



GLORIA SHIELDS  
NSPA MEDIA  
WORKSHOP  
June 29-July 3, 2020

## VIDEO JOURNALISM

# Publishing

Who, What, Where, When, Why, and How





GLORIA SHIELDS  
NSPA MEDIA  
WORKSHOP  
June 29-July 3, 2020

## VIDEO JOURNALISM

*“You must publish your work!”*

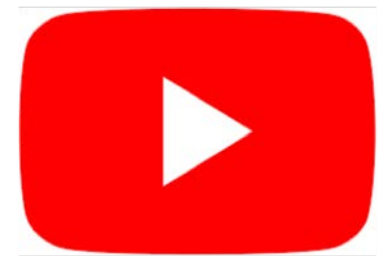
1. Tools
2. Audience
3. Engagement
4. Showcase your publication
5. Brand your publication
6. Brand yourself
7. Increase traffic
8. Streamline
9. Promote
10. Experience





GLORIA SHIELDS  
NSPA MEDIA  
WORKSHOP  
June 29-July 3, 2020

# VIDEO JOURNALISM



Dr LaGarrett King Zoom Black history quote Saved as draft

1 Details 2 Video elements 3 Visibility

### Details

Title (required)  
Dr LaGarrett King Zoom Black history quote

Description <sup>?</sup>  
Tell viewers about your video  
0/5000

Thumbnail  
Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention. [Learn more](#)

Upload thumbnail

Playlists  
Add your video to one or more playlists. Playlists can help viewers discover your content faster. [Learn more](#)

Audience  
Is this video made for kids? (required)  
Regardless of your location, you're legally required to comply with the Children's Online

Finished processing NEXT

Thumbnail  
Title  
Description:  
Who, What, Where, When, Why, How  
Tags  
Playlists  
Audience  
Public vs. Unlisted  
Embed  
Unique URLs





GLORIA SHIELDS  
NSPA MEDIA  
WORKSHOP  
June 29-July 3, 2020

# VIDEO JOURNALISM

The screenshot shows the SchoolTube website interface. At the top, there is a navigation bar with the SchoolTube logo, a search bar, and links for 'ADD NEW', 'DGOBLE', and a user profile icon. Below the navigation bar, there is a main content area featuring a video player. The video player shows a person solving a Rubik's cube. To the right of the video player, there is a menu with options: 'Media Upload', 'Express Capture', 'YouTube', 'Wochit Video', 'Screen & Audio Record', and 'Video Quiz'. Below the video player, there is a 'CONTINUE WATCHING...' section with three video thumbnails: 'Virtual Classroom SchoolTube', 'Media Makers', and 'You Are Watching a Video'. Below that, there is a 'SCHOOLTUBE HOW-TO TUTORIALS' section with three video thumbnails: 'CHECK OUT SCHOOLTUBE'S CAPTURE TOOL TODAY!', 'Brightly Storytime presents: Schooltube's Capture', and 'How & When You Can Use SchoolTube's...'. The video player also has a 'WATCH VIDEO' button.



Add new  
Media Upload



GLORIA SHIELDS  
NSPA MEDIA  
WORKSHOP  
June 29-July 3, 2020

# VIDEO JOURNALISM

The screenshot shows the SchoolTube interface. At the top left is the SchoolTube logo with the tagline 'Free K12 Video Hosting'. To its right is a search bar containing the text 'Search all media'. Further right are navigation links: '+ ADD NEW', a user profile icon labeled 'DGOBLE', an American flag icon, and a notification bell icon. Below the search bar is a horizontal menu with items: 'Home', 'About Us', 'Fun Stuff', 'Get Started', 'Help', and 'K12 Virtual Classroom'. The main content area is titled 'Upload Media' and features a large dashed rectangular box. Inside this box is a central illustration of a laptop with an upload arrow, flanked by a cactus and a coffee cup. Below the illustration, the text reads 'Drag & Drop a file here' followed by 'or' and a blue button with a plus sign and the text '+ Choose a file to upload'. At the bottom of the dashed box, it states 'All common video, audio and image formats in all resolutions are accepted.'





GLORIA SHIELDS  
NSPA MEDIA  
WORKSHOP  
June 29-July 3, 2020

# VIDEO JOURNALISM



**SchoolTube** Free K12 Video Hosting

Search all media

ADD NEW DGOBLE

Home About Us Fun Stuff Get Started Help K12 Virtual Classroom

### Upload Media

Your changes have been saved.

Upload Completed! Complete the required information for the uploaded media below.

Please fill out these details:

Name:  (Required)

Description:  **Black** **Bold** *Italic* Underline

Tags:  Keywords or Phrases people can use to search for your video

Publishing Status:  Private - Media page will be visible to the content owner only.  Published - Media page will be visible to individuals according to entitlements on published destinations

Publish in Schools / Orgs  Publish in Channel

- Ladue Horton Watkins High School - Saint Louis - MO
- Ladue Horton Watkins High School - Saint Louis - MO (Private)

Your changes have been saved.

[Save](#) [Go To Media](#) [Go To My Media](#)

Thumbnail  
Title  
Description:  
Who, What, Where, When, Why, How  
Tags  
SAVE  
Public vs. Private  
Go To My Media



GLORIA SHIELDS  
NSPA MEDIA  
WORKSHOP  
June 29-July 3, 2020

## VIDEO JOURNALISM



Coming up on  
LADUE VIEW February 2020  
12:14  
Ladue View - February 2020

The Global Student News Network  
GSNN  
02:37  
Global Student News Network #aussieED  
live event... GSNN.weebly.com

LADUE VIEW  
00:29  
Ladue View Jan 2020 Promo

Coming up on  
LADUE VIEW January 2020  
10:54  
Ladue View January 2020

JUST ONE CLICK.  
With just one click...  
01:06  
Just One Click PSA

LADUE VIEW  
00:29  
Ladue View December 2019 promo

Gideon Boaten  
Senior  
RB/DE  
00:10  
Gideon Boaten Player Profile

STATE  
01:27  
Ladue High School Football State  
Championship 2018

James Maguire  
Senior  
00:11  
Ladue Football Player Profile: James  
Maguire

Load More

Copyright 2020 SchoolTube | Terms & Conditions | Privacy Policy

Channels  
Playlists  
Embed  
Unique URLs





**GLORIA SHIELDS  
NSPA MEDIA  
WORKSHOP**  
June 29-July 3, 2020

# VIDEO JOURNALISM



Instagram

Search

ladueview Message ✓ ⌵ ⋮

42 posts 144 followers 135 following

**Ladue View**  
Ladue Horton Watkins High school student run TV & Film instagram  
[www.lhstv.net](http://www.lhstv.net)

Followed by dspewak, ianmasonweather, bhodgesedu + 19 more

Highlights Events New!!

POSTS IGTV TAGGED

**LHD-TV & FILM**

**Broadcast Technology**

**Featured Website**

Have you seen our updated **PROGRAMMING** and **Class Information** pages? Take a look.

**LADUE VIEW COVID Edition**

**BROADCAST NEWS PROGRAM High School**

Second  
MHS1, McKinney High School, McKinney, Texas

Third  
The Voyage, Christopher Columbus High School, Miami, FL

Fourth  
Ladue View, Ladue Horton Watkins High School, St. Louis, MO

Fifth  
The Ship, Christopher Columbus High School, Miami, Florida

Sixth  
Panther TV, Plymouth South High School, Plymouth, Massachusetts

Seventh  
RNE-TV Live, Richland Northeast High School, Columbia, Missouri

Eighth  
Centennial Student News, Centennial High School, Las Cruces, New Mexico

Ninth  
Lincoln Live, Gahanna Lincoln High School, Gahanna, Ohio

Tenth  
Bird's Eye View, Staley High School, Kansas City, Missouri

Instagram

Search

jagnewsnetwork Follow ⌵ ⋮

367 posts 715 followers 70 following

**Jag News Network (JNN)**  
Gregori High School's student publication JagNewsNetwork.  
[youtu.be/dR93qAitH3w](https://youtu.be/dR93qAitH3w)

JNN Sh...

POSTS TAGGED

**~CLASS OF 2020~  
Virtual Graduation Video  
Are Due May 16**

**Consider supporting JNN!  
With an \$18 donation, you'll  
receive your very own JNN shirt.  
Click the link in our bio for details!**

**Spirit Week!**

**UPDATE**

**UPDATE**

**Breaking NEWS**  
MODESTO CITY SCHOOLS HAS ANNOUNCED:  
**SCHOOLS TO REMAIN  
CLOSED UNTIL MAY 3.**

**This is NOT  
A School  
Assignment**



GLORIA SHIELDS  
NSPA MEDIA  
WORKSHOP  
June 29-July 3, 2020

# VIDEO JOURNALISM



Ladue View  
@lhstv

Home

About

Posts

Videos

Photos

Notes

Events

Services

Let Us Know Your Message Preferences

We understand your business priorities may have changed. Would you still like to receive recommendations about promoting your Page?

Not Now Yes

Ladue View is sharing a COVID-19 Update.

"Ladue View: Cororavirus Edition" is now online!

Stories include:

1. An informational video about COVID-19 and how the virus turned into a pandemic.... See More

BROADCAST NEWS PROGRAM  
High School

Second  
MHSI, McKinney High School, McKinney, Texas

Third  
The Voyage, Christopher Columbus High School, Miami, Florida

Fourth  
Ladue View, Ladue Horton Watkins High School, St. Louis, Missouri

Fifth  
The Ship, Christopher Columbus High School, Miami, Florida

Sixth  
Panther TV, Plymouth South High School, Plymouth, Massachusetts

Seventh  
RNE-TV Live, Richland Northeast High School, Columbia, Missouri

Eighth  
Centennial Student News, Centennial High School, Las Cruces, New Mexico

Ninth  
Lincoln Live, Gahanna Lincoln High School, Gahanna, Ohio

Tenth  
Bird's Eye View, Staley High School, Kansas City, Missouri

LHS-TV & Films

St. Louis, Missouri based high school multimedi...

LHS-TV & Films

St. Louis, Missouri based h...

285 People Reached 18 Engagements

1 Like 1 Share

Comment as Ladue View

Ladue View  
@lhstv

Home

About

Posts

Videos

Photos

Notes

Events

Services

Shop

Groups

Offers

Jobs

Community

Promote

Visit Ad Center

Ladue View is sharing a COVID-19 Update.

"Ladue View: Cororavirus Edition" is now online!

Stories include:

1. An informational video about COVID-19 and how the virus turned into a pandemic.... See More

BROADCAST NEWS PROGRAM  
High School

Second  
MHSI, McKinney High School, McKinney, Texas

Third  
The Voyage, Christopher Columbus High School, Miami, Florida

Fourth  
Ladue View, Ladue Horton Watkins High School, St. Louis, Missouri

Fifth  
The Ship, Christopher Columbus High School, Miami, Florida

Sixth  
Panther TV, Plymouth South High School, Plymouth, Massachusetts

Seventh  
RNE-TV Live, Richland Northeast High School, Columbia, Missouri

Eighth  
Centennial Student News, Centennial High School, Las Cruces, New Mexico

Ninth  
Lincoln Live, Gahanna Lincoln High School, Gahanna, Ohio

Tenth  
Bird's Eye View, Staley High School, Kansas City, Missouri

LHS-TV & Films

St. Louis, Missouri based high school multimedi...

LHS-TV & Films

St. Louis, Missouri based h...

285 People Reached 18 Engagements

1 Like 1 Share

Comment as Ladue View



GLORIA SHIELDS  
NSPA MEDIA  
WORKSHOP  
June 29-July 3, 2020

# VIDEO JOURNALISM



https://twitter.com/ladueview 67%

Home Explore Notifications Messages Bookmarks Lists Profile More

**LHS-TV & Films**  
767 Tweets

**LHS-TV & Films**  
@ladueview

Student-produced media publication at Ladue High School in St. Louis, MO. Now follow along now @laduepublications

St. Louis, MO laduelead.com Joined December 2010

163 Following 403 Followers

Tweets Tweets & replies Media Likes

Pinned Tweet

**LHS-TV & Films** @ladueview · Jan 23, 2018

We have a BIG ANNOUNCEMENT! Our website URL has changed and it's better than ever. Visit [LHSTV.net](http://LHSTV.net). All the best featured student videos, blogs, poll question, photo of the week, Ladue View, Ladue Schools Today & more. #JEA #stuvoice #powerofvideo

1 3 4

JagNewsNet  
503 Tweets

**JagNewsNet**  
@jagnewsnet

Student Media @ Gregori High School

Modesto, CA jagnews.net Joined August 2013

237 Following 301 Followers

Followed by Omar Delgado, Albert Dupont, and 5 others you follow

Tweets Tweets & replies Media Likes

Pinned Tweet

**JagNewsNet** @jagnewsnet · Apr 11, 2018

Hopefully you will reconsider before driving anywhere under the influence. JNN presents to you, Every 15 Minutes.

8 19



GLORIA SHIELDS  
NSPA MEDIA  
WORKSHOP  
June 29-July 3, 2020

# VIDEO JOURNALISM



The screenshot shows the Buffer 'Queue' page. The browser address bar displays the URL: <https://publish.buffer.com/profile/57ebe82289d6d4bd4090f85a/tab/queue>. The page has a navigation bar with 'Publish' and 'Analyze' tabs. On the left, there are social media account cards for 'Ladue View' (Facebook) and 'ladueview' (Twitter), both with 0 posts. A 'Connect Instagram' button is also visible. The main content area shows a 'Queue' tab with a text input field 'What would you like to share?' and a camera icon. Below this, the queue is organized by date: 'Today JUNE 29' and 'Tomorrow JUNE 30'. Each date has a list of scheduled posts represented by grey bars with their respective times.

| Date             | Time     |
|------------------|----------|
| Today JUNE 29    | 5:12 PM  |
| Today JUNE 29    | 8:04 PM  |
| Tomorrow JUNE 30 | 8:22 AM  |
| Tomorrow JUNE 30 | 11:32 AM |
| Tomorrow JUNE 30 | 5:12 PM  |
| Tomorrow JUNE 30 | 8:04 PM  |

Schedule:  
Tweets  
Posts



GLORIA SHIELDS  
NSPA MEDIA  
WORKSHOP  
June 29-July 3, 2020

# VIDEO JOURNALISM

**Broadcast Technology**

Welcome to Ladue High School's Broadcast Technology media production. This publication offers a compilation of multimedia student productions, including blogs, and many different genres of videos and news.

The site is created and produced by Ladue broadcasting students to promote student programming.

Please feel free to comment or contact us with your feedback and ideas.

[Programming](#)

**Featured Website**

*Annabella Productions*

Home Videos Blog Contact

**About Me**

Welcome! I am a student at Ladue Horton Watkins High School. I am the Executive Student Producer for "Ladue View". I work hard in my contributions to the art of videography and I am passionate in my efforts to inform others and inspire many.

Have you seen our updated [PROGRAMMING](#) and [Class Information](#) pages? Take a look.

Ladue View Coronavirus Edition

LADUE VIEW  
COVID-19  
Edition  
Coronavirus Disease 2019

0:00 / 15:37

Ladue Horton Watkins High School Students in St. Louis, MO produced their TV show remotely during the coronavirus pandemic.

Stories include:

1. An informational video about COVID-19 and how the virus turned into a pandemic.
2. A college student and high school student's perspective, now learning from home.
3. How local businesses are dealing with the economic shutdown.
4. One teacher's idea to seize on a passion project by interviewing former students and professional media makers.
5. And a very special symbolic gesture by Ladue High School to honor our graduating Class of 2020.

Watch past episodes by visiting our [LADUE VIEW](#) page. Have a story idea for a future show? Email us at [ladueviewshow@gmail.com](mailto:ladueviewshow@gmail.com).

[LHSTV.net](http://LHSTV.net)



GLORIA SHIELDS  
NSPA MEDIA  
WORKSHOP  
June 29-July 3, 2020

# VIDEO JOURNALISM



Search

## JNN Student Media

The Student News Site of Gregori High School

HOME NEWS OPINION SPORTS VIDEO FEATURES ABOUT ▾

June 4 You can add and edit these headlines as necessary



### Polls

What's your favorite subject?

- English
- Math
- Science
- History


[View Results](#)

● [Polls Archive](#)

### News



#### RECENT NEWS STORIES

 **Tell the full story in long form**

June 4, 2020

Want to tell the full story? To get started click on New under the Stories tab on the left navigation...

 **Completing the custom fields**

June 4, 2020

Each story has custom fields available for you to fill in as needed. Not all of these features

### Opinion

[JNNstudentmedia.com](http://JNNstudentmedia.com)



GLORIA SHIELDS  
NSPA MEDIA  
WORKSHOP  
June 29-July 3, 2020

## VIDEO JOURNALISM

Follow what the professionals do

The pros use social media, so should you, and your publications

*“The more often you post, to the more places you post, the more likely people will find your work.”*