

Engaging Students with News

News videos for students



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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

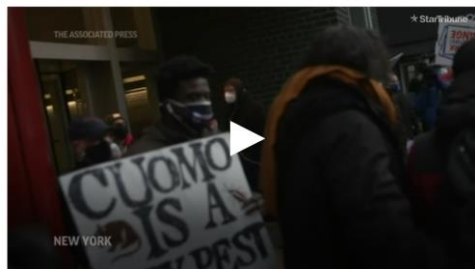
LOCAL

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

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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!