



Being a journalist

■ WHAT IS IT?

In late 2017 the Washington Post launched a [video series](#) called “How to be a journalist.” The series uses notable news stories to explain the reporting process, helping people understand the [techniques](#) of journalism. Included: how journalists receive tips and do research. [Videos](#) are seen by everyone from high school students to regular news consumers.

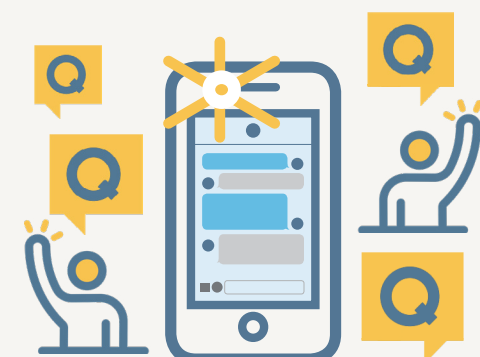
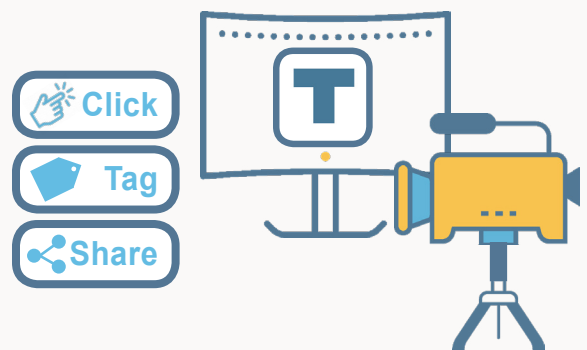


■ WHO'S BEHIND IT?

Post on-air reporter [Libby Casey](#) hosts and produces the series with the support of executive producer Michelle Jaconi. The newsroom helps out: 2018 Pulitzer Prize winners reporters [Stephanie McCrummen](#) and [Beth Reinhard](#) joined Casey to explain the investigative process in covering Roy Moore's run for senate, past Pulitzer Prize winners [Kimbriell Kelly](#) and database editor [Steven Rich](#) explain how to make Freedom of Information Act (FOIA) [requests](#).

■ DOES IT WORK?

Research by [The Trust Project](#) shows that more open journalism is more trustworthy. Engagement in the video series is measured by clicks, tags, shares and comments from the Post [website](#), [Amazon Prime](#), [Facebook](#) and [YouTube](#). Journalism school interest (such as [Columbia's](#)) is important. Media writer [James Warren](#) of [Vanity Fair](#) notes that the Post series speaks to trust issues outlined in Poynter's 2017 [poll](#).



■ HOW TO DO IT

Fancy cameras are not required. [Phone videos](#) can work. Use [breakouts](#) such as “What is a whistleblower?” to explain concepts. Let questions your journalists get from the public guide you. Executive producer [Jaconi](#) told [Editor & Publisher](#) to have some fun with the storytelling, and highlight journalists who are best-of-class when it comes to specific techniques (running down sources, interviewing, etc.).