

LunchChat

Connect. Inform. Help.



Frontline Storytellers

April 16, 2020

Hosted by Rockford Area Convention & Visitors Bureau

Panelists



John Groh
RACVB
President/CEO



Mark Baldwin
Rockford Register Star
Executive Director



Jenna Dooley
WNIJ Northern
Public Radio
News Director



Tim Myers
WIFR
General Manager



Maggie Hradecky
WIFR
News Director

Connect. Inform. Help.

UnitedWayRRV.org/covid-19

OR

Text TOGETHER to 40403

Mark Baldwin



- Journalism in the age of coronavirus
- Challenges
- The big difference
- We still want your stories...

Rockford Register Star

Mark Baldwin, executive editor

Email: mbaldwin@rrstar.com

Kevin Haas, metro editor

Email: khaas@rrstar.com

Journalism in the age of coronavirus

A view from the front lines

Rockford Register Star

Some challenges are obvious...

- Everyone is working from home.
- Everyone participates in daily check-in call.
- Slack is getting a workout.
- PPE is on the way for those in the field.

...some not so much

- Printing moved to Milwaukee.
- Deadlines changed significantly.
- New content management system as of this week.

The big difference

We're living the story with the rest of you.

We still want your stories...

- About acts of generosity.
- About perseverance.
- About your experience of social isolation.
- About challenges you see in the community.

Rockford Register Star

Mark Baldwin, executive editor

Email: mbaldwin@rrstar.com

Kevin Haas, metro editor

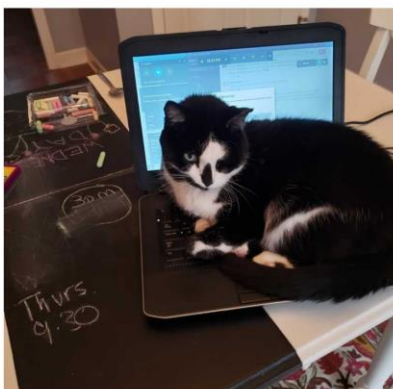
Email: khaas@rrstar.com



Jenna Dooley



- Covering COVID-19
- Being transparent with the audience
- What does it sound like?



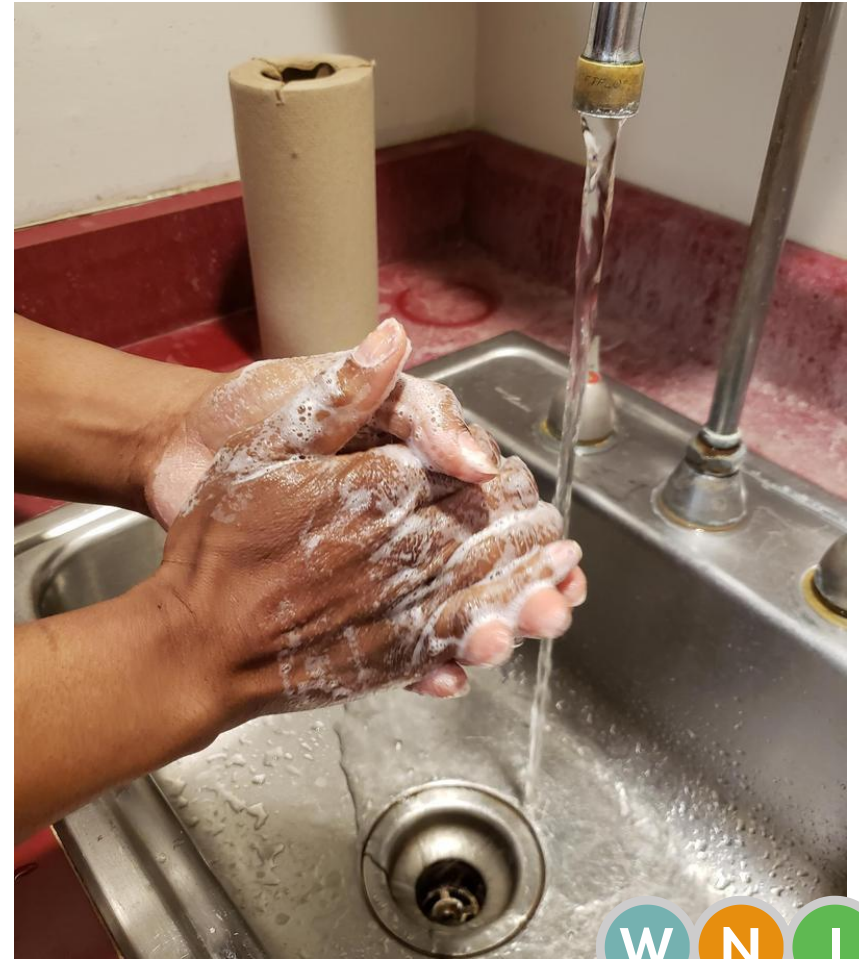
Covering COVID-19

Jenna Dooley
WNIJ News Director



Being transparent with the audience

- About our Coverage...
- Creation of a hyperlocal blog
- Increase in phone sound
- Use of images
- Carrying live events

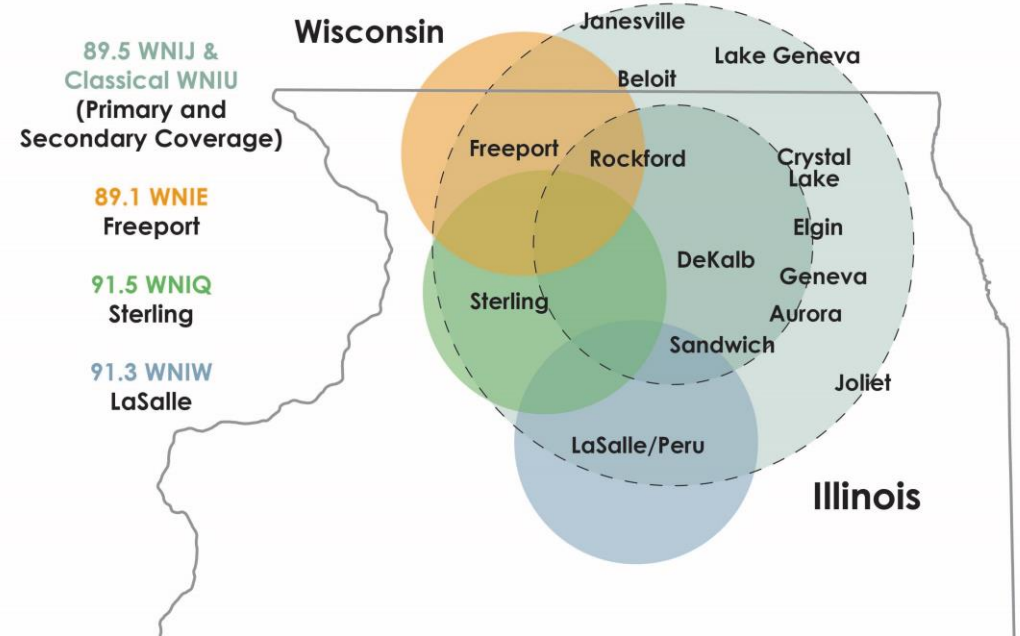


What does it sound like?

The mission of Northern Public Radio is to enrich, inspire and inform adults in northern Illinois through programs and services that share ideas, encourage thought, give pleasure and create community.



Northern Public Radio Broadcast Area





Tim Myers & Maggie Hradecky



23 WIFR: COVID-19 RESPONSE

March – April 2020



Station Response

- IMMEDIATE BUILDING CHANGES

Added Equipment

- 6-foot poles for microphones.
- Specific, isolated Skype, Zoom, etc. area.
- Several remote laptops.
- Green screen at Aaron's apartment.
- Ring lights.
- Phone tripods.
- TVU apps for most work phones.

Working From Home

- Five reporters/staff members working partially or solely from home.
- Staggered shifts/hours to limit people in newsroom space.
- At least one anchor on each shift prepared to shift home at moment's notice.
- Social distancing practiced throughout building.

Working From Home



Working From Home



For the Viewers



For the Viewers



For the Viewers



For the Viewers

- More social media content.
- More live news conferences – social media, website, on-air.
- See us practicing what we are highlighting – social distancing.
- Commitment to full coverage – even during severe storms.

Cooperation

- Three TV stations and the Rockford Register Star partnering on Winnebago County COVID-19 response updates.
- One camera, one employee.
- Conference call line for questions.
- Allows for streaming directly to air, to social media and to website.

Q&A

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Tuesdays & Thursdays @ 12 noon

www.gorockford.com/lunchchat

Stay Connected!

Facebook: Go Rockford

www.gorockford.com

covid19@gorockford.com

Rockford Area Resources

GoRockford.com/ResourceCenter

Information about local sites/attractions/restaurants, and resources for families and small businesses

GoRockford.com/LunchChat

Weekly webinars every Tuesday/Thursday



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Thank you!