



Student Newsroom

What is the Student Newsroom?

The Labs@LightCity Newsroom is a designated studio area at the daytime conferences where students from our University partners will have the opportunity to work with professional journalists and editors to create content for broadcasting/publishing on multiple digital platforms.

The Labs@LightCity Newsroom will serve as the central “hub” for gathering, editing and producing branded content for your University’s official channels, including social media, online newsletters, and website.

The Newsroom will be outfitted with the necessary equipment and staff to help students create meaningful content in a variety of lengths and formats, from “real-time” interviews to blog posts, videos and photography.

With guidance from their editors/advisors, these students will become “behind the scenes voice” of Labs@LightCity—helping to curate and communicate top ideas from each session, while weaving together stories that reflect Baltimore’s growing reputation as the social change capital of the world.

What are the hours of operation?

Wednesday – Friday: 7:30am – 5:30pm

Saturday: 8:30am – 4:30pm

What are the goals of the Student Newsroom?

- To give talented local University students a behind the scenes look at one of the nation’s top innovation conferences, along with direct access to speakers and top media professionals
- To engage these students in our mission to promote Baltimore as the social change capital of the world
- To produce assets in a timely, engaging fashion
- To focus on telling stories vs reiterating content
- To bridge relationships between those in attendance at the event and those consuming the content



Student Newsroom

What happens in the Student Newsroom?

- Live Social Media Segments (Facebook Live & Twitter Chats/Discussions)
- Social Media Content Curation (Instagram, Facebook, Twitter)
- Speaker Interviews (Videography & Podcast)
- B-roll Videography
- Crowd Sourcing Interviews/Quick Sound Bites (Videography & Smartphones)
- Sponsor Video Clip (5min interview)
- Find “feel good” story in each Lab

Who will be in the Student Newsroom?

- Labs@LightCity will provide:
 - Newsroom Logistics Manager
 - This person will be responsible for making sure all equipment is in order each day, assist with scheduling interviews of speakers, sponsors, and attendees, reporting any issues or problems to the Labs@LightCity event team, keeping the area neat and tidy, making sure waivers are signed, etc.
 - Professional Videographer / Camera Operator
 - This person will assist the students with operating the professional camera alongside the University student. They will ensure all technical equipment is operating properly and all necessary graphics for each Lab are implemented on video. They will assist in camera interviews with the students.
 - Professional Mentor from our partners at WJZ (for training)
 - Social Media Mentor from Baltimore Office of Promotion & the Arts (for training)
 - Hair/Makeup Professional

What can Sponsors provide for the Student Newsroom?

We are looking for students in the majors of Electronic Media & Film, Public Relations, Mass Communications, Marketing, Broadcast Journalism, Cinematography, or other related area of study who can fulfill the following roles in a professional manner.

Each student will be required to fill out an online application and attend an in person training session one (1) week prior to the Labs where they will be mentored by a WJZ representation, a Baltimore Office of Promotion & the Arts representative and the Labs@LightCity event team.



Student Newsroom

What are the Student Newsroom staffing needs (student volunteer)?

Designated Editor in Chief or Newsroom Lead (1 per Lab)

- Description:
 - This person will meet with the newsroom team in the morning to map out a plan for the day and log what content is being captured by the team
 - This person will research topics and speakers prior to the Labs to identify specific interviews, speakers, etc. they wish to capture and submit request to Labs@LightCity events team
 - This person will meet with the newsroom team in the morning to map out a plan for the day and log what content is being captured by the team
 - This person will work to identify and write one (1) story for written / print or online publication
 - This person will assist in managing the daily operations of the newsroom alongside the Logistics manager

Anchor / Reporters (2 per Lab)

- Description:
 - This person(s) will serve as the “face” of the Labs@LightCity newsroom for the day. They will be on camera for interviews with attendees, speakers, sponsors
 - They should be knowledgeable of the Lab topics and speakers for the day and have questions prepared in advance
 - They should be well spoken and articulate
 - They should be professional and calm under pressure
 - They should have experience with being on camera and interviewing people for newsworthy content

Photographer (1 per Lab)

- Description:
 - This person will be responsible for capturing the stories of the Labs@LightCity through photography
 - This person should have at least one year of shooting experience and technical knowledge of editing and photo equipment
 - This person will be responsible for providing their own camera
 - This person should have the ability to edit and shoot general assignment stories and live shots
 - This person should be able to submit examples of their work when applying



Student Newsroom

Videographer (1 per Lab)

- Description:
 - This person will be responsible for capturing the stories, interviews, and B-roll footage of Labs@LightCity
 - This person will be responsible for filming production
 - This person should have at least one year or shooting experience and technical knowledge of editing and video/camera equipment
 - This person does NOT need to have/bring their own camera
 - This person will be responsible for editing the content captured during the event for pushing to social media channels, as well as post event for future use
 - This person should be able to submit examples of their work when applying

Video / Audio Editor (1 per Lab)

- Description:
 - This person will work alongside the videographer
 - This person will be responsible for editing the content captured during the event for pushing to social media channels, as well as post event for future use
 - This person should be able to submit examples of their work when applying

Social Media Producer (1 per Lab)

- Description:
 - This person will be responsible for capturing content throughout the Labs@LightCity for social media use on their specific University platforms
 - This person will be responsible for taking the captured content through the videographer/photographer to push out to the social media platforms
 - This person will follow the social media guidelines set by Baltimore Office of Promotion & the Arts
 - This person will utilize their in-depth knowledge of social media marketing & experience to manage social feeds, drive engagement, grow audience awareness, and produce creative content across all major social platforms including, but not limited to Facebook, Instagram, Twitter, YouTube, and Snapchat.
 - This person should have strong editorial/newsworthy judgement, and a proven understanding of social analytics and data
 - This person will utilize their ability transform traditional news stories into social/digital content



Student Newsroom

What equipment will be provided in the Student Newsroom?

- Furniture & Equipment
- Lounge Style Seating to create a friendly/welcoming environment
- Branded / Green Screen Student Newsroom Desk with 4 Chairs
- Lighting
- LED TV Screens for branding
- LED TV Screens for Playback of main stage
- Professional Video Camera with Professional Operator
- All audio/microphones necessary
- Pipe/Drape
- Branded Charging Station
- Branded Step & Repeat
- Universities are welcome & encouraged to provide their own as well

What equipment should students bring?

- Students will need to provide their own phones and/or laptops if necessary for their role
- Student photographers will need to provide their own cameras
- Any specific University signage you would like to feature the coordinates with overall feel/branding of the newsroom

What are the next steps/deadlines?

March 9th : University confirmation of Labs@LightCity student newsroom involvement per Lab

March 12th : Call for student applications begins

**BOPA will provide an email and online application form to each University partner*

March 30th : Deadline for Labs@LightCity student newsroom applications

April 2nd : Students will be notified of their acceptance and training date

April 13th *(subject to change): Student Training Session