoved him during a confrontation.

- Video shows officer striking woman who shoved him

Documentary

Directing 'The Oath,' about Osama bin Laden's driver and bodyguard

New DVDs

'Youth in Revolt,' 'Book of Eli,' 'When in Rome'

Travel


'Wizards World of Harry Potter' opening in Florida

Wine Adviser

Washington syrah is worth watching, drinking

Shopping

“The best camera is the one that’s with you”
-Chase Jarvis <http://thebestcamera.com/>

<http://twitpic.com/135xa> - There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy. 

12:36 PM Jan 15th, 2009 via TwitPic

Retweeted by 2 people

 Reply  Retweet



jkrooms
Janis Krums

Hudson River plane crash, 2009

One of the first images from the crash was posted on twitter by Janis Krums, who was on a ferry and snapped a phone picture and sent it to twitpic

Twitter username



Login

Remember me

Rotate photo View full size



Posted on January 16, 2009
by [jkrums](#)

Save Money. Save Time.

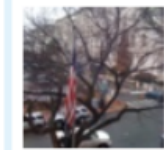
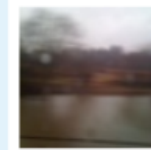


The alaskaair.com
Low Fare Calendar!



* Other fees apply. [FIND LOW FARE](#)

More photos by [jkrums](#)



Put this photo on your website

Views 574,119

Image now has more than half a million views

JOURNAL SENTINEL

Everyone survives on 'Idol'

Tim Cuprisin / 6B

Brewers snap losing streak with a laughter

Series ends on 9-3 victory Sports



Artwork t up the vo on race

Gallery night

2008 PULITZER PRIZE WINNER FOR LOCAL REPORTING

State bankruptcy filings up 35% in first quarter

Job losses, pay cuts force bills to pile up for many

By PAUL GOBES
pgobes@journal-sentinel.com

Bankruptcy filings in Wisconsin soared 35% in the first quarter of the year, as mounting job losses, reduced working hours and the weak economy

took a toll on consumers. Among those declaring themselves insolvent were an increasing number of people in their 50s who lost a job or suffered a big household pay cut, and workers whose commissions have dried up, attorneys who handle bankruptcy cases say. With unemployment rising, they foresee no let-up to bankruptcy filings for the rest of year. Robert Waud, a bankruptcy attorney

with Schober & Radtke, said job cuts have made it impossible for more people to keep up with their financial obligations. "These aren't people who probably were thinking about bankruptcy six months ago, but now all of a sudden they have no other choice," Waud said Wednesday.

There were 6,172 filings in U.S. Bankruptcy Court in the state from January

through March, compared with 4,570 in the first three months of 2008. More than 80% were Chapter 7 bankruptcies, the type that wipes out debt such as credit cards, utility bills and medical payments.

The spike in first-quarter filings comes on top of a 55% increase in Wisconsin in 2008, slightly higher than the same period last year.

6,172 Number of filings in the first quarter of 2009. 4,570 Number of filings in the first quarter of 2008. Please see **BANKRUPT, 9A**

Rallies in Madison, Milwaukee join many nationwide in using April 15 tax deadline to protest Obama administration spending



Crowds gather Wednesday outside the Capitol in Madison for a "Tea Party Taxpayer Rally," taking the term from the famous Boston Tea Party protest. Gov. Jim Doyle insisted that middle-class taxpayers will see tax breaks.

Tea rallies steeped in outrage

Milwaukee crime drops 17%

Police chief credits targeted policing, data sharing

By JOHN DIEDRICH
jdiedrich@journal-sentinel.com

Reports of crime in Milwaukee dropped by nearly 17% in the first three months of 2009 compared with the same period last year, with violent crime falling even further, Police Chief Edward Flynn announced Wednesday.

The new numbers come after the city recorded a 6% drop in reported crimes in all of 2008 compared with the year before.

During the first three months of 2009, reported crime was down 17% across several categories, highlighted by a 30% drop in auto theft and a 23% drop in aggravated assault, Flynn said.

Flynn attributed the drop to the department's use of data to target areas for better sharing of information between detectives and officers, and improved up investigations.

"Our presence is being felt," Flynn said in a news conference in front of the Police Center for the Performing Arts downtown.

Please see **...**

At installation, Dole denounces abortion

Sometimes the iPhone image is the best. On twitpic, a shot of The Milwaukee Journal Sentinel's A1 lead shot with an iPhone

<http://twitpic.com/3ea64>

Main photo was shot with an iPhone by staff photographer Joe Koshollek.

St. Petersburg Times Magazine feature

<http://blogs.tampabay.com/photo/2009/07/iphone-photography.html>



Experimenting with the medium

AP photographer using iphone and polaroid app

http://hosted.ap.org/specials/interactives/international/afghanistan_polaroid/index.html

Example: "Camerabag" app has a polaroid filter called "instant"

Others:

All photos shot using iphone and photography apps

A Time to Get

<http://www.atimetoget.com/2009/10/on-street.html>

Best Camera app

<http://www.thebestcamera.com/index.html>


use app and upload to a live, global picture feed

"Best of" iphone photos

<http://photocritic.org/amazing-iphone-photos/>

Search #iphone-photos on Twitter

Afghanistan



◀ PREV

NEXT ▶

The terrain of Marjah was a labyrinth of irrigation canals built by the U.S. government in the late 1950s and early 1960s.

5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24

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Mobile journalism is here

It's never been easier to be truly mobile and not weighed down with equipment, much less a sat truck, as long as you're in a 3G network zone.

Think about moving from video to **live** video; from blogging to **live-blogging**; from tweeting to **live-tweeting**

What stories are best live, mobile?

- Stories that are unfolding in real time
- Visual stories
- Stories with a short shelf life
- Events

Example: Boeing's 787 first flight

A global story told through different perspectives, platforms, including:

- Twitter updates, twitpics from producers and reporters on the ground
- Video from a cell phone as the plane took off <http://seattletimes.nwsourc.com/flatpages/video/seattletimesvideo.html?bclid=30884189001&bctid=57446936001>
- More highly produced, polished video from other sources came later



Add pics to twitter! »

Twitgoo lets you easily add pictures to your tweets. Don't have an account? [Sign Up for Twitter](#) »



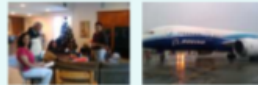
sona23

[View Twitter Profile](#)

Name: Sona Patel
Location: Seattle, Wa.
Web: <http://SonaPatel...>
Bio: Social media producer for SeattleTimes.com; Love online, but a reporter at heart. These are my own tweets.

Follow

More from sona23



« Prev Next »

Enlarge

Share



The Dreamliner is about 30 minutes away from landing, sources tell the @seattletimes. #787FF



12:55 PM Dec 15th, 2009 via web

Retweeted by 1 person

Reply Retweet



seattletimes

The Seattle Times

Event example: Stephen Colbert

- An event on the lighter side, the taping of Comedy Central's "The Colbert Report" on location in Vancouver, B.C. during the 2010 Olympics.
- Done exclusively through twitter updates, twitpic, video, with a wrap up blog post later.

- http://seattletimes.nwsourc.com/html/olympicoutsiders/2011106452_colbert_nation_visits_vancouve.html

<http://twitpic.com/13spee> - Crowd is huge as taping starts for the Colbert Report. #van2010

10:36 AM Feb 17th via TwitPic
Retweeted by 3 people



tiffanycampbell

Twitter username

.....

Login

Remember me

Rotate photo View full size



Crowd is huge as taping starts for the Colbert Report. #van2010



Posted on February 17, 2010
by tiffanycampbell

Fill up on Internet
without emptying
your pockets

CONNECTION
SPEEDS UP TO
7
MBPS

JUST
\$25
A MONTH
FOR 12 MONTHS

When bundled with home phone service
Restrictions apply. See details.

GET STARTED



More photos by tiffanycampbell



Put this photo on your website

Views 211

Twitter updates

Twitter username



Login

Remember me

Rotate photo View full size



Crowd is huge as taping starts for the Colbert Report. #van2010



Posted on February 18, 2010
by tiffanycampbell

“ I SWITCHED TO ALLSTATE AND
SAVED \$200 A YEAR ”
Maryrose M. Allstate Auto Customer

\$396 Avg. Savings.

Allstate

Quote Now

More photos by tiffanycampbell



+ Put this photo on your website

Views 211

Twitpic images, with hashtag #van2010 for search

Why phones are efficient, best live for the web

- Because people are now rarely without their phones, it's a way to produce high quality content in addition to mining your readers/viewers for news and conversation
- Now every reporter, producer, photographer has a production studio in their pocket with an internet-enabled phone
- Currently, iPhones (especially the iPhone 4) are best for video, but, new open-platform phones from Google, Android strong competitors
- Smart phones that allow for video capture and sharing: Nokia, iPhone 3Gs, iPhone 4, Android

Why your phone is so much more than
a phone: Ways to produce the news

Live stream video direct to the web

Two great apps for the iPhone 3Gs,
iPhone 4, Android, BlackBerry

Qik.com

<http://qik.com/tiffanycampbell>

Ustream.tv <http://www.ustream.tv/channel/tiffanycampbelllive>

Both apps are free



Livestreaming

<http://youtu.be/n6Nk8BiyYwo>

Live on the Web: Qik and Ustream allow you to pinpoint your location (or not) and send chat message while streaming. Qik will embed a google map with your video. <http://qik.com/tiffanycampbell> and <http://www.ustream.tv/channel/tiffanycampbelllive>

Broadcasting examples

- CBS affiliate WFOR shoots package with iPhone 3Gs (June 2009)
<http://cbs4.com/local/iphone.Apple.Gio.2.1054634.html>
- Jeremy Jojola of KOB in New Mexico uses iPhone for reporting on-air (August 2009) <http://www.jeremyjojola.com/2010/01/house-fires-are-no-fun-to-cover.html>
- Live Demonstration

Autoshare your TwitVids on:

FaceBook
 MySpace
 YouTube

Email or MMS your videos to:

tiffanycampbell.e03a@twitvid.com

Note: Add a Tweet to the Subject line of the Email.

[Get TwitVid for iPhone 3GS](#)
[Get TwitVid for Blackberry](#)

Tweeting video from the iPhone using Twitvid

Integrating video and your twitter account is easy, if you already have a twitter account, you can record the video and use Twitvid to send a tweet about it

<http://www.twitvid.com/> (for iPhone and Blackberry)

Twitvid will create an email address for you to email with your video (subject line is the caption/title for the video) Remember to save the address as an email contact



Example: Downloading Twitvid app,
demonstration <http://www.youtube.com/watch?v=ohGmK65E9ys>



Non-live options with iPhone

Instead of using the app, you can email or mms your footage or upload straight to YouTube:

<http://www.youtube.com/watch?v=QOVyz1ED-kg>

Qik recorder (2.99) also allows you to shoot video, share to social media sites.

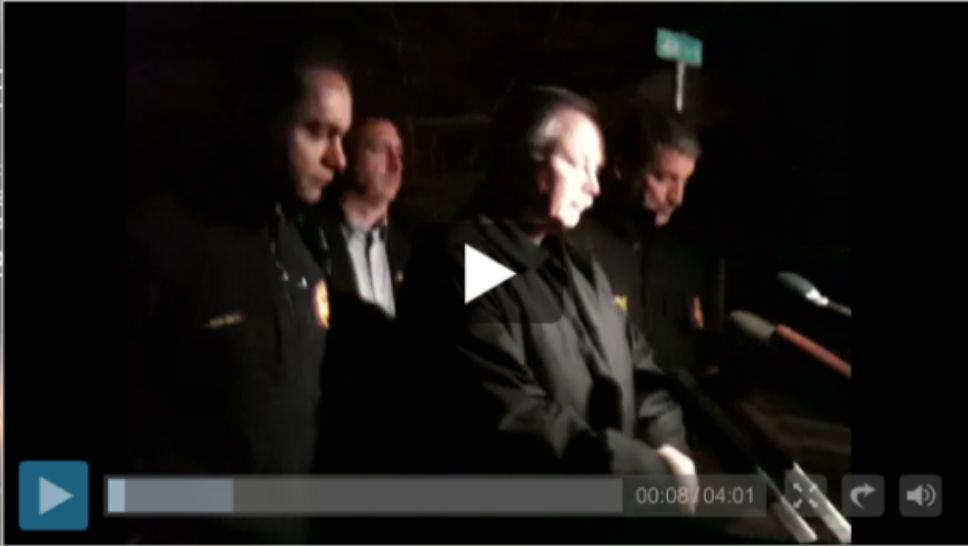
How to harness Twitter for real time coverage

- Images: Email or use app “Twitpic” for images
- Video: Email or use app “Twitvid” for video; live stream with twitcast
- Curation: Use #hashtags or Twitter lists to organize by content type, twitter users, etc.
- Embed feeds on your blog or website using widgets. <http://help.twitter.com/forums/10711/entries/15354>

 **twitvid**
share videos on twitter

SEARCH

VIDEO from #washooting press conference -- try 2, in case the first...



00:08 / 04:01

 VIDEO from #washooting press conference -- try 2, in case the first time didn't work Views: 8,314

[FOLLOW](#) posted by [despeaux](#) 3 months ago from TwitVidApp

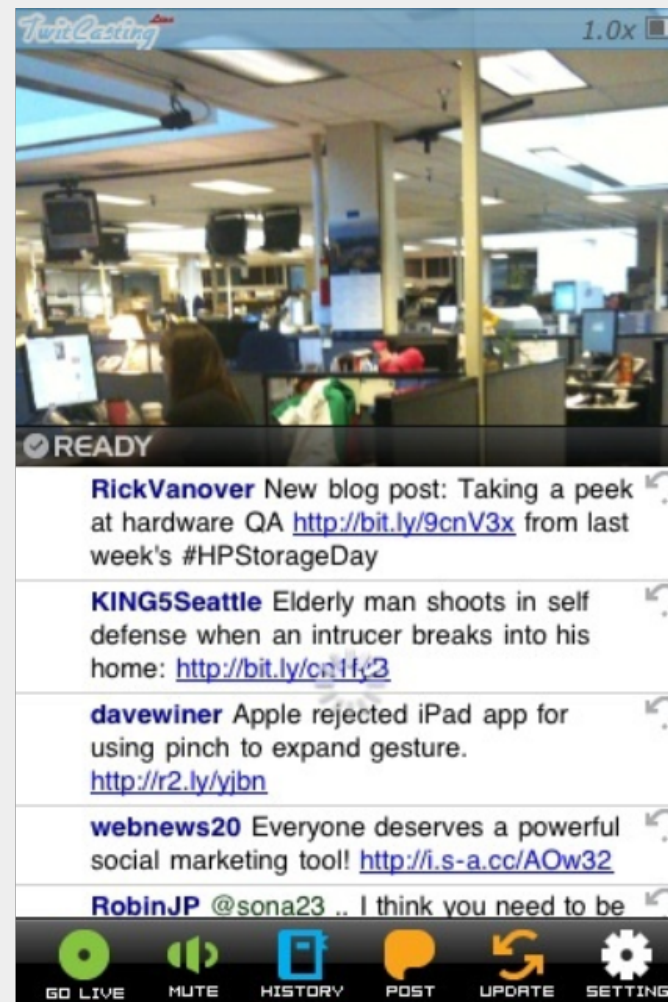
0 RETWEET 1 LIKE

Embed: Report Video [Send @despeaux a Gift!](#)

Cliff Despeaux's twitvid feed:
<http://www.twitvid.com/ACAE1>

Stream LIVE while you tweet

- App Twitcast allows you to tweet and stream video simultaneously from your iPhone



Example: Rewind of live twitter coverage in a blog post

http://seattletimes.nwsourc.com/html/olympicoutsiders/2011060621_dispatches_from_the_streets.html



A screenshot of a Twitter post. The background is a colorful pattern of confetti. At the top left is the Twitter logo. To the right are navigation links: Home, Profile, Find People, Settings, Help, Sign out. The main text of the tweet reads: "protests by Vancouver art gallery so far contained within the block" followed by a star icon. Below this is a red link: <http://twitpic.com/12v3wm>. Underneath the link is the timestamp "3:30 PM Feb 12th via Echofon" and interaction options "Reply" and "Retweet". At the bottom left is a profile picture and the name "sclary" with "Stephanie Clary" below it. At the bottom of the screenshot is a footer with copyright and various links: © 2010 Twitter, About Us, Contact, Blog, Status, Goodies, API, Business, Help, Jobs, Terms, Privacy.



A screenshot of a Twitpic photo. At the top left is the Twitpic logo with the tagline "share photos on twitter". To the right is a search box labeled "Twitter username" and a checkbox for "Remember me". Below these are options for "Rotate photo" and "View full size". The main image shows a large crowd of people gathered in front of the Vancouver Art Gallery. The gallery's entrance is framed by a large, vibrant red banner with a floral pattern. In the foreground, there are large jets of water spraying upwards, suggesting a protest or a public demonstration.

Example: YouTube + Twitter = CitizenTube

YouTube CITIZENTUBE

POST TO:

MONDAY, AUGUST 2, 2010

Workers Run for Lives After Iran Petrochemical Explosion

A fire and explosion at Iran's largest oil terminal earlier this month reportedly killed 4 people. Iranian news agency IRNA said high pressure in a central boiler [may have triggered the blast](#) at a petrochemical plant on Khark Island. The fire was apparently caught on video in this clip, which also shows an explosion at [2:12](#) that sent workers running for their lives.

فرار آتش نشانان؛ انفجار پالایشگاه خارک

About CitizenTube

CitizenTube is a feed of the latest breaking news videos on YouTube. If you've uploaded or discovered news footage, please tweet it to us (@citizentube) with as much context as you're able to provide.

Blog Archive

- ▼ 2010 (362)
 - ▼ August (4)
 - [Workers Run for Lives After Iran Petrochemical Exp...](#)
 - [Cholera Fears in Pakistan After Epic Flooding](#)
 - [Shark Sighting Closes New Jersey Beach](#)
 - [Russian Volunteers Caught in Wildfire](#)
 - ▶ July (120)
 - ▶ June (116)
 - ▶ May (15)
 - ▶ April (15)
 - ▶ March (25)

Taking advantage of two powerful distribution platforms (YouTube and Twitter) <http://www.citizentube.com/> is a way to curate, distribute citizen journalism.

Similar to projects like CNN's iReport <http://ireport.cnn.com/>

Micro blog using email

- This works for ANY phone, even a basic one without internet (you can post text messages as micro blog updates via sms text messaging)
- Example: <http://posterous.com/>
 - Compose email or send images, video to posterous email address to create blog

Returning user?

posterous™ is the dead simple place to post everything. just email us.





step 1 | ~~Create an account.~~
Skip it! No setup or signup

step 2 | **Email anything to post@posterous.com**
Attach photos, video, MP3's, and files

step 3 | **See the site you made**
We reply instantly with your new posterous at
<http://yourname.posterous.com>

"Quickest and easiest setup I've ever seen." —Huffington Post

Try it now by emailing post@posterous.com from

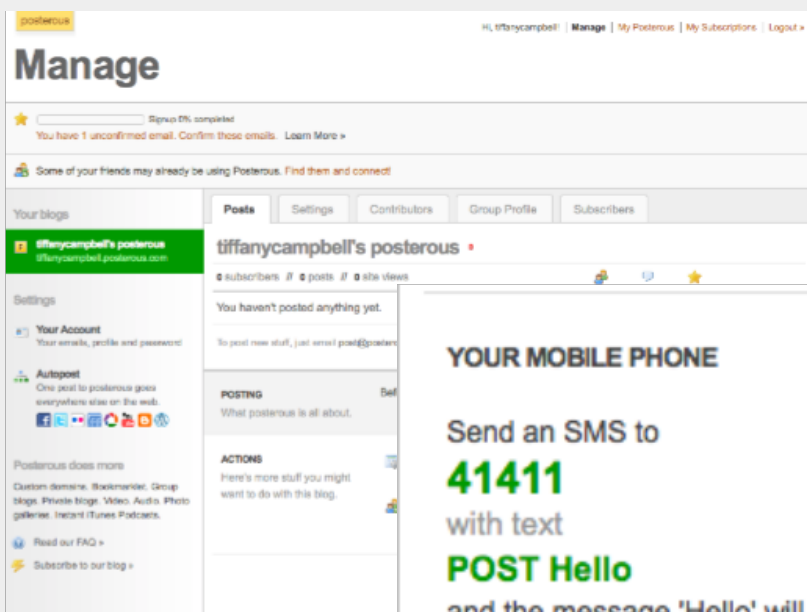
...or any other mail program. Posterous works wherever you have email.
[Email post@posterous.com »](mailto:post@posterous.com)

Who's it for?
First timers
Casual bloggers
Social media pros
Families and groups



Using Posterous on an iPhone <http://tiffanycampbell.posterous.com>

<http://www.youtube.com/watch?v=8MDiYOSHdvM>



YOUR MOBILE PHONE

Send an SMS to
41411
with text
POST Hello
and the message 'Hello' will
be posted on your site
instantly!

Want to start texting in updates? Set your phone number here.

Up to 110 characters can be posted by SMS.

Your mobile number

Set your mobile number

Got a smartphone? You can post even faster and easier. [Click here](#) for more.

* Sorry friends, this only works in the United States for now, but we're actively looking for SMS gateways we can use internationally.

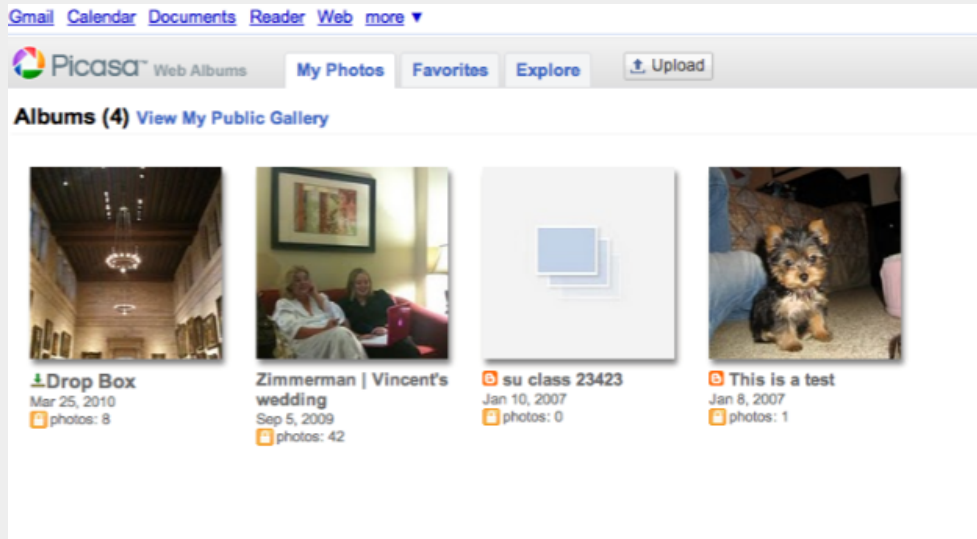
- Email updates (works like twitpic, simply email the text, image or video to post@YOURUSERNAME.posterous.com with the caption/title in the subject line)
- For non-smart phones, set your mobile phone number on the posterous Web site and text updates to the site

- Other phone blogging options:

- Tumblr.com

- Wordpress.com (app for iPhone, Android BlackBerry)

Map photos live to a google map



1. Log into your Google account and enter Picasa <http://picasaweb.google.com/home>
2. Go to settings > general and click 'Allow me to upload photos by email.'
3. Under that, enter a 'secret word,' and it will generate a unique e-mail for you to send photos to (i.e. googleusername.secretword@picasaweb.com)

Drop Box 8 Total

Museum of Fine Arts Today, 4:34 PM

Date: Mar 23, 2010 4:45 AM
Number of Comments on Photo: 0
[View Photo](#)





photo.jpg
[Read more...](#)

Boston's subway Today, 4:33 PM

Date: Mar 22, 2010 10:19 AM
Number of Comments on Photo: 0
[View Photo](#)



Search Articles:

Article Length:
= =

Sort By:
Date
Title
Source
New

Recent Articles:
All
Today
Yesterday
Last Seven Days
This Month
Last Month

Source:
Drop Box

Actions:
Update Now
Mail Link to This Page
Subscribe in Mail
Add Bookmark...

- 5. Go back to 'my photos' within picasa and click on the drop box album, which should have the photo you just sent.
- 6. On the right-hand side, there should be a map and a link to the rss above it. Click on the rss link and copy the url once it displays/
- 7. Now go to Google Maps > My maps > create a new map
- 8. Click 'import' and paste your rss url in the form that pops up. Your photo should now be mapped in the location you took your photo.

Web Images Videos Maps News Shopping Gmail more ▾ New! | Help | Sign in

Google maps Search Maps Show search options
 Find businesses, addresses and places of interest.

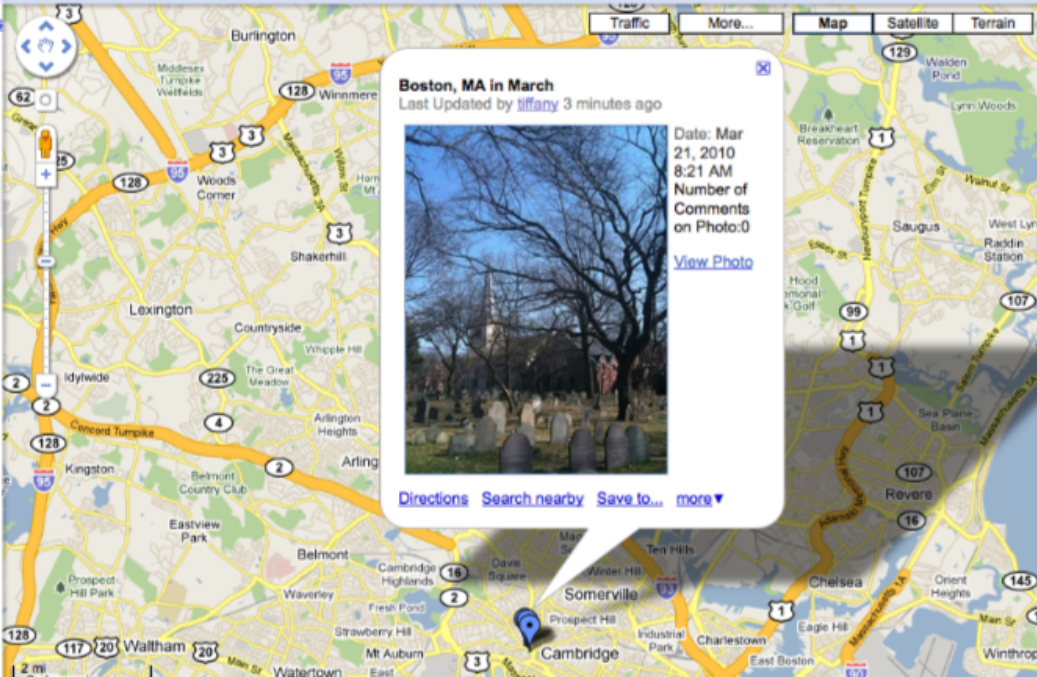
Get Directions My Maps RSS Print Send Link

Save to My Maps

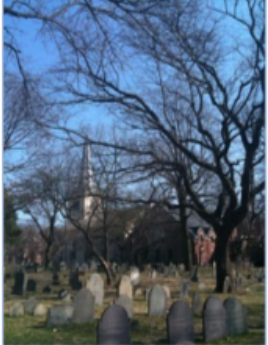
Tiffany travels
 Boston, Ma in March.
 1 views - Public
 Created on Mar 21 - Updated 3 minutes ago
 By [tiffany](#)
[Rate this map](#) - [Write a comment](#)

- [Boston, MA in March](#)
 Date: Mar 21, 2010 8:21 AM Number of Comments on
- [Cambridge](#)
 Date: Mar 21, 2010 8:27 AM Number of Comments on
- [photo.jpg](#)
 Date: Mar 21, 2010 8:31 AM Number of Comments on
- [Faneuil Hall, Boston](#)
 Date: Mar 22, 2010 8:25 AM Number of Comments on
- [Boston's Green Line](#)
 Date: Mar 22, 2010 10:16 AM Number of Comments on
- [Boston's subway](#)
 Date: Mar 22, 2010 10:19 AM Number of Comments on
- [Museum of Fine Arts](#)
 Date: Mar 23, 2010 4:45 AM Number of Comments on

[Report a problem](#)



Boston, MA in March
 Last Updated by [tiffany](#) 3 minutes ago

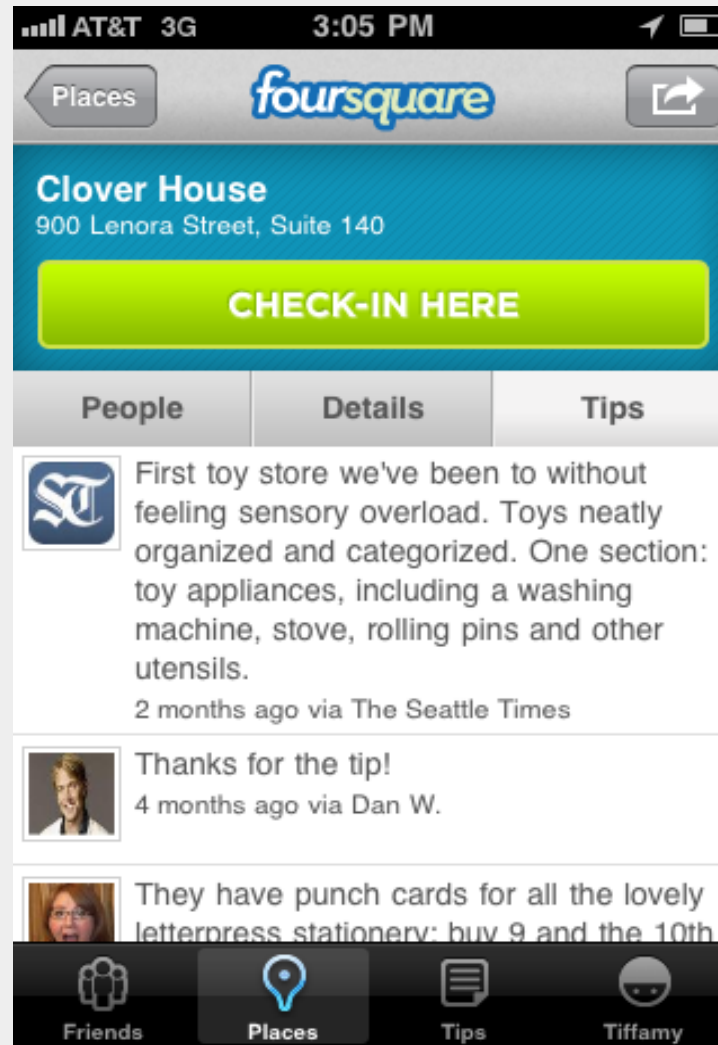


Date: Mar 21, 2010 8:21 AM
 Number of Comments on Photo: 0
[View Photo](#)

[Directions](#) [Search nearby](#) [Save to...](#) [more ▾](#)

- 9. Title and describe your map and hit save. Embed the map in your blog.
 Example: [Boston: http://bit.ly/c6LqiF](http://bit.ly/c6LqiF) // [2010 Olympics: http://bit.ly/cleyaE](http://bit.ly/cleyaE)

Location, location, location



Journalists can use foursquare to connect, mine for tips; news organizations can use as a way to distribute content. Example: providing tips, links to content via location.

Imagine ... “The Incredible Potential of Location-Based News” (via @RWW)

User checks-in, via mobile phone: "I'm checking in at the coffee shop at SE 78th and Stark."

User's favorite services respond:

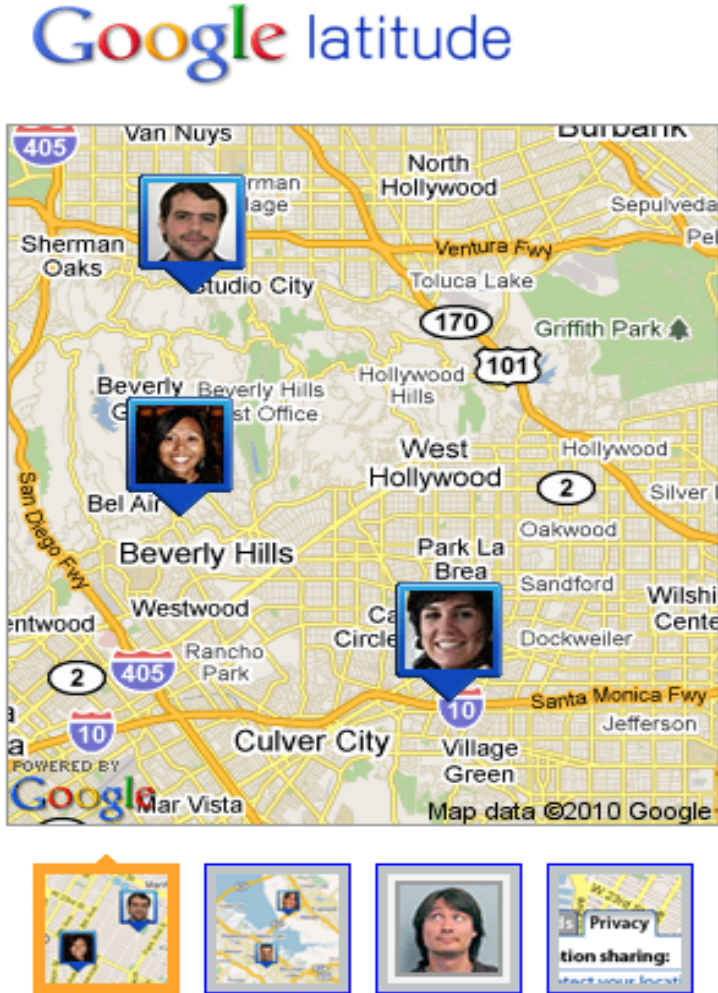
Local newspaper: "There were 3 stories in the Metro section last week about places within 1 block of your current location, 1 story in Business and 2 stories in Sports. The first time we reported about that coffee shop was in 1985, [click here to read that story.](#)"

Local events calendar: "There are 2 musical events, 1 political event and 3 religious events happening within 3 blocks of your location tonight. [Click here to see those listings.](#)"

Wikipedia: "There are 3 locations within 3 blocks of you that have Wikipedia entries written about them. Would you like to read about the history of the neighborhood you're in?"

Other location-based services to watch

- Brightkite <http://brightkite.com/>
- Gowalla <http://gowalla.com/>
- Bump <http://www.bump.com/comingsoon>
- Blockchalk <http://blockchalk.com/>
- fwix <http://fwix.com/seattle>
- twitter <http://twitter.com>
- Google Latitude <http://www.google.com/latitude/intro.html>



The image shows a screenshot of the Google Latitude web interface. At the top, the "Google latitude" logo is displayed. Below it is a map of Los Angeles, California, with three user location pins. Each pin consists of a small profile picture and a blue arrow pointing to a location on the map. The first pin is for a man in Studio City, the second for a woman in Beverly Hills, and the third for a woman in Culver City. At the bottom of the map, there is a navigation bar with four icons: a map, a globe, a profile picture, and a "Privacy" button. Below the navigation bar, there is a text box that reads: "Fred wants to hang out with his friends, and checks to see where they are."

Social media on your phone: mash all together twitter, live visuals, foursquare, blogging

#washooting and google wave: http://seattletimes.nwsources.com/html/localnews/2010398753_webwave.html

Mobile production:

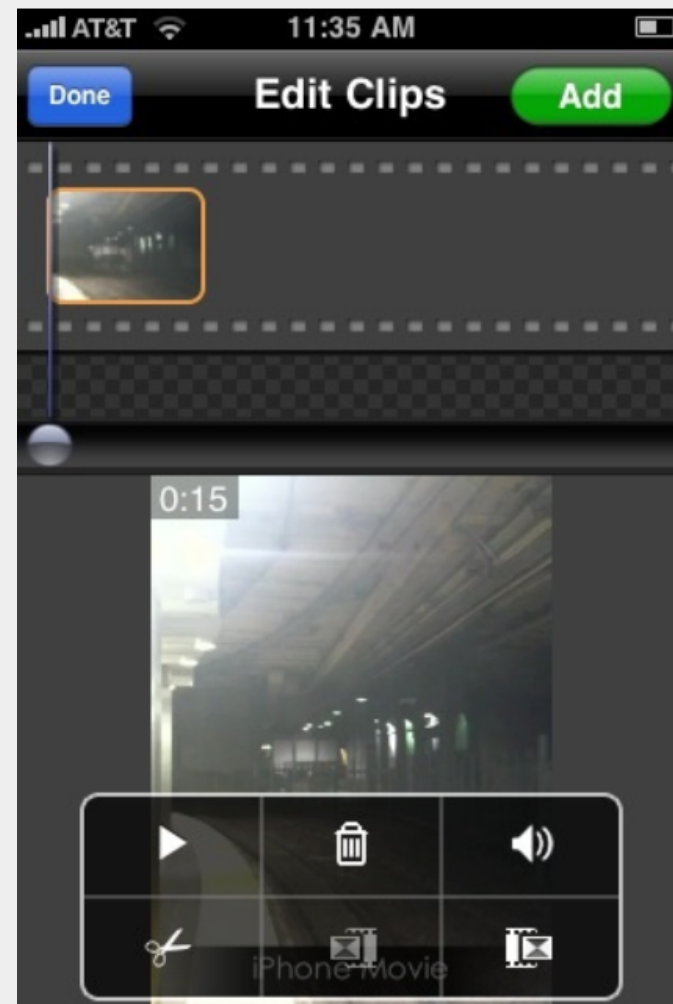
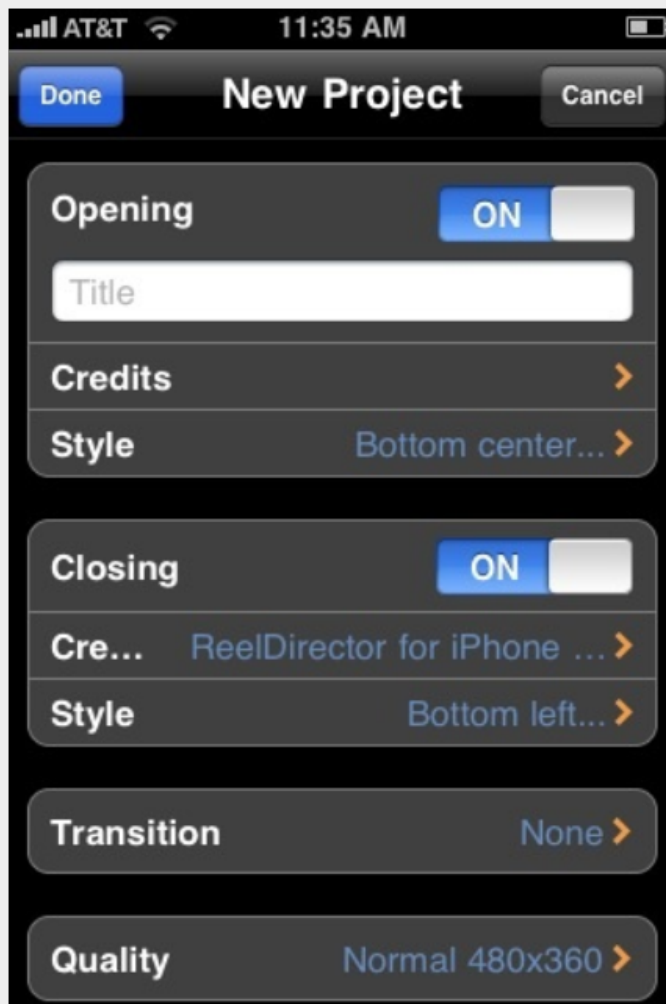
<http://mashable.com/2010/02/01/mobile-journalist-tools/>

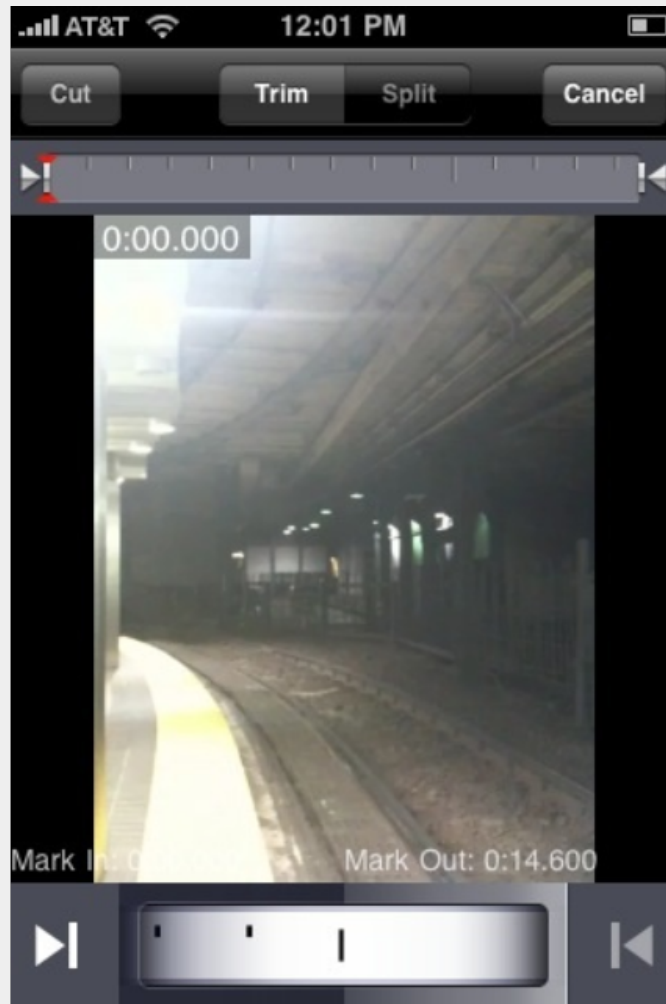
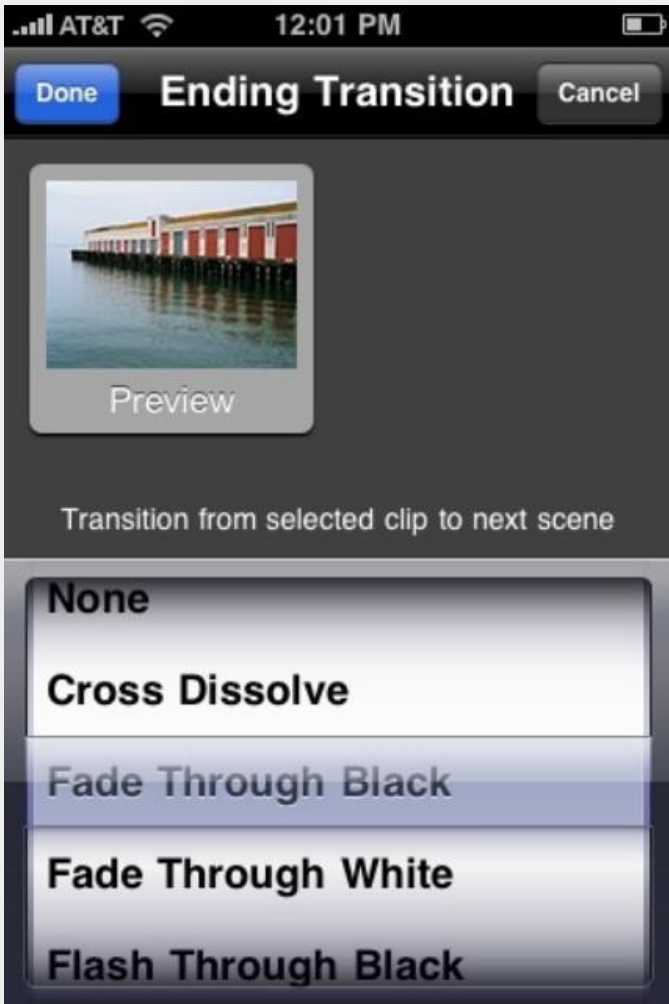
Live-blogging using Cover-It-Live: <http://www.niemanlab.org/2009/04/the-benefits-of-a-live-blog-news-discussion-and-crowd-sourcing>

Twitter: http://www.readwriteweb.com/archives/twitter_for_journalists.php

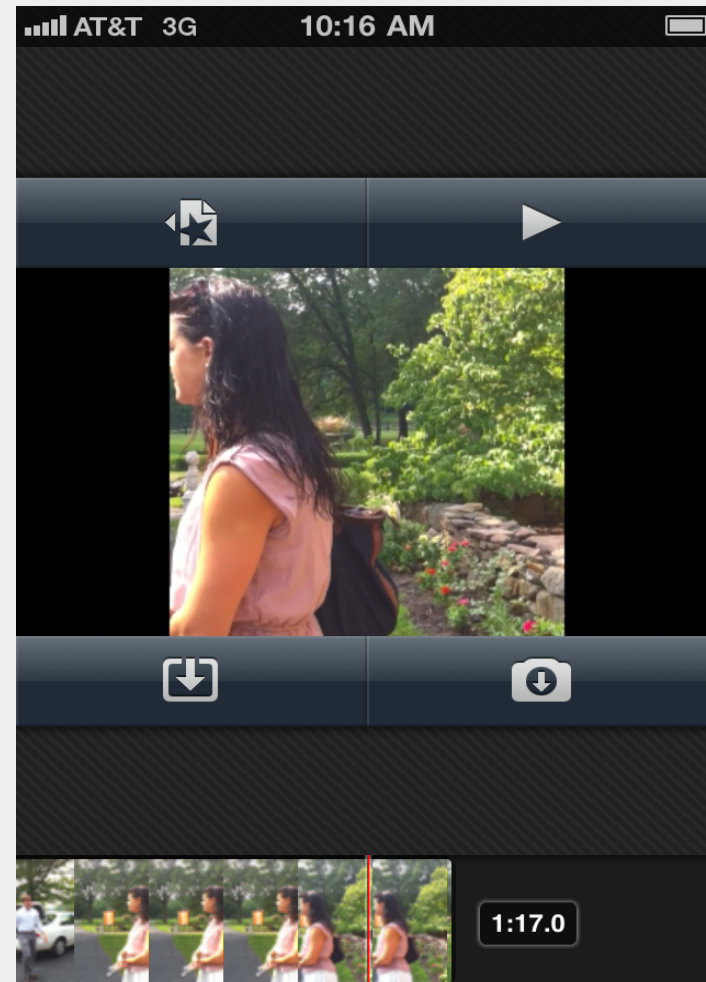
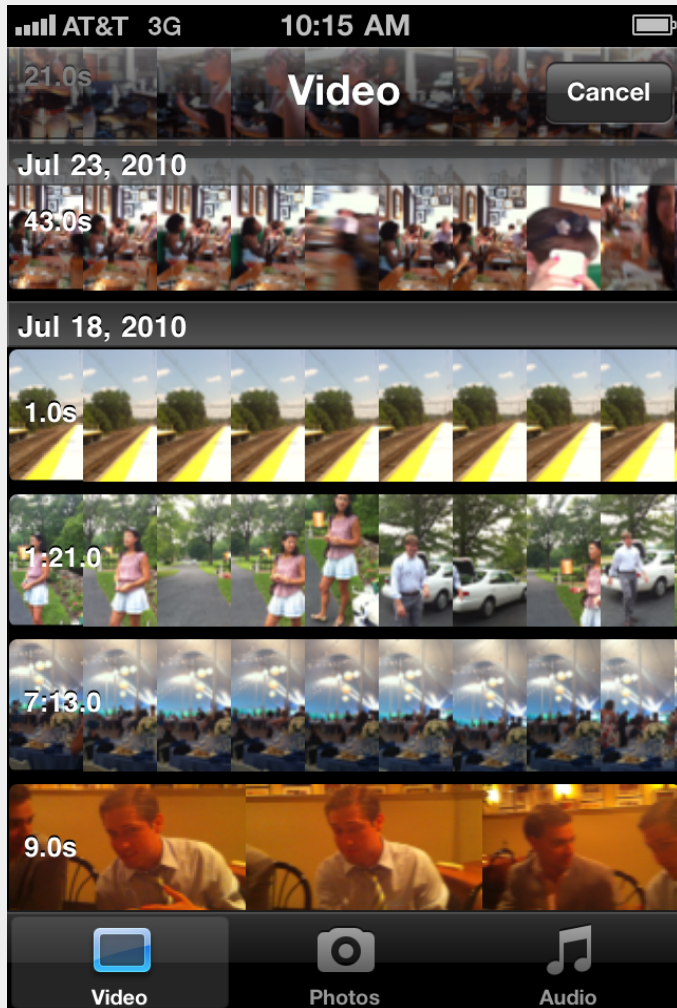
Best apps for journalism

Reeldirector (\$7.99)





iMovie for iPhone 4 (\$4.99)



Pano (\$2.99)

- Example: http://seattletimes.nwsourc.com/html/olympicoutsiders/2011179699_a_panoramic_view_of_the_2010_o.html

A panoramic view of the 2010 Olympics

Posted by [Tiffany Campbell](#)

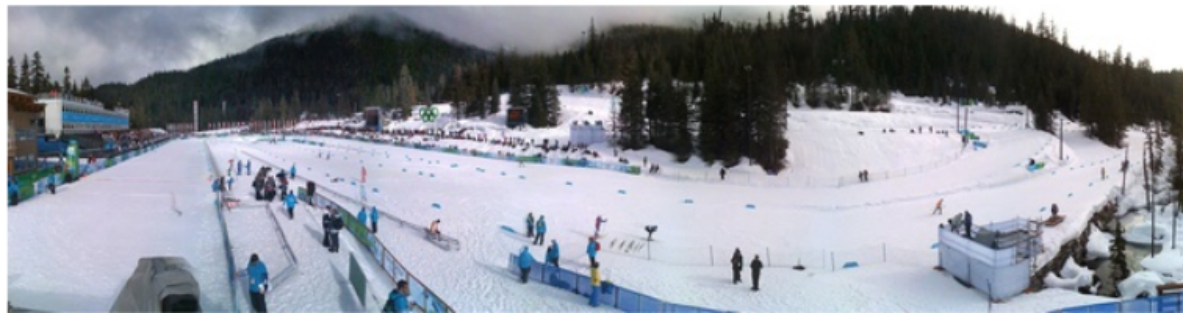
Seattle Times photographer [Steve Ringman](#) has been posted in Whistler, B.C. for the duration of the 2010 Winter Olympics. He's been having fun with his iphone, using an app called [Pano](#) to create a panoramic look at the Olympics. Here are his favorites:

Whistler Square

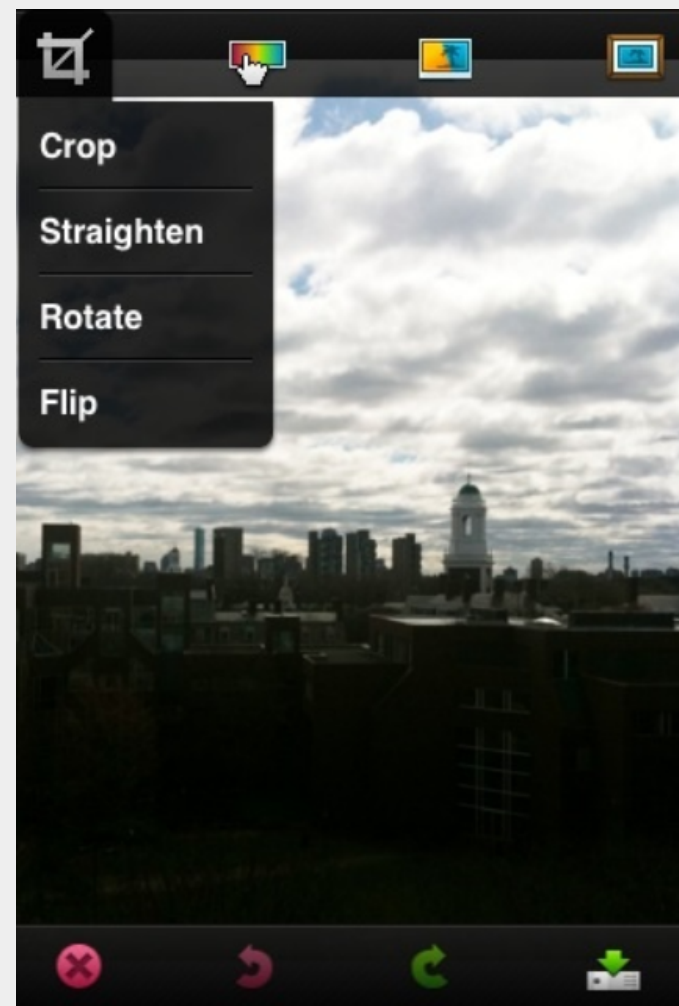
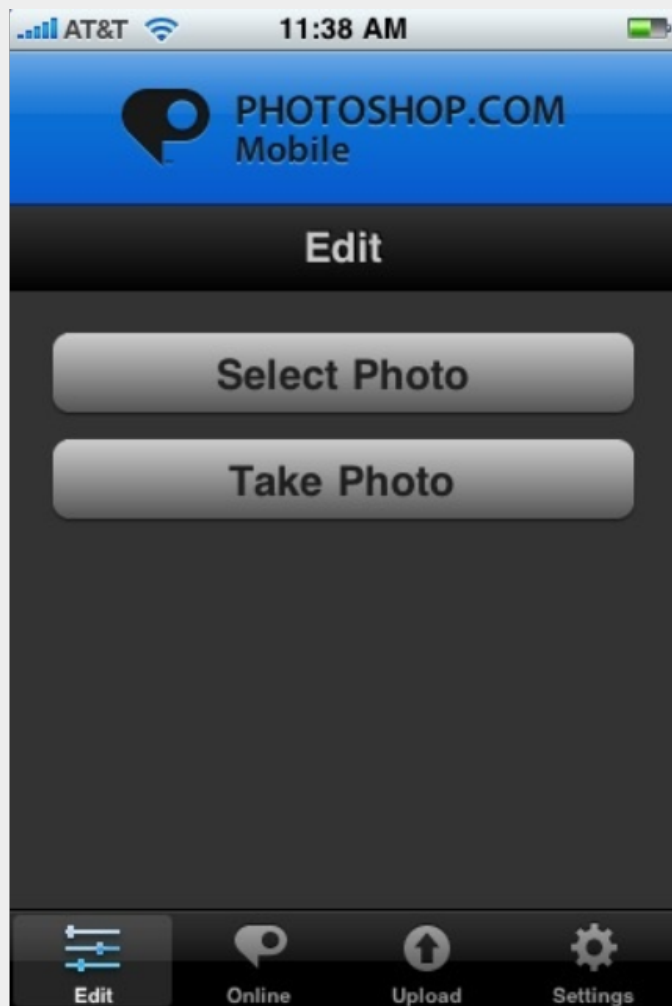


The Square at Whistler is traffic jam in the afternoon with skiers, snowboarders, olympic ticketholders and press. Large screen TV's blare out the latest Olympic news and the stage has live music at night.

Whistler Olympic Park



Photoshop Mobile (Free)



Photogene (\$1.99)

<http://www.i-photogene.com/photogene/main.html>



iTimelapse (\$2.99)

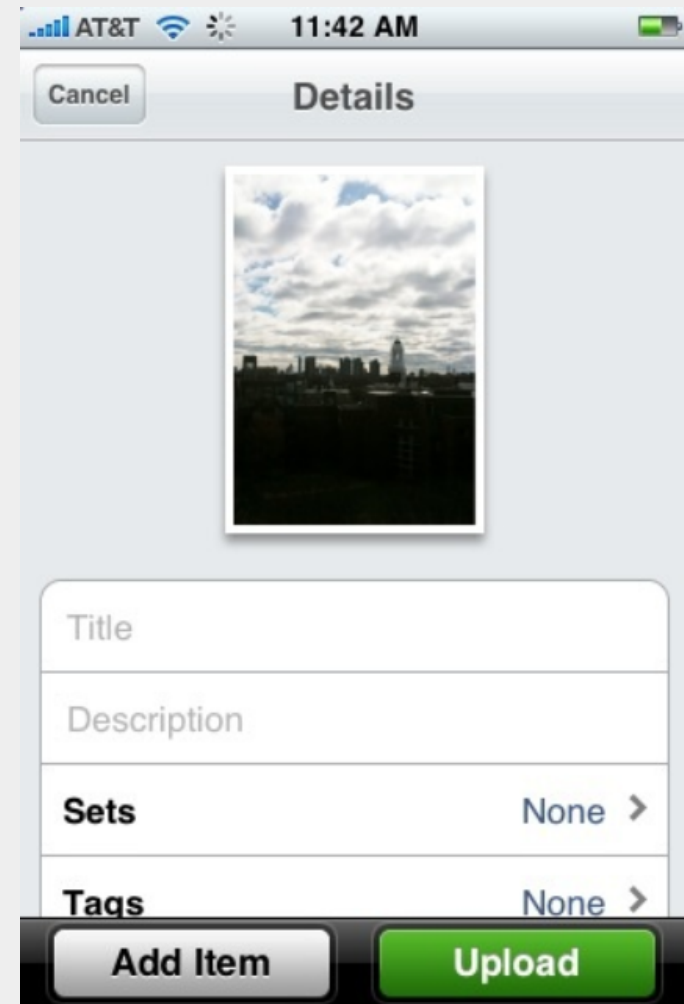
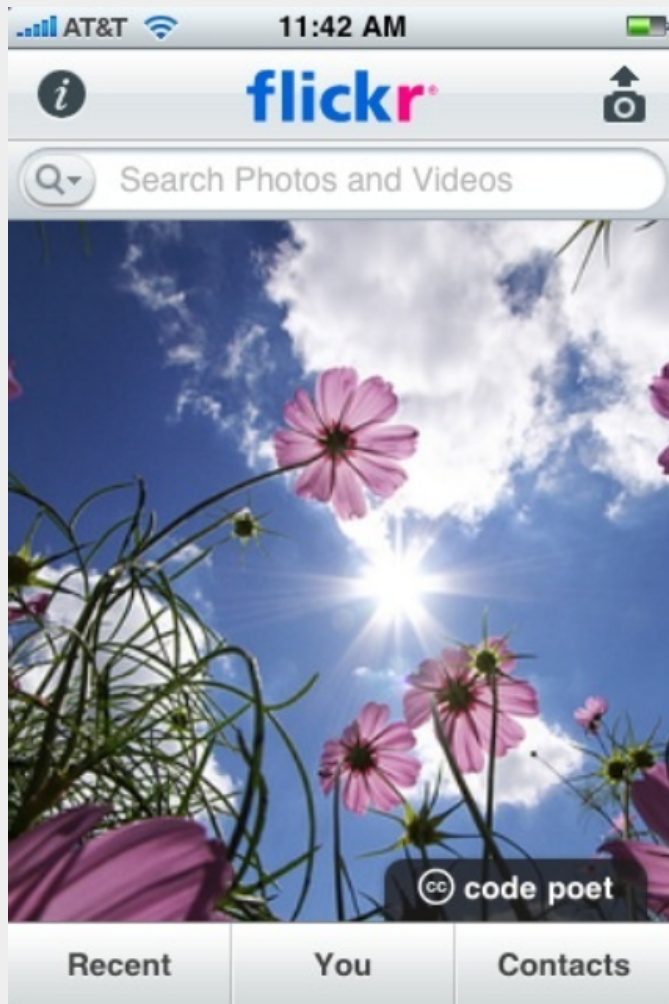


[Timelapse video of the Sea to Ski Highway to Whistler, B.C. for the 2010 Olympics](http://seattletimes.nwsourc.com/flatpages/video/seattletimesvideo.html?bclid=30884189001&bctid=65968255001)

<http://seattletimes.nwsourc.com/flatpages/video/seattletimesvideo.html?bclid=30884189001&bctid=65968255001>



Flickr (Free)



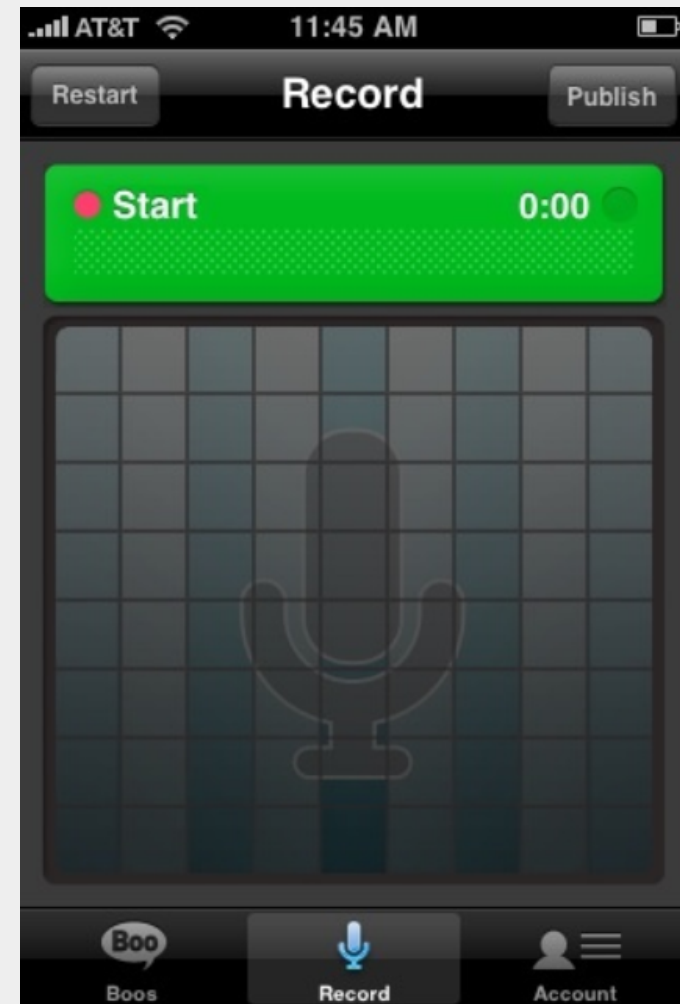
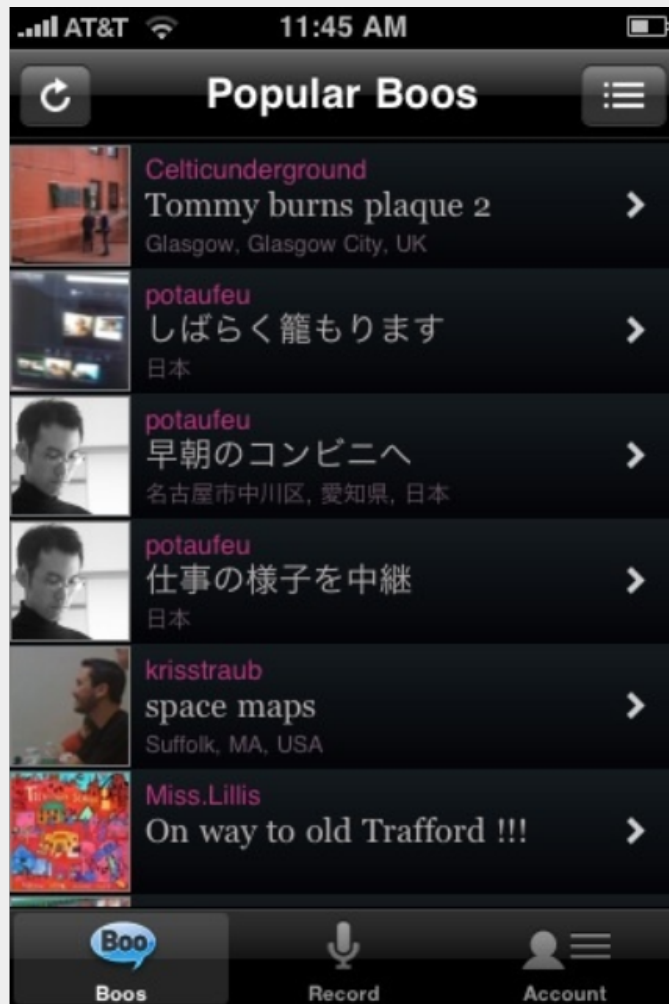
Gorillacam (Free)

Feature highlights: Self-timer, time-lapse, overlay, anti shake.

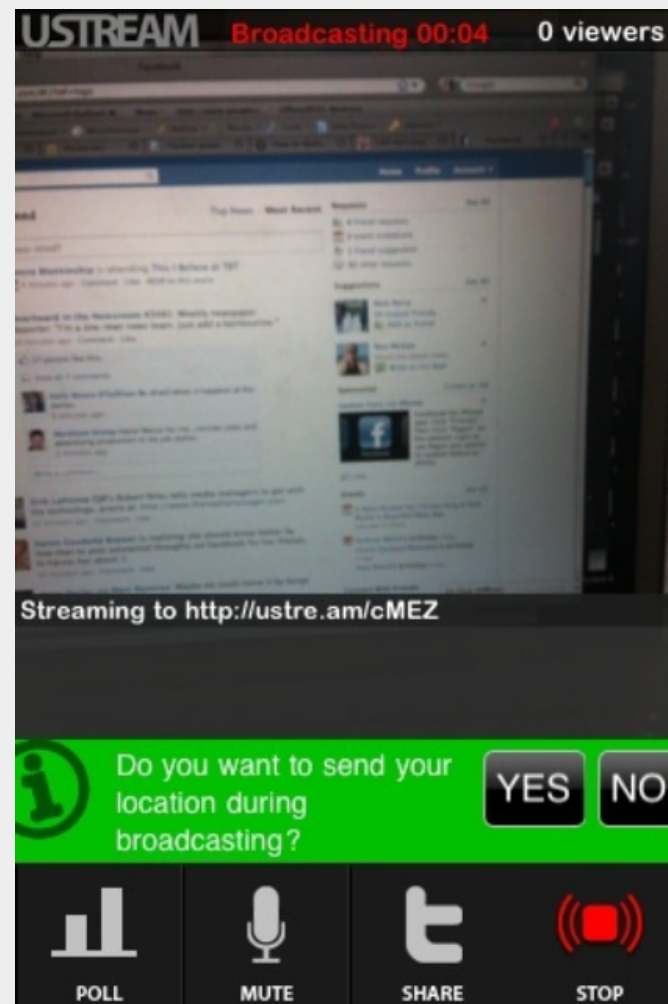


Audio Boo

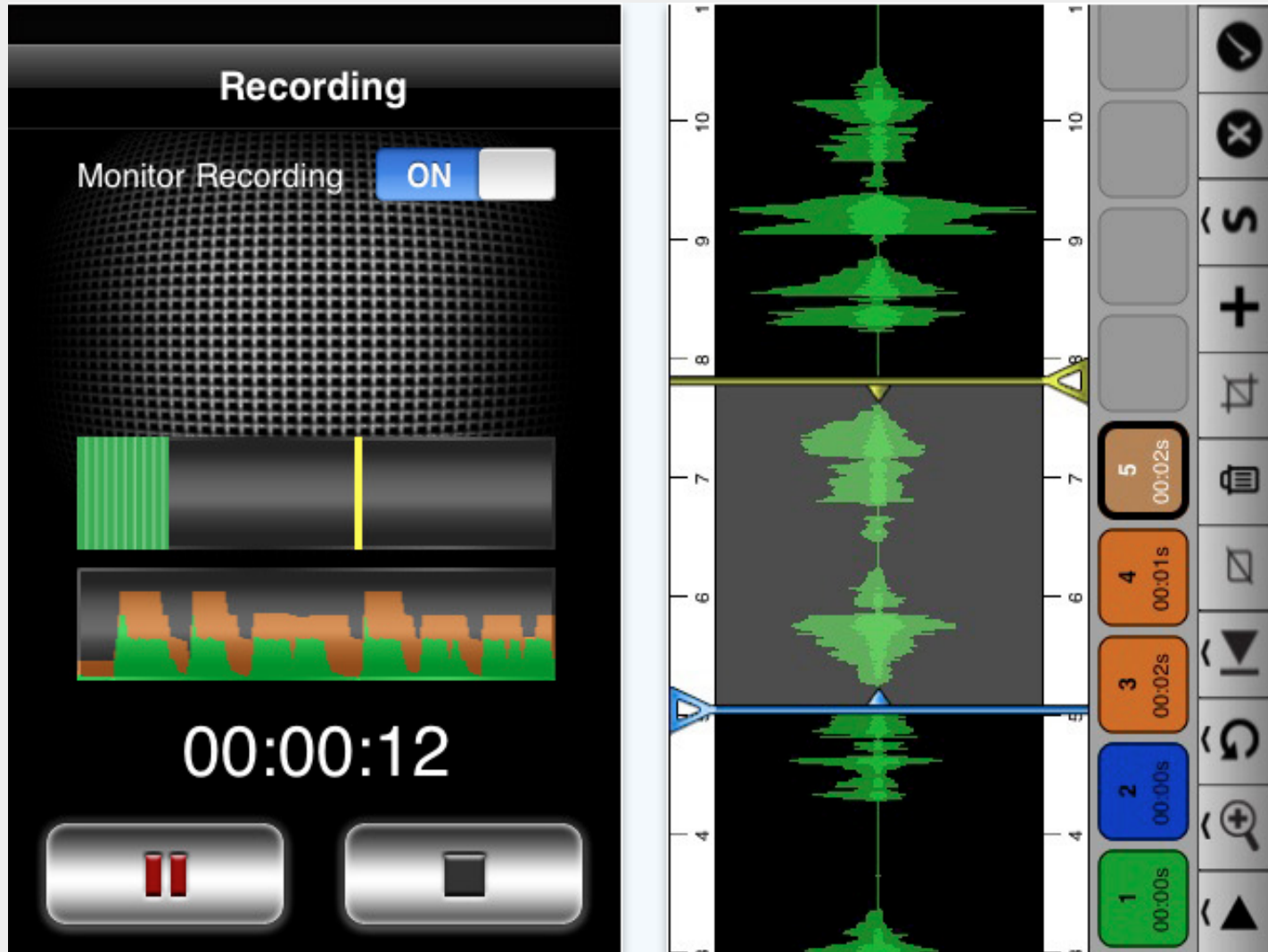
(Free, Twitter for audio, instant podcasts)



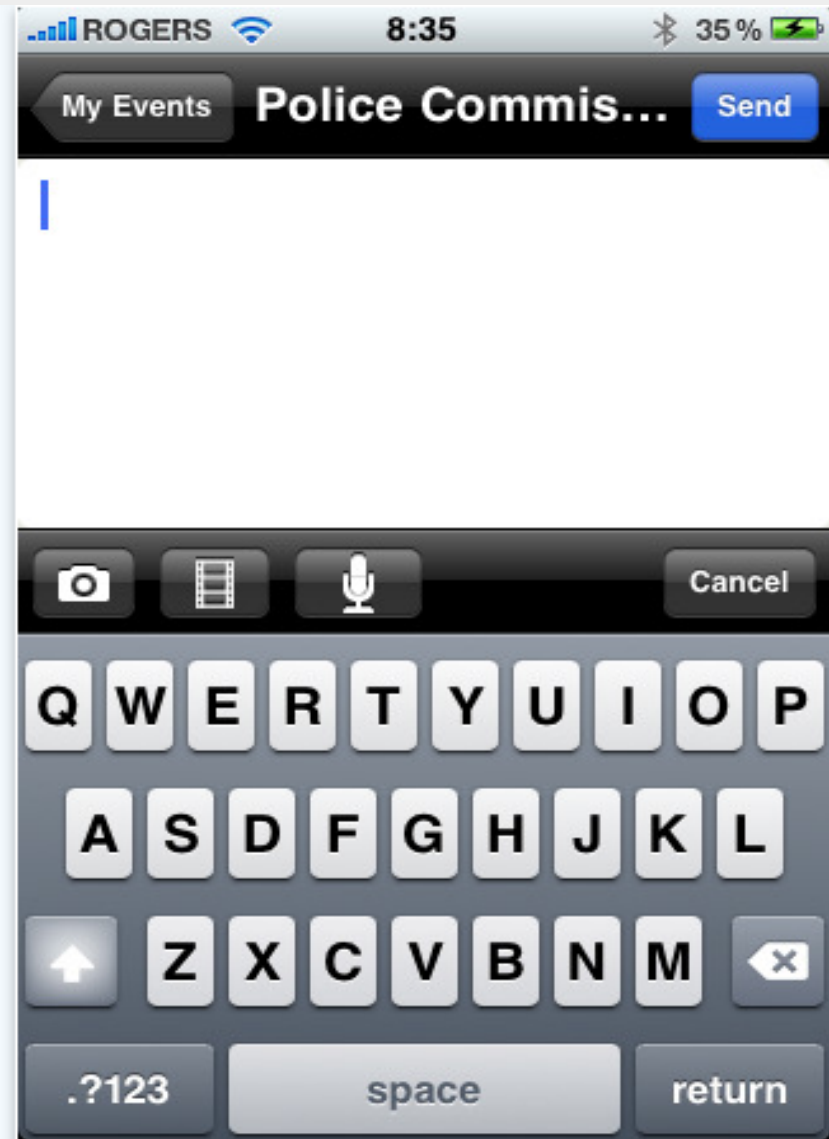
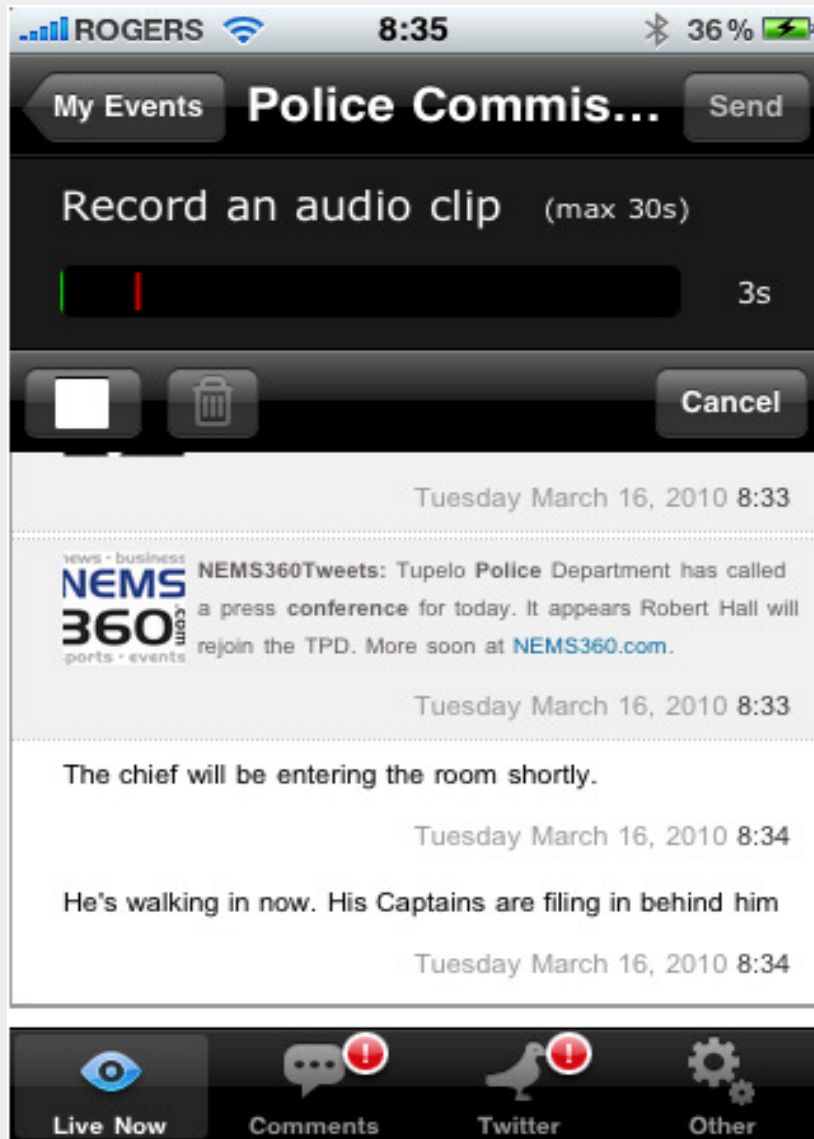
Ustream, Qik for livestreaming



VC Audio Pro (\$5.99, iPhone)



Cover-it-live (Free, group live chats)



Google Voice (Free)

Google voice allows you to forward calls, automatically transcribe voicemails, record phone interviews



Developing: Skype with video group chat, FaceTime (iPhone 4 to iPhone 4)

Downsides to phone production

Most can be overcome with accessories (more on this later)

- Battery life (iPhone4 has improved battery)
- Data charges - Still a big issue with AT&T
- Quality/audio/lighting
- Archiving (works best with someone back in office to produce, package it online)

Field reporting best practices

- Short, relevant, targeted segments; be ready, but only film what's interesting
- Hold phone steady (use a tripod if available)
- Watch lighting, be aware that older iPhones have no flash
- Quiet place for interviews to make up for sound limitations
- Watch vertical vs. horizontal video (must check based on application)

- Prepare for all weather
- Watch battery life: A streaming, fully functioning iPhone is probably only going to last a few hours in the field
- Use airplane mode while recording so you are not interrupted by a phone call or other alerts
- If you want to livestream, disable as many of your alerts as you can to minimize interruptions of your stream.

Transmission from the field

- Email / MMS
- Upload to YouTube or other social media (Twitter, Facebook, etc.)
- www.dropbox.com/
- www.box.net
- www.pixelpipe.com/about
- www.usendit.com

Phone accessories for production

Tripod mount (around \$50.00)

<http://www.soundprofessionals.com/cgi-bin/gold/category.cgi?item=SP-IPHONE-MOUNT&source=froogle>



Fueltank callpod

<http://www.callpod.com/products/fueltank>

fueltank'
UNO



fueltank'
DUO



**CLEAN REUSABLE
PORTABLE POWER**



CNET.com



Gallery



Other field charging options


-Juicepack Air for 3G and 3GS (iPhone 4 not available yet)

http://www.mophie.com/product-p/1059_jpa-ip3g-blk.htm

-Griffin PowerBlock Reserve


<http://www.griffintechology.com/products/powerblock-reserve>

juice pack air™ - iPhone 3G & 3GS



Made for iPhone

\$79.95

Free Shipping: Orders over \$20  (US only)


Availability: Usually Ships in 1 to 2 Days

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[description](#) [features](#) [faq](#) [specifications](#) [user manual](#) [360° view](#)

juice pack air™

As the world's thinnest rechargeable battery case, the mophie juice pack air™ is designed to virtually double the time you have to Rock, Talk, Surf and Send with your iPhone 3G or 3GS.

Owle bubo for iphone

<http://wantowle.com/>



iPhone case that mounts to a tripod, attaches an external microphone, a cold shoe for an LED light, attach different lens. Works best with 3Gs, mic and other compatibility issues with iPhone 4.
Cheaper option: <http://www.xshotpix.com/iphonecase.php>

External microphones

<http://www.amazon.com/Blue-Microphones-Recording-Microphone-Speaker/dp/B001FBL2SW>



Zgrip for iPhone (\$295.00)

<http://store.zacuto.com/Zgrip-iPhone-Pro.html>



Steadicam for iPhone, Flip cameras (Just released, should retail for under \$200.00)

http://news.cnet.com/8301-27076_3-10434004-248.html



YouTube demos:

http://www.tiffen.com/steadicam_smoother_U_tube.html

Resources

Mashable.com

ReadWriteWeb.com

Poynter's Mobile Media blog <http://www.poynter.org/column.asp?id=134>

Silicon Alley Insider / Mobile

<http://www.businessinsider.com/sai/mobile>

<http://gizmodo.com/>

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- @tiffanycampbell