

# Digital Video Lab

Supporting Journalists to Be Digital Video Experts

## The Program

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Through a 3-day bootcamp and 8 weeks of support, a cohort of 12 journalists will learn the necessary skills to produce digital video from mobile shooting, script writing and on-camera interviews.

They will be supported by industry mentors and aligned with your internal editorial strategy.

✔ **3-Day Digital Video Bootcamp**

Over three days, participants develop confidence in capturing mobile video content.

✔ **8 Weeks of Check-Ins For Always-On Support**

For 8 weeks, the cohort will have access to a one-hour check-in and support from industry mentors.

✔ **Organisational impact**

Build advocates in your news organisation by aligning groups on executive strategy and new ways of journalism.

✔ **A cohort of like-minded journalists**

Bringing together a cohort of journalists to learn together increases buy-in, understanding and focus.

✔ **Industry Expert Mentors**

Broadcast and digital video experts lead the program to ensure current industry knowledge and hands-on support.

# Digital Video Program

A program to upskill a cohort of 12 journalists at a broadcast media organisation to deliver high-quality video journalism for broadcast and digital streams.

## Purpose

The Digital Video Program is designed to equip print or text journalists with practical mobile journalism skills to enhance their ability to tell dynamic stories and reach and engage their audience in visual ways. Over three days, 12 participants will develop confidence in capturing visually engaging, compelling and professional mobile video content, specifically tailored to a digital news stream.

The goal is for each participant to become comfortable and confident using mobile equipment to capture high-quality, engaging video content. The training emphasises real-world practicality, encouraging journalists to quickly capture and produce clear visual storytelling, impactful vox pops and professional live video reports ready for editing and postproduction.

## Outcomes

Journalists who advocate for video within the newsroom and be able to file video back to the newsroom in a timely and simple manner that increases the video news offering to the audience.

Key talking points for the leadership team:

- Video skills enhance journalistic versatility and career opportunities.
- Mobile journalism empowers rapid, immediate storytelling directly from the field.
- Effective visual storytelling captures audience attention and boosts engagement.
- MoJo techniques complement traditional print storytelling, enriching overall content.
- Confidence and comfort with video journalism is critical for modern newsrooms.

By the end of the program, journalists will:

- Confidently capture and deliver engaging mobile video stories
- Conduct compelling interviews and vox pops
- Understand and apply strong visual storytelling principles
- Perform confident, professional live video reporting in the field

This program empowers participants with practical, immediately applicable mobile journalism skills, positioning them as versatile, visually literate reporters within the modern newsroom.

Other Labs also provides an initial and follow up survey to capture the outcomes of the program and any broader challenges of the cohorts' ability to produce more video content. The results of these, along with video output results, are shared in a final report at the conclusion of the program.



# Program Overview

## Day 1: Building Confidence

- Intro to MoJo
- Hands-on kit practice
- Composition basics
- Practical filming session
- Playback + peer review

## Day 2: Real World Capture

- Interviewing tips
- Interviewing session
- Guest Session: Michael Morrah
- B-roll & vox pop essentials

## Day 3: Mastering Live

- Going live
- Scripting
- On-camera confidence
- Live streaming
- Live in the field
- Final review & wrap up

## 8-weeks of check-ins

- 1 hour per week check-in and feedback session

## Mentors



Mereana Hond is an accomplished journalist and digital leader with extensive experience in international media. She has held senior roles at Al Jazeera, including Executive Producer for Digital Special Projects, where she led initiatives like the flagship video explainer series "Start Here." Mereana also served as the General Manager of Digital News at TVNZ, driving digital transformation strategies within the newsroom. Her expertise lies in mobile journalism, visual storytelling, and mentoring journalists transitioning from traditional to digital platforms.



Tim Ayliffe is a veteran journalist and news leader with 25 years' experience in television and digital video, including leadership roles at Sky News UK and ABC Australia. He has overseen major newsroom transformations and has deep expertise in fast-paced, live news production. Tim specialises in helping teams shift toward digital-first video storytelling, including scripting, presenting, and producing content that connects with online audiences. His calm, mentor-style leadership helps build long-term capability in teams new to on-camera work.



# Other Labs



**Other Labs**, founded by Jenni Ryall, is a future-facing program and advisory lab built on a foundation of experimentation, collaboration and impact. It aims to shape the future of media, independent publishing and the creator economy from inside out.

Other Labs develops independent journalists into media companies, drives new ways of working and thinking for legacy media and runs industry-wide programs for experimentation in new methods such as AI, revenue diversification and product mindset.

Working with major funders, Other Labs connects publishers to financial and growth opportunities across the market, ensuring measurable impact is achieved for both the publishers and the funders.

Other Labs is focused on building a community of like-minded future shapers, who are looking towards to future and excited about the next generation of media.

**Jenni Ryall** – a recognised leader in content, product, and innovation – brings deep expertise and an unrivalled network across the new media ecosystem. She has led regional scaled programs, multi-million dollar investment funds for the news ecosystem, strategic projects and large-scale transformations.

Jenni has worked on global-leading innovation strategies with Google, Meta, International Fund for Public Interest Media, Fiji Sun, Daylight, NZME, Missing Perspectives, The Guardian, Nine, Mashable, TEGNA, Pedestrian Group and more.

Previously, she worked in News Partnerships at Meta cross Australia and New Zealand, growing the creator ecosystem and building support models for digital-first newsrooms. She has held executive leadership roles including VP of Content Strategy & Platforms at Mashable and VP of Digital Content at TEGNA in the U.S.

This is just the beginning.

