

## News agency Europa Press empowers reporters to transition from text to multimedia reporting

Europa Press is a leading Spanish news agency that distributes news coverage to clients across the country, including newspapers, radio stations, television broadcasters, and digital media.

### OPPORTUNITY

Europa Press wanted to help its journalists become multimedia reporters. They saw an opportunity to arm them with smartphones and implement new digital-first workflows so reporters could create and upload videos — which would lead to improvements in production speed, cost, copyright protection, scalability, and visibility of news content.

### APPROACH

Europa Press purchased smartphones, created an app, and implemented new digital-first workflows so reporters could upload videos directly to YouTube and/or the Europa Press Video Editing Desk servers for clients to access.

**Updating tools, technology, and teams:** Europa Press purchased equipment (20 smartphones, cameras, microphones, smartphone stabilizers, etc.), which they distributed across the organization, along with guidance on best-practices for mobile video recording. They created an app so journalists could upload videos directly to YouTube or the Europa Press video editing servers. They also hired another video editor and several digital experts to work with local journalism teams.

**Introducing a new workflow:** The Europa Press team designed a new digital video workflow. Previously, footage was filmed on camera then sent to the video editing desk. After editing and revision, it was sent to clients and uploaded to YouTube. But the new workflow enabled journalists to film from their smartphones and upload straight to YouTube, where the footage is immediately available for clients to use. Only afterward does the video editing desk review, edit, or improve the video. The new process improves speed, cost, copyright protection, scalability, and visibility.

**Bringing the teams on board:** Europa Press decided to start their digital video push with a few highly-motivated journalism teams, and then scale to the rest of the organization. Once the project was scaled out, they established monthly metrics for journalism teams to achieve (videos recorded, videos sent to clients), which encouraged increased digital video production. Europa Press also established feedback channels, which enabled the editing desk to provide regular guidance on quality and relevance of videos.

**Shifting organizational culture:** Europa Press focused on changing the culture around video reporting throughout the whole organization. Teams are now empowered to create videos, without having to rely on the video editing desk. In essence, Europa Press has moved from a top-down reporting model led by the video editing desk, to a bottom-up model led by the different teams of journalists.

### RESULTS

Europa Press successfully integrated digital video into its daily operations, and empowered journalists to transition from text to multimedia reporting.

- Shifted organizational culture so that **20+ journalism teams** now regularly record mobile video news.
- **20% increase** in monthly video production (from 2.5K to 3K videos/month)
- **Over 2.6K** mobile news videos recorded.

### LEARNINGS

**Resistance to change can be overcome with the right culture:** It's difficult for large organizations to shift internal culture as staff often fear change and try to resist it. But Europa Press found that overcoming this was possible when managers clearly communicated goals, explained the project in detail, addressed fears head on, and provided positive feedback and motivation. Indeed, the journalists embraced the challenge of experimenting with smartphone video reporting, and are now advocates for digital video news.

**Integrate mobile and traditional news reporting:** Smartphones have important advantages for video news, especially compared to the traditional TV video reporting (in particular, convenience and speed). However, smartphones also have limitations that TV cameras don't, such as the quality of the audio and stability of the picture. The best approach is to combine both tools and teams in a coordinated effort.

**New formats need new processes:** If you're creating a new format, it pays to re-examine your current processes and workflows to see if they will work. Europa Press invested the time and energy in designing workflows that fit their new mobile journalism model. But they still kept workflows in place for traditional products (e.g., TV video reporting) so they could combine both processes if required.

“**Our operating process now follows a digital video-first approach. This small change has huge implications in terms of speed, cost, copyright protection, scalability, and visibility.**”

