

# Engaging Students with News

News videos for students



Ken Lawrence

Education Audience  
Development Manager



Alexis Allston

Audience Engagement  
Producer



Mark Vancleave

Video Journalist



Zoë Jackson

Reporter

# Why is Star Tribune doing this?

- » For the past year, we have been reimagining our News in Education program
- » Two new focuses:
  1. **100%** digital access, **100%** of Minnesota students, **100%** free
  2. Be an engaging resource for Minnesota teachers

# News videos for students

- » The importance of videos for GenZ
- » How Star Tribune shifted videos to be engaging for GenZ
- » Video producers and hosts explain their process
- » Example videos and how to access

# Star Tribune

# Reporting

CORONAVIRUS

## 53% of Minnesota seniors have received at least one COVID-19 vaccine dose

Goal is to get 70% vaccinated by end of March

By **Glenn Howatt** Star Tribune | MARCH 2, 2021 — 11:44AM

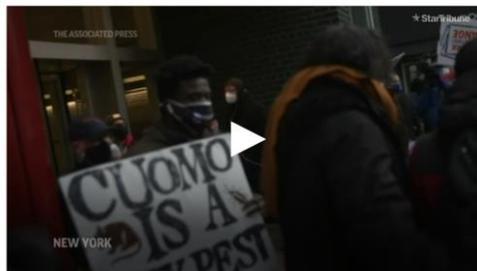
LOCAL

## Big winner in MnDOT's snowplow contest: Plowy McPlowFace

The Minnesota Department of Transportation announced eight winners in its Name a Snowplow contest. More than 122,000 people voted.

By **Tim Harlow** Star Tribune | MARCH 3, 2021 — 7:40AM

### TODAY'S VIDEO



Public outcry over N.Y. Gov. Cuomo harassment allegations

6 (0139) New York Gov. Andrew Cuomo has avoided public appearances for days as some members of his own party call for him to resign over sexual harassment allegations.

# Opinion

EDITORIAL

## Biden flinches on Khashoggi response

Mohammed bin Salman, Saudi Arabia's de facto ruler, is implicated in journalist's killing.

By **EDITORIAL BOARD**, Star Tribune | MARCH 1, 2021 — 5:13PM

LETTERS

## Readers Write: Chauvin trial, teachers of color, truckers

A bit of prosecutorial strategy.

MARCH 2, 2021 — 5:27PM



# The importance of videos for GenZ

# GenZ video consumption

- » For Star Tribune: important to get credible news in front of youth in our community, and to play a part in news literacy.
- » Videos are important for youth, and only becoming more important:
  - » 2018 Pew study showed that 85% of teens use YouTube
  - » The Manifest reports YouTube is used more by GenZ'ers (89%) compared to Instagram (74%) and Snapchat (68%) on a weekly basis
  - » Video consumption rising: Cisco estimates that video will account for 82% of internet traffic globally by 2022, up from 75% in 2017

# Shifting videos for GenZ

- » Shifted from creating videos with website in mind to social-first video geared towards younger audiences
- » Develop an ongoing relationship between the audience and content
- » Young audiences build relationship with the people behind the content
- » Create a consistent, visually appealing experience on the channel



Star Tribune ✓

1.54K subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



ALEXIS ALLSTON

Tomorrow Together Host

### Tomorrow Together: A new focus on the future of Minnesota

23,906 views · 7 months ago

George Floyd's death has united thousands of Minnesotans in their grief and determination to build a better future. While we began our Tomorrow Together series focused on COVID-19, we're now turn our attention to this tragedy.

In the coming weeks, we'll look at how we got here and how we move forward, together.

### Tomorrow Together ▶ PLAY ALL

Minnesota is rapidly changing in the midst of the COVID-19 pandemic and after the death of George Floyd at the hands of Minneapolis police officers ignited worldwide protests against racism



Tomorrow Together: A new focus on the future of...



Why young Minnesotans are voting in record numbers in...



What's it like to go to college in a pandemic?



How to vote in a pandemic: Debunking the myths |...

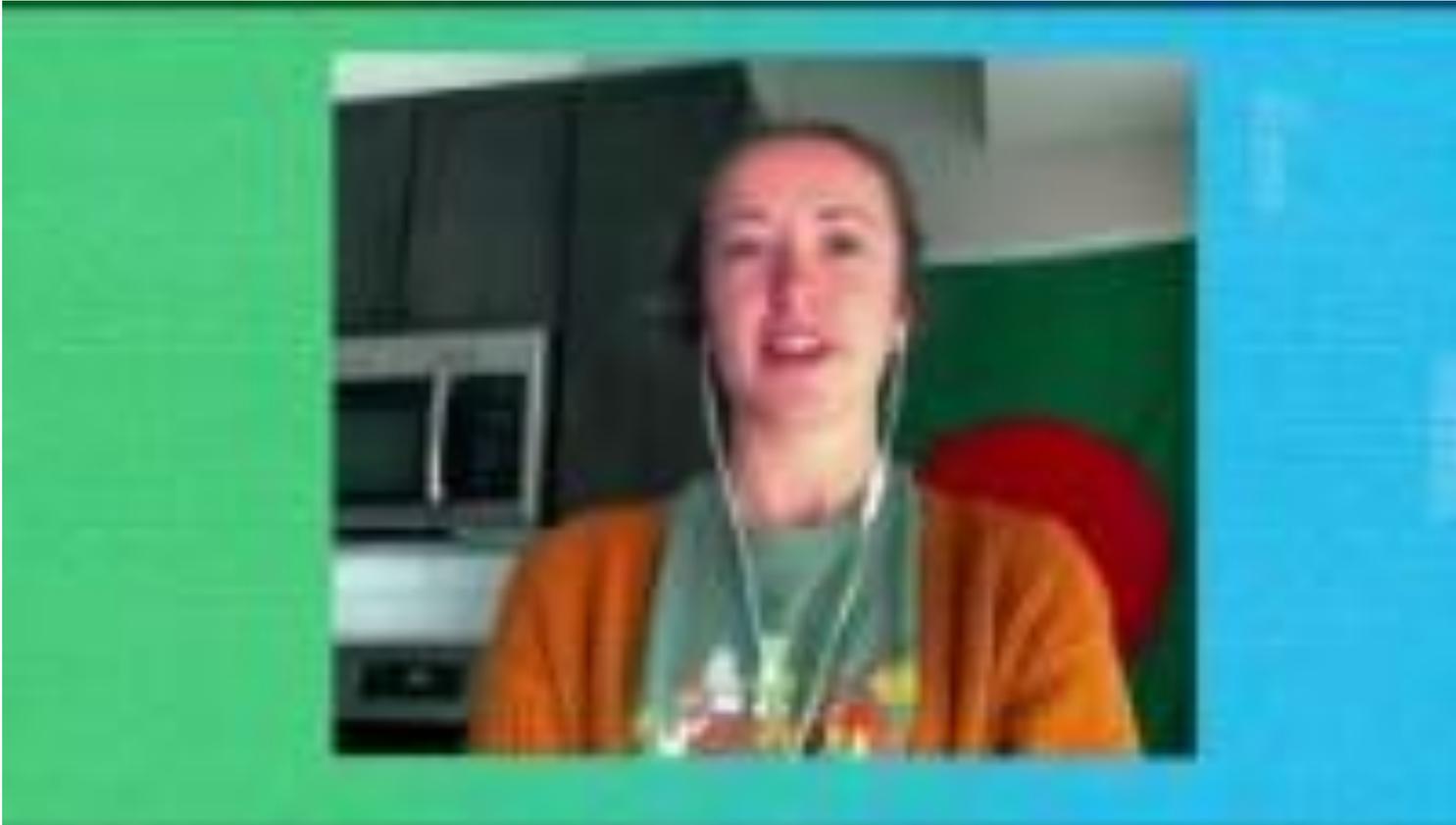


How unelected officials blocked a vote to defund th...



Reform, Defund, or Abolish - What's the future of police i...

## Graduating from college in a pandemic, now what?



# Alexis

- » If you want to include and elevate young voices, choosing a topic that already resonates with them is important...
- » ... And so is having a host + people prominently featured in the video that your target audience can relate to
- » Simple set and props helped convey the casual, "we're just chatting" atmosphere that's common for many YouTube creators

## George Floyd: How protesters sparked a Minneapolis Community Movement



# Mark

- » We pivoted our focus to what we knew our audience needed
- » We felt it was important to be transparent about who we were as the journalists putting stories together
- » We wanted to make something unique

## Why young Minnesotans are voting in record numbers in 2020



# Zoë

- » The perspectives of younger voters remain underreported in media, polling and by members of government
- » Yet Gen Z and millennials will soon become the largest voting bloc in the electorate, making their perspectives necessary in the national conversation
- » We spoke to students across the state, creating opportunities for young people to see themselves in our political coverage

# Engaging students

- » Star Tribune YouTube channel – engaging way to discuss important local news topics
- » Students can feel a connection to the news and how it impacts their lives

Thank you!