The story’s the thing

How to create journalist-centric workflows for an internet-first age
News today: less about deadlines, more about storylines

When it comes to delivering breaking stories, both the newsrooms that publish them and the journalists that report them are driven by a common motivation:

*Be first. Be accurate. Be compelling.*

These are the newsroom’s critical challenges today, but staying true to the story is now more important than ever. Because in a world where everyone is carrying a camera at all times, journalists need to be able to tell the right story, right in the moment that matters.
Getting news from noise

The number of places people may initially learn about a news event is vast (and growing every day).

Today’s audiences have made the traditional newscast-driven deadline a thing of the past. They now have unprecedented access to breaking stories in their social media timelines and newsfeeds – whether from news sources they follow or from friends and connections.

But an audience will still repeatedly return to its preferred news sources – the sources they trust to make sense of the world around them. That’s the critical element of reputation that professional news organisations work hard to cultivate and maintain.

It’s why newsrooms equip journalists with the resources to provide editorial perspective and shed light on the facts.
If traditional, newscast-driven processes get in the way of internet-first publishing, the organisation simply disappears from its potential viewers’ mindshare... and their newsfeeds.
Getting more from your NRCS

No matter how fast things get, one common element continues to bond newsrooms together: the newsroom computer system (NRCS).

The NRCS is the beating heart of all news organisations, connecting all the vital equipment that’s used to put a bulletin on air.

But going on air is just the beginning. These days, every story needs to go in multiple directions for all the audiences that consume it, on all the platforms that it will appear, and in the many contexts that people will share it with their communities.

Let’s face it, journalists today can’t be expected to hop from system to system, logging in and out, switching workstations. They need fast, easy access to real-world social media publishing, remote contributing, media editing, branding and online newsgathering – in the system and at their fingertips.
The good news is that it is entirely possible to transform how you use your NRCS.
Enabling creativity for journalists

Integration, not disruption

Combining NRCS control with forward-looking, networked news production, Hive enables journalists to quickly and easily publish stories, whenever, wherever. They can use the same tools they always have. They can read the wires, pull video, edit it, collaborate with remote correspondents and other journalists – just like traditional NRCS operations – but now they can take it much further.

They can create different versions for different media, publishing fast and allowing partners to brand their versions. Only now they can do it without the need to waste time jumping from old system to new system, from broadcast-first to internet-first.

Plus they can add in new capabilities whenever they need to and have them instantly available from within the NRCS.
If the system you choose doesn’t work for journalists (the people actually responsible for telling the story) then you won’t get the quality, the editorial expertise or the value you require... more importantly, you won’t get your audience’s attention.
Hype is everywhere. Technology companies the world over endlessly talk up the next big thing – the solution that will solve all your problems. But all too often, these visions of the future are surrounded by ifs. If you standardise all your kit on their platform. If you rip and replace everything you have. If you retrain all your people.

Let’s face it, this isn’t going to happen – not in the real world the rest of us live in. In the real world, you need systems from multiple manufacturers to work seamlessly together. You need to extract every last penny out of the kit you already have and enable your people to do their best work, every time. And, today, you simply don’t have the luxury of downtime.

That’s why every single Sony Professional solution is built from the ground up to meet the challenges of the real world you and your people work in every single day.