

## ISOJ 2019: Day 2, Morning Session

### *Lightning presentations*

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- **Selymar Colón**, vice president and editor in chief, digital news, **Univision Communications**: *From horizontal to vertical: news shows for mobile consumption*
  - **Felipe Estefan**, investment director, **Luminate**: *Why investing in independent media is a bet worth making*
  - **Andrew Gibson**, front-end engineer, **Texas Tribune**: *Highlights from the pre-ISOJ Hackathon on building tools to measure and boost trust in news*
  - **Nadine Hoffman**, deputy director, **International Women's Media Foundation**: *"Strategies to confront online violence": Five takeaways from pre-ISOJ workshop*
  - **Janine Warner**, ICFJ Knight Fellow and co-founder of **SembraMedia**, and **Luis Botello**, deputy vice president, New Initiatives and Impact, **ICFJ**: *Accelerating news startups in Latin America*
  - **Amy Schmitz Weiss**, associate professor, **San Diego State University**: *Spatial Journalism: The intersection of local news and location-based technologies*
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**Selymar Colón:** Thank you so much Rosental, I'll try to do this as fast as I can. My "boom boom boom" like you said in the email. Yeah, buenas tardes, thank you so much everybody. As Rosental said, I'm Sely Colon, I'm the editor in chief of Univision News and I'm going to tell you a little bit of what we're doing and try to tell you why are we on digital trying to move from horizontal to vertical.

And the main idea is for new shows to be easier to consume. If we do our quick show of hands how many of you consume on your mobile device? Of course, that's easy, and how many of you scroll, swipe, click WhatsApp messages like this when you're walking to someone else, and so does 94% of the people that consume on a phone, they do it vertically. So, why are we forcing them to change their phone to horizontal?

And not even that, the younger ones the ones that we actually want to reach that are coming behind, they have their phones locked to vertical so, imagine that. So, when I heard that from my nephew I was like: what? really? seriously? and he's like: no, why am I going to be changing my phone? So, why do we want to do it? Why do they do it?

When you do a video call, you do it like this. It feels personal, it feels close to you. So, as journalists we want to be close to you too. We want to take you with us to where we're going to do that story. And right now we're doing two shows in vertical. We're doing Real America with Jorge Ramos on Facebook watch, I invite you to watch it, and we're also doing an analysis and interview show on vertical with Patricia Janiot which is called Janiot PM, and the acceptance of the audience has been huge because they feel they're there with them you know, and the consumption it's way easier.

And actually this week an American journalist anchor Chuck Todd tried to make the case to stay horizontal and Jorge Ramos has a message for him:

Chuck Todd: "He shot it vertical orientation, videos are supposed to be horizontal people."

Jorge Ramos: "I may be a little old school. However, I'm not afraid of shaking things up. Chuck, that's how you do vertical video."

Boom! So, how do we do it? So for Real America with Jorge Ramos we do it with a camera crew, yes, but we also do it with Jorge's cellphone. Jorge is also one of the camera guys of the show. He shoots his interviews, he shoots broll, and when we have an interviewee that we can't get to or they can come to us, Jorge does the interview on FaceTime, on Facebook Messenger video, on WhatsApp video, whatever it is that we have at hand.

And with Patricia Janiot's show we actually use a television control room to produce it and do the show, but then we use our third platform that cuts the video

vertical and allows us to do vertical live streams on Youtube, Twitter, Facebook and everything else and then we upload it to IGTV as well.

Quick recommendation, I would like more people to explore doing video in vertical because of that closeness that it takes you with the audience. Some quick tips you're gonna use your phone adjust your settings to 4K, that's the maximum quality that you can get on your phone when doing video and that's really quick if you have an iPhone, you just go to your settings, camera, recorded video and you do it in 4K and you're gonna get the maximum quality for that video.

Because we're all doing great journalism, great stories, now we have to follow the audiences in what format can we reach them better, that they want to consume. Also, think of the logos, social media comments, and texts that are on all the platforms. Facebook and Instagram have logos all over the place, think of that. If you're shooting with a camera, we think of the screen in 1/3 so you're subject always has to be in one third of that screen. So, have fun and let's see more vertical videos.

**Felipe Estefan:** Hello, hello! Yes, can you hear me? Good afternoon! I'm Latino, I need a response.

Rosental's going to count me on time for this, but I couldn't stand on the stage without honoring him and thanking him for what ISOJ and him has accomplished in the past 20 years, but one thing I want to especially highlight is your contribution to a Latin American independent media ecosystem. So, just a hand to Rosental for all he has done for Latin American media.

As I was saying, my name is Felipe Estefan, I'm the director of Luminare. You may know me from such things as Velocidad, you may also know me from my previous name which was all media networks, governance and citizen engagement team. My talk and the time that I have left is devoted to explain why betting on media is something worth doing, but then as I was preparing it I realized that most people in this room would already believe that it was something worth doing.

So, I've decided to instead split my time in two different things. One is to rant about all of the people that disagree with us and I hope you'll cheer me on as I do that, and the second part is to tell you how we are a Luminate investing in case that you're interested in partnering with us. So, if you're like me and I spend a lot of time talking about money and how to bring money into media you probably at some point will have heard a sentence that looks like this.

"Investing in media is a waste of money," "journalism will never know how to run a business," "a media business is a dying business," "journalism is doomed," and my all time favorite "journalism produces no returns." And when I hear these things I feel a little bit at first like this. And then I feel a little bit more like this, and I the only question I say is: Really? Journalism produces no returns?

And I can tell you as someone who grew up in Bogota, Colombia who sees the world that journalists are playing in my country to be able to tell the stories of how violence is affecting vulnerable populations. The idea that journalism produces no returns is something absolutely crazy to me. And I think of that when I hear other stories. I know for a fact that investing in media is worth making when I hear about the work that Luz Mely Reyes and the folks at Efecto Cocuyo are doing in Venezuela working in very challenging environments to be able to bring to light what is happening in the everyday struggles of Venezuelans today.

I know for a fact that that's an investment worth making. I think that way when I see Pablo and Olivia sitting here from Chequeado as I think about the way that they're raising the cost of lying, but also the way that they're using technology and automation to make sure that their work reaches more and more people. The work that they've done for example with GIFs to try to bring fact checks to more Argentinian people is one that I know for a fact is an investment worth making because also this is the kind of thing I like to fund.

Or when I think about the work of Renata Rizzi and Paula Miraglia as they are building a sustainable business by experimenting on membership models. I know that that's an investment worth making, and as I think about this and I hope you agree I know that investing in independent media is not only a moral imperative, but that's my thing to do and that the way that we think about returns when

investing in independent media can certainly be focused on how large commercial returns will be and how quickly we can get them, but an understanding of returns that goes beyond that, that understands that social impact is also an important return and that building sustainable businesses that can have an outsized positive impact on societies it's something that is worth putting capital into.

We're the friendliest of audiences I really appreciate that. And so that's what we're doing and Luminate, and I know I'm short on time so I'll tell you very briefly we are a philanthropy that is part of the media group. We're focused on making sure that people and institutions can work together to build just and fair societies. We do that by investing in for-profit and non-profit organizations that are doing work in a number of areas. One of them is media, many of our partners are here too and you've heard from many of them.

And we've done that by investing three hundred fourteen million dollars in 236 organizations around the world of which about 50 million of those have gone to media and we're committed to ensuring that more funding comes to media. And we're doing that focused on 4 different kind of things. High impact investigative journalism, financial matters that allow for editorial independence, supporting press freedom and the right to question, and battling myths and disinformation online.

And so, I know you're going to clock me out, but I spend some time praising you so you're gonna let me finish. I promise you this is my last slide. So, as Janine said "money is important, but is not sufficient" so, we're also building ecosystems. That's what we're doing with Velocidad, but the reason that we're funding velocity, and with this point I will end is because... and I know this is true for Latin America, but I also know this is true all around the world, and is that as we're seeing democracy be threatened like never before and like any other generation we will continue to put capital, resourcing and tools into supporting courageous journalists that are the front lines of transforming media, redefining it and protecting the foundations of democracy, and that is a bet worth making. Thank you very much.

**Andrew Gibson:** Hello everybody, can you hear me OK? Excellent, yes. I'm Andrew Gibson. I am a front-end engineer at the Texas Tribune and I'm going to share with you a few highlights from our pre ISOJ hackathon on the topic of building news credibility tools. First of all, any hackathon participants in the house because of you? Yeah, there we go. Scattered throughout here. Excellent.

First of all, thank you all for participating. So, what do we exactly mean by news credibility tools? Well we actually made this topic kind of intentionally vague because we really wanted to see the creativity of our participants, but in general it meant the following things, it meant we wanted to see projects that address the idea of making it easier to identify reliable news content, making the news gathering process more transparent, and making it easier to fact check news content.

So, overall we had a really really great turnout at the event. This is just the kind of a small snippet of the people who were there, but we ended up having 6 teams in the 5 to 7 range. Interdisciplinary we combined journalists, and developers, and designers, and data people. Started the morning with some project pitches around 9 A.M. and then teams had pretty much all day to work until about 5:00 P.M. when they presented their ideas, their projects, and the judges picked the winner.

So at the cliché hackathon exorbitant amounts of coffee which were consumed at a voracious rate throughout the day, and we had lots of great brainstorming with sticky notes, and poster board, and sharpies galore, and I have to say that by the time 5 P.M. rolled around. We had 6 very very impressive projects, and I'm going to give you a brief rundown of those right now. So, we had Metafact media which was an extension of an existing website, that web site is Health News Fact Checking, and this team actually aimed to kind of extend that project and make it more accessible to reporters in their day to day work.

I also had Wildfire which was a browser or Chrome extension that lets say you're looking at a tweet with a news article linked in it, what it does is it actually gives you an idea of whether that article is reliable, very cool. We had news bet which was kind of a quiz take on the theme and what this does is readers are presented with a series of snippets from news articles and it's up to them to decide whether

the claim in that snippet is reliable or not, and they're given a score at the end. It's a very cool project.

We had news integrity grade. What this does is take a look at the links in news articles and then look at the things that those links linked to and so on and so forth and based on that kind of create an integrity grade for a news article. And lastly we had our winners which were NutriNews. So, if you think about the nutrition facts label that you find on your food what this team did is actually create a nutrition label for news articles based on its contents, who shared it, who wrote it, and you know, basically tells you is this a healthy article. Very cool.

We also had News Trust Box which a snippet of code was the end result where you can drop in a news article and when you open it up it has kind of behind the scenes information about how the article was created including source documents and actually audio snippets of other reporters saying "yeah, this is kind of how this article was made, this is how he went about reporting it." Another great project.

We had a wonderful panel of judges as well which I was very grateful for. We had representatives from our 2 sponsors Walmart technology and Microsoft News also KUT and Robert Quigley who maybe is in the audience somewhere here from the UT Austin journalism school. And they were asked to score the projects on these 4 categories: relevance, creativity, difficulty, and sustainability.

Sustainability in my opinion being perhaps the most important meaning could this project live on post hackathon kind of in the real news world. So, again, here's a look at our winners. Not the best photo, but this was the nutrition label for news team. They walked away with six Microsoft Surface go tablets, I think they were all very excited about that.

And just to kind of wrap up here a few takeaways from the event. I just want to say how impressed I was with the projects that were created. Mini hackathon or two or three day events. This one was one day basically from just 9:00 to 5:00, and the work that was accomplished in that amount of time was really impressive. I also want to point out that the multidisciplinary teams seem to excel the people who

really embraced bringing together journalists, and designers, and developers so I thought that that was very cool.

Also, journalists are a very valuable asset in hackathons. Certainly this one because it was news themed, but they're also great communicators, they help keep their teams on task, very very important. And lastly, I just want to say that planning hackathon is hard and for that I want to say I'm so grateful for everybody from UT and the ISOJ team who helped us plan this event. We really got a lot out of it and we hope it can become a tradition before ISOJ going forward. It's all I've got. Thank you.

**Nadine Hoffman:** Well, I also want to start by saying thank you to Rosental because this is the first time that the IWFMF has been on the main stage at ISOJ. Although we have done a lot of work in the past with you, and I'm here to talk a little bit about the workshop that we held on online violence against female journalists on Thursday, but first I just want to give a shout because that's not the only reason we're here. We also came here to launch our Gwen Ifill mentorship program and we have about 20 journalists who are with us in the room as both mentors, leaders and mentees in that program. So, if y'all just want to give a quick little shout so people know who you are.

So, meet them if you haven't met them already. So, at the IWFMF we focus on advancing women in the news media around the globe and we believe that true press freedom can only really exist with the equal contribution of women's voices and stories, but there are a lot of forces at work that are trying to shut up journalists and specifically there are forces at work that are also trying to shut up women journalists both online and offline.

And we know that online attacks on women and journalists of color, silence their voices and silence their stories. So, I just want to give a few statistics from a study that we did last year with Troll Busters which is our partner organization. It was a U.S. study to look at the impact that online harassment is having on female journalists and their reporting. So, we surveyed 600 women mostly based in the U.S. and what we found is that 2/3 of those who took the survey had experienced some kind of online harassment.



I wanted to do a quick show of hands. Could those of you in the room who've been harassed online as part of your work raise your hands please. All right, look around, there's a lot of hands in the room. I'm not sure if it's 2/3, but it's probably close. And of those who did experience online harassment 40% avoided reporting certain stories as a result of being harassed, that means stories are getting silenced.

Those attacks are often gendered and they're designed to shame women. Comments about their appearance, about their intellectual rigour, and about their professional credentials are meant to undermine them. And there's a lot of impact, this is why we're here, to talk about the impact that that has. That impact can look a lot like PTSD, it's really severe and it is a real big problem.

But despite that a lot of women aren't reporting it to their media managers or their supervisors. And in fact only 4 in 10 of the women who took our survey did report it. So, we wanted to know why that was, and they told us a third of them actually cited that they were scared of being retaliated against, being taken off their beat or losing future work because they reported it and more than half of them said that they didn't think that management would do anything about it. That's a problem.

The long term impact is clear it's about retention. 30% percent of our survey takers said that they thought about leaving journalism as a result of online attacks. We've been talking throughout this conference about the importance of newsrooms reflecting communities about hearing from voices that reflect the diversity of our society when we're losing women and people of color out of the pipeline because of online harassment, that's a threat to press freedom and to our democracy. On Thursday with the Knight Foundation and with ISOJ we organized a daylong workshop focused on building resilience and supporting women who are facing this issue.

We had 75 people there, it was really fantastic. Some of them are still here today. We hear case studies from Brazil, from Colombia and from the United States, and we've brought in more than half a dozen leading digital security experts to propose solutions. A few of them are here today still, I think we've still got Luis Ortiz,

Harlow homes, Jason Reich and Jorge Luis Sierra in the room if you're looking for some amazing experts.

One of the big takeaway is that came out of Thursday's session was that newsrooms really need to adopt holistic policies that address both online and offline threats to their reporters because the lines between those 2 things are blurring and they often cross over. We know that digital attacks need to be taken seriously, many newsrooms however don't have those policies or protocols in place.

And my appeal to you today if you're a media manager in this room is to help us change that. If you work in a newsroom, if you're media manager can you raise your hand if you do have any policy in place that involves online harassment in your newsroom today. I see a few hands I see very very few hands, I'm not here to shame you about that, I'm here to ask you to do something about it.

So, we heard from Jason Reich, his formerly of BuzzFeed, and he's now at the New York Times. He's a leading voice on building resilient media organizations that are prepared to deal with these digital threats to their reporters. And if you're in management and you're wondering how you can apply this I hope that you will find Jason I hope he's here somewhere today and ask for his advice, but some of the things he told us we're developing social media policies that separate the reporter's private presence from their public and professional presence as a way to protect them.

Developing a threat assessment process inside the newsroom to be able to evaluate the severity of threats that are being received and also building peer support networks because we know that this problem isn't going away anytime soon, we want to be able to help journalists and particularly women and journalists of color find the support so that they don't drop out of this industry.

So, I encourage all of the leaders in this room to create a culture where your reporters feel safe and they feel safe to report those kinds of attacks to you. For journalists who are experiencing online harassment and attacks we know it can feel

overwhelming and you may not know where to turn if it happens, but there are a lot of organizations working on this. It's not just the IWMMF.

We're working to build a global ecosystem of support to address online attacks and we're working with organizations like CPJ, they have great resources on digital security. You should also check out Pen America's Online Harassment Field manual if you're not already and the Front Line Defenders security in a box to start.

We also provide emergency assistance to journalists who are under threat and in crisis. So, if you're in crisis, we ask that you would reach out to us. And we can connect you with some of the great digital security experts that we work with to help you respond. The final thing that I'll say is that platforms aren't going to save us from this problem, but they certainly have a big role to play in helping us solve it so please help us in holding them accountable. Thank you. Have a good day.