

From Virtual Reality to Immersive Journalism

How to implement a VR studio within your newsroom



GEN Study Tour

New York City and Washington D.C.
1 Oct – 7 Oct

The Global Editors Network will take you on a tour to learn how virtual, augmented and mixed reality, combined with best practices in immersive storytelling, can be implemented in your newsroom now.

We will be meeting experts in the field to learn from their experience in regards to virtual reality storytelling, including established media like the New York Times, Associated Press, Wall Street Journal, Huffington Post and Washington Post.

We will also be meeting with the technology leaders that are driving the virtual and mixed reality revolution, including Facebook, Microsoft, Samsung and Google.

The tour will begin in New York City and end in Washington D.C. with a visit to the Newseum, as well as participation to the annual conference of the Online News Association, where you can meet with other industry thought leaders and discuss your newfound expertise in immersive journalism.

2016 was the year virtual reality, immersive journalism and 360 videos became part of the daily conversation and workflows for journalism. 2017 is the year mixed reality will become part of most households through the advent of mobile VR and AR in both Android and Apple phones.

Schedule Overview

Sunday	1 Oct	Arrival and welcome dinner, New York
Monday	2 Oct	New York Times, Google VR, Wall Street Journal, Microsoft
Tuesday	3 Oct	Within, Time / LIFE VR, Associated Press, Huffington Post's Ryot
Wednesday	4 Oct	NBC News, Google News Lab, Facebook & Travel to Washington D.C.
Thursday	5 Oct	Washington Post, Politico, ONA reception
Friday	6 Oct	Newseum, ONA conference
Saturday	7 Oct	ONA conference, flights back

Sunday
1 Oct
New York

Arrival at Hotel in central Manhattan, New York

7 pm
Welcome dinner at hotel to meet fellow participants.

Monday
2 Oct
New York

9:00 am: Konzept VR, Joergen Geerds, CEO

You will get to see and play around with a variety of VR camera equipment and 360 video rigs to better understand the hardware and cameras required for 360 video and virtual reality, including live-stitching and livestreaming 360.

10:30 am: New York Times, Jenna Pirog, VR Editor, and Marcelle Hopkins, Daily 360 Editor

The venerable newspaper has pioneered the way towards new VR storytelling tools and visual journalism, and will share how its approach is evolving with the upcoming revolution in virtual reality and immersive journalism.

12:30 pm:

Working lunch with **Dan Pacheco**, Professor of Journalism Innovation at Syracuse Uni.

2:00 pm: Google News Lab with Erica Anderson, Head of Immersive Storytelling

Dive into the future of news with virtual reality and wearables with Erica Anderson, Head of Immersive Storytelling.

4:00 pm: Wall Street Journal with Shazna Nessa, Deputy Managing Editor, Global Head of Visuals

For VR to meet data visualization, there's no better place than the Wall Street Journal and the work of its team of journalists and engineers to present structured and unstructured data in a three-dimensional virtual world.

6:00 pm: Microsoft Hololens, Aileen McGraw, Content Strategist

Wrap up the first day by discovering one of the most innovative augmented technology headsets currently available. Experiment with the Microsoft Hololens and try some of its early storytelling applications to see how it's ushering in the era of mixed reality.

8 pm: Working dinner with Storyhunter, Jaron Gilinsky, CEO

Storyhunter is one of the world's largest network of video creators with over 15,000 professionals in 180+ countries. In the last two years, Storyhunter has re-focused on becoming an agency to put in touch VR creators with news organizations.

Tuesday
3 Oct
New York

8:00 am: Working Breakfast with Within top executive

With a background in some of Hollywood's biggest blockbusters, Within will take you through the editorial choices and equipment and workflow, whether live-streaming 360 at an event or recording for a television show.

10:00 am: Associated Press Interactive Editor

The Associated Press has stuck to its tradition of unwavering editorial guidelines, whilst embracing the shift towards immersive journalism and WebVR.

12:00 pm: Mocha VR, Imagineer Systems - Ross Shane, CMO

Mocha VR produces VR tools including a plug-in bringing high-end visual effects workflows to 360°/VR filmmakers. Mocha allows creators to produce high-quality VR pieces with a quick turnaround.

1:00 pm: Working Lunch with Sketchfab, Corentin Metgy, Head of Business Development

Sketchfab is a community of over half a million creators contributing over a million models, and it intends to become and stay the world's largest platform to publish, share & discover 3D online and in VR.

3:00 pm: Time / LIFE VR, Mia Tranz, Managing Editor

Time / Life VR has been leading the way with both breaking news content and full-fledged VR experiences, including the Buzz Aldrin photorealistic virtual reality experience using volumetric video technology by 8i. For a long time content creators and developers had to choose between 360 video and developing 3D virtual worlds. Come volumetric video, which is paving the way for the combination of both worlds.

5:00 pm: Huffington Post / Ryot, Jessica Lauretti, Head of RYOT Studio

Since 2012, Ryot has made a big splash and a name for itself with its emphasis on immersive forms of journalism. Ryot was recently purchased by the Huffington Post. Ryot's work has resulted in numerous awards, including a 2016 Oscar nomination for Best Documentary Short.

**Tuesday
3 Oct
New York**

7:00 pm: Working Dinner with Cory Haik, Strategic Director at Mic

Cory will talk about her experience transitioning to Mic, an online news publication thriving on social media, and how new technologies including 360 video, virtual reality and augmented reality can help to (re)capture a younger audience.

**Wednesday
4 Oct
New York
&
Washington
D.C.**

10:00 am: NBC News, Paul Cheung, Director of Visual Journalism

Paul recently moved to NBC News in order to spearhead the news network's advance into 360 video and virtual reality, and implement a VR newsroom strategy that complements the broadcaster's traditional news offerings.

12:00 pm: Working Lunch at YouTube Space NYC

We will visit NYC's Youtube Space and learn about YouTube's efforts to be an innovator in virtual reality and the tools they provide YouTubers to create immersive content.

2:00 pm: with Facebook top executive in charge of News Partnerships, and a Product Marketing Manager

Ever since the purchase of Oculus, which signaled the renaissance of VR, Facebook has been spearheading the efforts of the VR and Mixed Reality industry worldwide. In 2017, Facebook doubled-down on its efforts with the release of Facebook Spaces, a simplified version of its social network in VR, and also with its Camera Effects program, ushering in the world of mobile AR.

5 pm: Travel to Washington D.C.

8:30pm Arrival in Washington D.C. Dinner at the hotel

**Thursday
5 Oct
Washington
D.C.**

9:00 am: Jeremy Gilbert, Director of Strategic Initiatives of the Washington Post

The Washington Post has been at the forefront of the advent of digital journalism and visual news, and was among the first to adapt its newsroom and workflows to multimedia journalism. It's now setting its eyes on the not-so-distant future of virtual reality and augmented reality news.

12:00 pm: Working lunch with J360, Laura Hertzfeld, J360

J360 is a new programme managed by the Online News Association (ONA) and funded by Google and the Knight Foundation. Its goal is to develop immersive journalism within the community of journalists and media innovators.

2:00 pm: Notion Theory, Kristian Bouw, CEO

When Notion Theory, a product design and development company, launched notionVR, this was the first virtual reality arcade on the East Coast of the United States. Since then, Notion Theory has worked with a number of media publishers.

4:00 pm: Politico, senior news executive tbc

Politico was among the pioneers of the transition from print publications to online. Now that the publication has expanded with a European edition and become a primary destination for political news in the US, it is setting its eyes on virtual reality.

5:30 pm: Shuttle to ONA Conference. **6–8pm:** ONA Conference Reception: Networking & Dinner.

**Friday
6 Oct
Washington
D.C.**

8 am: Working Breakfast: Sarah Hill, Chief Storyteller at StoryUp

StoryUP is an independent, VR native media company that combines story with immersive media. A group of journalists and digital creatives with a social purpose, who believe story is a verb that can provide hope, affect change and influence mindfulness.

10:00 am: Visit the Newseum, with Mitch Gelman, Chief Technology Officer

The Newseum is a dynamic, engaging and interactive museum of news. In tune with the modern times, the Newseum is revamping its interactive exhibit to showcase the best of 360 video, virtual reality and augmented reality for news.

12:30 pm: Final working lunch with participants from the study tour group, feedback and exchange about the week's learnings

2:30 pm: ONA conference.

**Saturday
7 Oct
Washington
D.C.**

ONA conference.

Shuttle to airport, flights back to Europe.

Optional: Online Journalism Awards Banquet (not included in GEN study tour).