

Mobile Newsroom

Photographers' checklist from mobile newsroom hosted in Rochester, New York

Staffing

Coordinated by the photo coordinator each week. Photo coordinator would be expected to work from the mobile newsroom when possible. Editors, reporters and photographers will work together on assignments. Photographer ideas are encouraged! Photo coordinator will assign staff to time blocks in the community that make sense with schedules and other assignments. Along with shoot for stories, photographers can spend time in the mobile newsroom editing images and doing other work depending on internet access.

Master Gallery

Produce a gallery starting on day one that photographers and reporters can populate as they capture images. All new images go at the top of the gallery. This gallery can be used to help promote the mobile newsroom. Headline ideas include 'Your Neighbors on (street name, zip code, etc)

Instagram

Produce an Instagram story in the first week with top images, promoting the mobile newsroom and encouraging engagement. Include group photo of D&C staffers, others at the site. Swipe up to content produced from the zip code.

Sports events

Identify sporting events in the featured zip code that will bring out community members and shoot images/raw video.

Photographer's Choice

On the Monday of the 4th (last week) of each mobile newsroom location, photographers will compile 'best of' pictures from the neighborhood for Photographer's Choice. That gallery could be used to promote they we are at the location one more week and promote our next location.