

Tips from the pros

CNN + SKY News = SUCCESS

by Pollywog Gardenvale

The next two articles describe a formula for success for aspiring young journalists who want to learn more about the industry. Planning a career in broadcast journalism? Read on.

"Welcome to CNN in Second Life! What is CNN doing here? We're trying something new and we want you to be a part of it.

We're building CNN iReport inside the virtual world of Second Life so that the people who live here can share the stories of the world with one another, and with us.

iReports are photo and video stories from people who see interesting or important things happening in their part of the world. An iReport in Second Life is no different; it is just a report by Second Life residents about what's going on in Second Life".

I just returned from CNN's first iReports in-world training session for citizen journalists in Second Life. I've been looking forward to this event ever since I heard about their plan to extend their presence into Second Life.

CNN's Second Life facility includes a news desk where CNN producers plan to hold weekly editorial discussions with iReporters, and an amphitheater for larger events, such as the one on the opening day. Each citizen journalist iReporter is given a kit with a HUD, a press badge, tee shirt, and a nice cap.



CNN produced a training video that shows how to submit a story.

There are also video kiosks that can be copied and set up on your land. Both the HUD and kiosk display the current selection of stories, which are also posted on the CNN website.

Susan Grant, executive vice president of CNN News Service, explains that the company's goal in coming to Second Life is "to learn about virtual worlds and understand what news is most interesting and valuable to their residents."

Tyson iReport began by saying, "News is happening in SL every day—

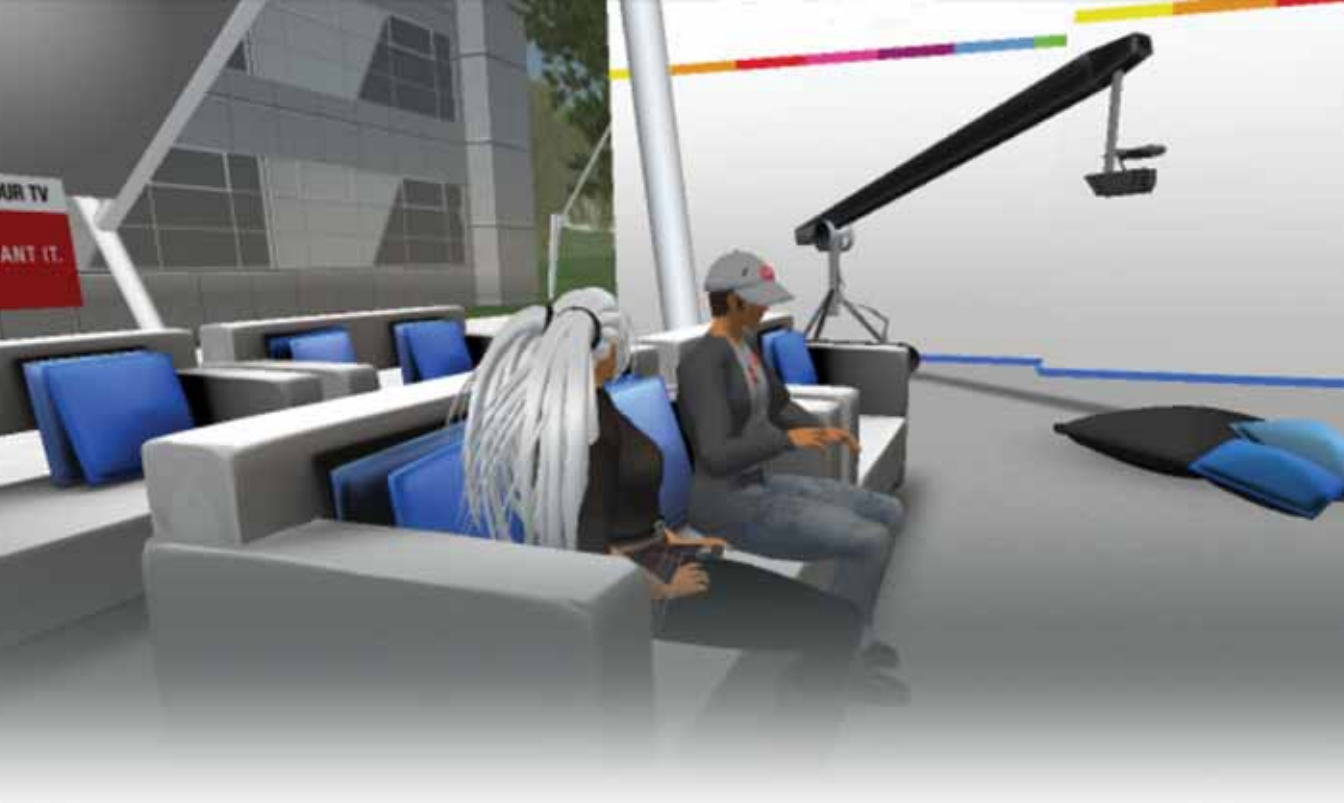
and we asked the SL community to share the stories that are important to them. Here are some examples of what we got." The examples he gave were a mixture of stories with real world connections and local news from Second Life, and it was very exciting for those whose stories were featured.

I had to leave before the presentation was over, but later that night I stopped by to see what was happening. It was quite late, but I found a few people gathered in the CNN amphitheater. There was an avatar named Keno28 Zerbino standing in the center shouting:



Tyson iReport led CNN's first in-world training session

See **CNN 25**



In the Sky News screening room.

► CNN

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“Hey everyone, come to the assembly area! We are discussing why CNN should build an interactive studio set! Have you guys seen the Sky News studio? CNN should make something like it! You guys want to see the Sky News studio? The studio is the coolest in SL. Wanna see? Search Sky News. I’ll see you there...”

I had planned to ask people what they thought of the afternoon training session, but this sounded like fun. By the time I arrived at Sky News, Keno was already inside giving a guided tour of the studio.

“Press play on video icon at bottom of screen... now follow me to the news desk... c’mon! Press play here and look around... the little monitors on the backdrop play it, wait... come over here! Press play by this plasma screen. Now don’t you think CNN should make a studio? CNN NEEDS TO MAKE A COOL STUDIO LIKE THIS! If they make it right, it could become really popular! If they record news at the studio people can come and watch how they do it, kinda like a CNN studio tour, and some people can participate in the news! You know how CNN has the circular meeting area? Well, this place has a meeting area too. Follow me... c’mon!”

We eventually made our way to the screening room, where we had a chance to sit down and talk.

Pollywog: This place is really great!

Keno: Mind if I add you guys to my friends list?

Pollywog: Sure! I’d like to be friends.

Keno: I want to work for CNN. I want to work with the equipment, cameras, and lighting, in the control room.

Pollywog: Well, that would be very exciting. I like the production side of things too, but I also like going after a story.

Keno: I know, so much work goes into making a newscast that they don’t get credit for. You know how much time it takes to just set up a shot from New Orleans? People don’t even take notice of all the work.

Pollywog: Have you done any machinima yet?

Keno: No, but I make my own little news videos at home so I can do all the editing, using Premiere and Flash. Kinda odd, but it’s my hobby.

Pollywog: Yeah, it’s fun! I can understand that!

Keno: OMG I’ve never met anyone who understands what I mean.

Pollywog: It makes perfect sense to me!

Keno: Wow really, you’re the first person that I can actually talk about it with. This may seem like a personal question, but just wondering how old you are—are you in high school or college?

Pollywog: I’m 55, but I’m really young for my age! LOL How old are you?

Keno: Well, I guess I’m really young then, I’m 18.

Pollywog: Well, that’s good! I guessed you were about that age.

Keno: My lifelong dream is to work for CNN.

Pollywog: Well then, you should go for it!

Keno: Unfortunately I don’t live in Atlanta. I live in Ohio, but CNN has bureaus in New York. Believe me, I’ll move to Atlanta first chance I get if I think I have a chance of working for CNN. Hey, let’s go back to the CNN iReport hub and help try to promote CNN making a cool interactive studio!

Pollywog: Thanks, but I can’t go back tonight—but thank you so much for the tour of Sky News.

Keno: NP, I enjoyed showing you.

Pollywog: It’s amazing.

Keno: I know, when I saw this I was drop jawed.

Pollywog: Well, take care!

Keno: K, see ya again soon!



I sure hope that Keno finds his dream job at CNN! ☼