Goals

1) Follow up on the work other capstone students had done as far as U_News promotion and webcam distribution

2) Find out which libraries, if any, were using the webcams

3) Teach people how to use the webcams

4) Set locations up with Google Plus accounts

5) Distribute surveys to find out why different audiences were or were not participating in U_News
6) Find out how other broadcast stations were using Google Plus hangouts in their shows

7) Create a flowchart and tutorials on how to join a hangout with Sarah Hill

8) Give community presentations about U_News around mid-Missouri

9) Share our findings with RJI, KOMU 8 and any other interested parties
Research

We put together three different surveys for three distinct groups of stakeholders.

- Broadcast Professionals
- Participants on the show
- Non-Participants
Broadcast Professionals

- 31 respondents
- ABC, NBC, CBS, FOX, and independent stations
- even age distribution
- Last response: May 1

- current social media usage
- willingness to use hangout in the future
- concerns
Broadcast Professionals
Social media usage in newsrooms

- Facebook
- Twitter
- Google+
- Google+ Hangouts
- Youtube

Categories:
- Never
- Less than once a week
- Once a week
- Everyday

Graph showing usage frequency for each platform among broadcast professionals.
Broadcast Professionals: Negative attitude toward future usage

- 67% Not very likely
- 86% Too soon to tell
Broadcast Professionals: What's the biggest obstacle for viewers?

- Not using enough: 17
- Don't want to participate in news: 2
- Don't understand hangouts: 3
- G+ does not reach our targeted viewer demographic: 7
Broadcast Professionals:

- never even heard of it
- haven't invested time into building an audience there. Our main focus has been on Facebook and Twitter
- At this point, lack of manpower
- We don't get feedback on G+ as that we do with Facebook and Twitter.
- Poor video quality. That's why we avoid Skype
- No one has ever asked us to do it.
- We don't believe in user-generated content for its own sake. We're interested in maintaining editorial control..

Risk taking or risk averse?
Participants- 21 respondents

What was your primary motivation to join the KOMU hangouts?

- To be part of a new trend in the television industry
- To be on TV
- To be part of a new trend in social media
- To discuss an issue
- To share information with the KOMU audience
- To talk to other participants
Do you watch KOMU's U News on television?
Participants response to what U_News is doing well

They really enjoy the behind the scenes aspect

“Letting the Hangout participants "look behind the scene" of a news production.”
“U News does an excellent job of getting people to participate and being apart of the entire process.”

They like the fact that it's international

“The ability to share your view visually from all over the world. Also being able to stay in contact with those that you Hangout with.”
“Bringing local viewers to the hangouts, incorporating an international view on world, national, & local news, and being open to people connecting within their hangouts.”
“It's so exciting that anyone can join. I really enjoy seeing all those faces.”

They really enjoy the innovation factor

“Leading the industry in reaching a completely new audience”
“Setting the social media bar in news!”
"KOMU has not been afraid to try new technological elements whether they turn out well or not. That's great!”
Participants response to what U_News could do better

Participants wish to have more time

“If I have something I really want to say, it’s hardly worth the time to participate because the window is so short. It doesn’t seem legit to say that the hangout helps co-host, when the contribution is so small. I'd rather see fewer people, better vetted, with more of a contribution.”

“Either lengthen the show to 60 minutes or go back to using the HO during other time slots in addition to the dedicated show”

“I would like to see U_News have shows totally devoted to just asking a Cyber Couch panel about the hot news stories of the day.

Participants wished to have different content

“Have celebrity interviews every now and then.”

“Incorporating on the spot news reporting (when it became available) from local, national, & international people via hangouts.”

“More interviews to prominent figures of our society”

"I think I would like to see Sarah do more hard news interviews with the Google+ Hangout"
Participants response to what U_News could do better (cont)

Several of the suggestions were technical issues

“Have more cameras for different views. (Maybe use something like xsplit?) It would be neat to see what else is going on in the studio. (Like why the set is spun around toward the end of the broadcast.)”

“Not so much U News, but Hangouts... there needs to be a way to chat into the Hangout so people can say what they want to the group without having everyone manage multiple pages. The viewers want to participate even if they can't Hangout, and that would be a good way.”

"Maybe bring in people who post on the news website, reach out to them and request they join the hangout.”

“Explain new members when to talk and when to be quiet.”
Non-Participants Survey

Viewers with an online-presence
- engage with KOMU social media platforms
- sample size: 28

Viewers without an online-presence
- never interacted with KOMU social media platforms
- sample size: 12
Non-Participants

Current social media usage

- Facebook: Viewers without online presence = 8, Viewers with online presence = 16
- Twitter: Viewers without online presence = 2, Viewers with online presence = 12
- Google Pus: Viewers without online presence = 1, Viewers with online presence = 9
- Linked In: Viewers without online presence = 4, Viewers with online presence = 8
- Youtube: Viewers without online presence = 4, Viewers with online presence = 9
Non-Participants

Have you ever watched U News?

**Viewers with an online presence**
- Yes regularly: 47%
- Yes sometimes: 37%
- Yes seldom: 16%

**Viewers without an online presence**
- Yes regularly: 67%
- Yes sometimes: 8%
- Yes seldom: 25%
- No never:
Non-Participants

<table>
<thead>
<tr>
<th>10 Would you consider participate in U News</th>
<th>Yes</th>
<th>No</th>
<th>Maybe</th>
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<tbody>
<tr>
<td>Viewers without an online presence</td>
<td>7</td>
<td>2</td>
<td>3</td>
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<tr>
<td>Viewers with an online presence</td>
<td>12</td>
<td>7</td>
<td>0</td>
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<tr>
<th>How willing would be to go to a public queue to participate?</th>
<th>Very willing</th>
<th>Somewhat willing</th>
<th>Not willing</th>
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<td>5</td>
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Non-Participants

Other comments made on the survey

"I don't believe in viewer participation. I want to hear the NEWS not random, unnewsworthy people's opinions."

"Don't care for social media based shows"

"Well, really, the only reason I haven't participated in a hangout is lack of technology. I don't have a cam or a microphone. If I did, then I would be a regular participant!"

"Do it at a time when I'm not at work."

"Nothing. I will never participate."
What can we do to increase participation?

- 47%: Online training tutorial
- 37%: In person training with KOMU staff
- 16%: Focus on local events issues
Training the community

Visited the libraries that KOMU had previously delivered webcams to in order to educate them on the technical side as well as the Google Plus platform.

Put together training materials, flyers and the flowchart once we realized that the problem was that the community was just not familiar with the Google Plus platform.
Training the Community

- Created flyers and press releases
- Contacted the local newspapers
- Contacted the school officials
  - they sent out email bulletins to the teachers
- Called Booster clubs and Rotary Club in the area
Dulany Memorial Library
Salisbury, Mo.
Final Presentation

Students from the University who are active in Student organizations

In Boone County Library

Discussion on why Google Plus isn't catching on as fast as other social media

What could students do to participate on U_News
RJI Innovations Week

Present to the journalism professionals and community
- provide survey results and further research
- talk about library presentations and major questions or problems
Broadcast survey results sent to broadcasters
Flowchart

Step-by-step flowchart
- create google account
- add Sarah to circles
- get prepared for the show
Video Tutorial
Other things

Met several times with the Broadcast capstone team.

Met with the Katie Artemus of the Strat Comm capstone team.

Attended a presentation by Sarah at RJI to better understand the uses of Google Plus.
New Possible Capstone Position

- Check Sarah's email, twitter, facebook, Google Plus page

- Conduct "FCC" approval hangouts

- find other outlets for the training materials

- Keep in touch with current "remote stations"
Questions?