



What does a Change Coordinator Actually Do?

Sam Whipple, Change Coordinator, BBC News

Frankfurter Tag des Online-Journalismus 2016

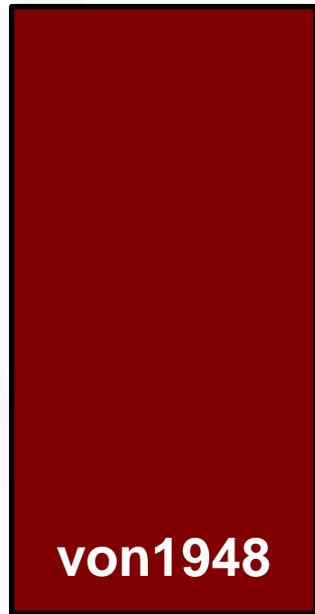


Was macht eigentlich ein Nachrichten Transformationskoordinator ?

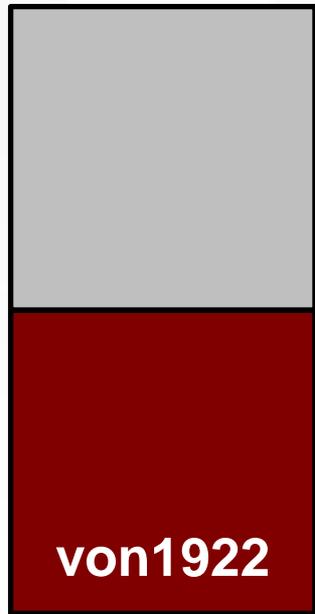
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BBC News Multimedia Mission



TV



Radio



Online



BBC News Multimedia Mission



BBC News Multimedia Mission: 2008



BBC News Multimedia Mission: 2008

Multimedia Redakteur: “Ob man kaempft, beruhigt oder erzwingt? ... Nicht so viel Streit wie erwartet (aber wir sind nur am Anfang). Vor allem war es wichtig dafuer zu sorgen, dass jedes Team die gleiche redaktionelle Einblick und Information hatte...”

In the multimedia newsroom it's good to talk



How did News envisage the role of Multimedia Editor? Warrior? Conciliator? Enforcer? Deputy Head of Newsroom Mary Hockaday kept a diary as she was the first to take on the new job. She found there were fewer rows to sort out than expected (but it's early days) and that it mostly entailed making sure all output teams were across the same editorial guidance, insight and information. Her diary starts on Day One.

BBC News Multimedia Mission: 2008



BBC News Multimedia Mission: 2008

“In World Newsgathering we are increasingly working with On Demand commissioning bespoke filming for the website. So I'm looking forward to exploring what makes the most successful On Demand video.”

“....man beauftragt Sonderfilme fuer die Website....und was heisst Erfolg wenn es um Video auf Nachfrage geht ?”



NEWS SWAP
SCHEME

“The scheme has revitalised staff at a crossroads in their careers. ...

The holy grail of collaboration and sharing our material and expertise is immediate and effective when you know exactly who to call!”

“.. die Wiederbegeisterung unserer Journalisten ... Der heilige Gral der Zusammenarbeit und der effektiven Auftausch vom Material”

BBC News Multimedia Mission: 2012



BBC News Multimedia Mission: 2012

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BBC News Multimedia Mission: 2012



BBC News Multimedia Mission: 2012



BBC News Multimedia Mission: 2015



'I was trafficked into UK prostitution' This clip is from

BBC News Multimedia Mission: 2015





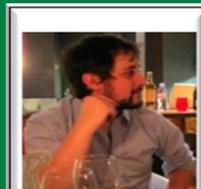
Catrin Nye
Reporter



Victoria Derbyshire
Victoria Derbyshire



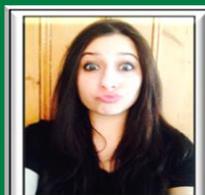
Louisa Compton
Editor



Jim Reed
Reporter



Nicola Beckford
(on the right !!)
Reporter



Paige Portal
Guest Ninja



Dan Johnson
Reporter



Julie Taylor
Assistant Editor



Anna Tatton-Brown
Gallery Producer



Mel Parry
Touch Screen Queen



Harriet Oliver
Assistant Editor



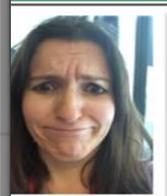
Katy Hastings
Touchscreen Lady-in-
walling



Monika Saha
On Demand Producer



Elaine Doran
Audience Producer



Monica Soriano
Planning Producer



Robert Thompson
Planning Editor

BBC News Multimedia Mission



BBC News Multimedia Mission





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BBC News Multimedia Mission: 2015

BBC News Reach

All adults = 79%	16-24	25-34	35-44	45-54	55-64	65+
Men	74%	78%	89%	92%	92%	92%
ABC1						
Women	68%	75%	81%	86%	89%	94%
Men	61%	63%	72%	78%	81%	85%
C2DE						
Women	57%	56%	64%	68%	75%	80%



Jim Reed
Reporter



Nicola Beckford
(on the right)
Reporter



Mel Parry
Touch Screen Queen



Dan Johnson
Reporter



Mel Parry
Touch Screen Queen



Harriet Oliver
Assistant Editor



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Touchscreen Lady-in-
walling