









Home » Event news

Mobile storytelling tips from CNN

Submitted by Jordan Gass-Poore' on March 7, 2018 - 5:10 pm 1 Comment | 2,489 views



Eliza Mackintosh, producer, CNN Digital International

When producing stories for mobile audiences, journalists must consider which platform best suits the content, according to CNN International's digital producer.

Speaking at news:rewired in London today, Eliza Mackintosh discussed mobile-first journalism and shared her insights into producing content designed with a mobile audience in mind.

During Mackintosh's coverage of the London Bridge attacks last year, Twitter was her platform of choice. Standing on Southbank speaking with tourists and locals about the events that had unfolded there the day before, she began sharing their quotes as a Twitter thread.

The CNN social team pulled that Twitter thread together as a Twitter Moment. Twitter ended up featuring it alongside its coverage of the "One Love Manchester" benefit concert, which happened that same evening.

"It was a powerful and easy way to share the voices from the streets of London in the wake of what was a devastating attack," explained Mackintosh. "But as a reporter in the field, it was also a really easy way for me to report in real time and use that reporting later when I went to write the story."

The secret to telling stories that engage mobile audiences is "forgetting everything we know about telling stories," she added.

This was the case in CNN's story about a young woman named Maha from Ragga, Syria. CNN interviewed her mother, Wafa, in the Netherlands, where she gained asylum. Mackintosh said Wafa would not stop checking her phone for WhatsApp notifications from her daughter.

"We felt like that was such a connection point for readers that we really wanted to just kind of tell that story through the exchange of messages," she said.

CNN collated all of the WhatsApp messages that Maha and Wafa had shared in 2017 and strung them together with some annotation during the time that had elapsed between conversations.

This annotation really connected with people and provided a fresh perspective on the events in Syria, said Mackintosh. In the first few days of publication, the story was read by more than a million people, she added.

While social did not drive much traffic for CNN, people who came to the story from social media stuck with it for twice as long – nearly nine minutes, she said.

CNN took a page from its own playbook when discussing ways to produce mobile content about Greenland's melting ice sheet.

The outlet's TV and digital teams worked together "quite seamlessly" to capture dramatic footage and character-first interviews, which were used to illustrate the global impact of the ice loss on a mobile, Mackintosh said.

CNN is rethinking the way it captures footage by getting into the habit of having those conversations before a team goes into the field, she added.

This is the case for Mackintosh's new project, #AsEquals. A CNN series funded by the European Journalism Centre, it looks at the challenges women face in the world's least developed countries. In some developing markets, such as parts of Asia and in Latin America, people have leapfrogged computers as a way to consume news and gone straight to mobile.

"That element of the phone is such a connection point for women around the world, she said. "We feel like through CNN's global reach we want to expand the conversation that's happening currently around the MeToo and Time's Up movement and take that to these remote places."

Share this:



Related posts

- · Practical tips for successful social storytelling
- · How ITV News re-invented its website with live streams of news
- Drones, mobile-first and real-time analytics: emerging opportunities in digital journalism
- · How news groups use citizen journalism to give a voice to marginalised communities
- · How journalists are using Reddit to find and share stories

Tags: CNN, mobile, social media, twitter, whatsapp



news:rewired









Sort by Best ▼



Join the discussion...

LOG IN WITH











Name



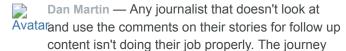
Duncan Mackintosh • 2 years ago

Hat's off to Jordan Gass-Poore for a succinct recontation.

ALSO ON NEWS:REWIRED

How the Guardian uses comments to support journalism

1 comment • 4 years ago



Five types of content curation tools for journalists

1 comment • 7 years ago

Tricia — All these sites seem like great tools for Avatarnews aggregation, but none of them seem particularly interactive in terms of community

Handy apps for journalists on the go...

1 comment • 6 years ago

Jake — I agree with the statement of Nick Garnett.

AvatarKnow your app, use the best of it and make your life more easier. As an app lover, I would like to

How journalists are using Reddit to find and share stories

1 comment • 5 years ago

Foamy Media — interesting article, i will check out Avatarusing reddit more - always seems so complicated as there are millions of



Add Disqus to your site



DISQUS

Buy tickets

Brought to you by:





When: Spring 2020

Where: Manchester, UK

newsrewired - events from Journalism.co.uk

To find out more about the event, including sponsorship opportunities, contact: Marcela Kunova or call +44 (0)2173 384 290

Follow us on Twitter:

@newsrewired and hashtag #newsrw

Archive

- E. December 2019
- ... November 2019
- ... October 2019
- September 2019
- ... August 2019
- ... June 2019

recent posts

Grow your audience by hosting a live podcast recording

Using artificial intelligence to grow audience engagement during breaking news

Learn to create an audience-first strategy with Condé Nast's internal audience growth training

'Less talk, more action': Why newsrooms must respond to the growing need of diverse representation

Lessons from Culture Trip's content engagement strategy for addressing user needs

most commented

Five curation tools all journalists should know about

#newsrw: Ten tips for would-be online journalism entrepreneurs

Agenda

Five UK online journalism entrepreneurs

Video and presentations: Facebook's Vadim Lavrusik at news:rewired

most viewed

How newsrooms are using short-form video to engage audiences

'Where's the pain?' – Three ways to be an entrepreneurial journalist

12 social media tips, tools and techniques to help journalists work better

#newsrw: Win a Flip Ultra HD camcorder!

Announcing news:rewired – media in motion, 3 February 2012

Powered by WordPress | Entries (RSS) | Comments (RSS) | Valid XHTML and CSS

Arthemia Premium by Colorlabs & Company