Digital Innovation Studio

Community & Journalism

Call with Tom Grasty, Stroome

August 4th, 2010

Mechanics of Stroome:

Editing and publishing browser based platform – where users can upload content from the web or a cell phone. From there it’s a robust browser based editing experience where you can edit by yourself or collaboratively with others. Working collaboratively with others means you can create a 1st draft and then share with people in your network. Then things they’ve shot become assets to your video.

This seems to be a re-heater – especially for hyperlocal and civic minded organizations who don’t have a big budget for people to go out and shoot events. Once that’s done, you can push the content out to social media sites. Or you can download with an html embed code and put that on your website.

Using in the classroom to inspire up and coming journos

Also conducting some experiments upcoming: 1. Hyperlocal news organization that is run by a professor from that city’s journalism school and she’s going to use it by giving an assignment to the class and letting them use the tool to create content and discover best practices.

Also, some digital newspapers are working together to create a product using the tool.

Friar’s Club – which is a submission site, where you can upload your content to the site.

A Cable network site – is sending people out to sporting events and then upload to Stroome and then use it internally for them to then push out to the group.

Noel – has thought about collaborative uses of video. One site he saw was Remix America.org has historical videos and allows people to use that video and contrast that with current stuff. But at that point there wasn’t great adoption, and the inactivity wasn’t working out for them.

Key point – they don’t know the answer to Noel’s question. Video browsing is just getting started. They think it’s going to be about 12-18 months before consumers wrap their head around mass participation. Wants to come up with experiments that move the adoption rates up.

Tom has discovered that the best way to get subscribers involved, you have to be specific with what you want them to do, and you have to provide them with the lead assets. Describe the B-Roll that you want so they have something to work with.

And you should have a community manager for the project who takes the first task of instructing the community.

Stroome helps with experimenting.

They’re really open – they don’t have an end-user who would like to implement what Noel is talking about.

FreeSpeech TV – very interested

Want someone to come and say here is my need and pain and then reverse engineer otherwise he’s just providing a platform that no one knows that to do with.

Think about how to be part of the cake-making community, even before it takes off.

Example from Comedy group: Tapped into social media tools, they reached out to all of their lists and some of the local comedians to draw traffic to the contest.

They’ll go out of their way to promote it in as many platforms as they can.

Business modela and the relationship to non-profts:

How will it take route, revenue streams, etc?

Stroome’s relationship with Knight is driving them in the direction of creating an open source product and rapidly iterate that in about 2 months to have a much more robust experience from the user side that is more intuitive.

He’s looking for what the needs are: he wants to upload content and edit in a silo and then show it to people. But they’re trying to put a lot of people in touch and let them have different touch points to join the conversation.

Colorlines vision: Robust wrapper to a community site, content management system and online video editor that could solve problems for them: they have a media monitoring infrastructure, snapstream server, same as Jon Stweart used to make Fox News clips, they don’t have a way to expose the media that they’ve collected – to make it a public Tivo, so to speak, and make it a specific ask as an engagement tool, to engage people as part of policing the media.

We will give Tom’s information to the group and then we’ll talk as a group about if/how Stroome can fit in.

This tool is a production platform where people can create content together. We have people motivated by principle and places like CNN has people motivated by commerce. It would be helpful to insert some sense of audience in what the audience wants to do. This will be easier to tackle as a group instead of as individuals.

Some questions won’t get answered until we start – Getting some stats and information on how this tool pans out would be helpful.