

## **Andy Pergam, senior video editor, The Washington Post**

### **Megan Cloherty, producer, It's All Journalism**

Welcome to It's All Journalism. I'm Megan Cloherty joined by Michael O'Connell and Anna Miars. And today with us we have senior editor of video at [The Washington Post](#), Andy Pergam.

Before joining the Post, Andy was the editorial director of [J-Lab, the Institute for Interactive Journalism](#) and a graduate of Johns Hopkins and Columbia University. And in 2011, he co-founded [Spark Camp](#), which forwards journalists' thinking towards covering specific topics. Welcome. Thanks for coming in.

### **Andy Pergam, senior editor of video, The Washington Post**

No problem. Thanks so much for having me.

### **Megan Cloherty**

It's an early morning for us journalists.

### **Andy Pergam**

My pleasure.

### **Michael O'Connell, producer, It's All Journalism**

So, tell us how to make kale chips. I think that's the first ... that's what we were discussing before we actually started recording.

### **Andy Pergam**

It's so super easy. We'll talk about it another time.

### **Megan Cloherty**

So, obviously, we have to get rid of the big elephant in the room, that the Post was sold.

### **Andy Pergam**

What?

### **Megan Cloherty**

News to you.

### **Anna Miars, Producer, It's All Journalism**

You haven't heard?

### **Andy Pergam**

What?

**Michael O'Connell**

I was on vacation.

**Megan Cloherty**

Does this mean anything for Post TV? Does it change anything for you guys?

**Andy Pergam**

No. Not right now. Everything is as it was. Obviously, it was a surprise to lots of people. Only a handful of people knew, which was pretty remarkable in a newsroom. But no, it means we continue doing what we're doing.

**Megan Cloherty**

So, his background is in video and digital, which obviously makes him the perfect candidate to do video online. But how did you end up at a newspaper company doing video? That's kind of interesting

**Andy Pergam**

Yeah. That's a good question. I never actually imagined that I'd work at a newspaper. Growing up, I was always, "I'm going to be a TV guy." And that's what I went to go do. As I was reporting as a TV reporter, I said, "Hey, you know what, I really want to figure out this Web thing and figure out where broadcast is going in this way." And so, I got more into it in that way and thought, "There's a lot of cool stuff we can do as journalists to sort of keep moving video forward or TV forward." And so, I got into digital stuff and then just through meeting folks, this opportunity arose to come to the Post and consult. Initially, consult to say, "This is what I think you could do with video." And then, I decided to stick around, because it's a great place and it's really a terrific place to do digital journalism, to keep moving that part of the discussion forward.

**Michael O'Connell**

Let's talk a little bit about the new things that the Post is doing with video online, cause you guys really just launched a few programs.

**Andy Pergam**

Yeah.

**Michael O'Connell**

Can you sort of talk about that?

**Andy Pergam**

Sure. So what we launched over the past couple of weeks is [Post TV](#), which is the big new project that I've been working on. It includes a number of new, particularly politics-related shows, and I can talk some more about the show format if you want. But, all of these shows that we're doing fit into Post TV, in addition to all the original video journalism that we do and all of the day-to-day news coverage that we provide and all the live

video that we do. So these new shows, they join The Fold, which is a show that we've already had for about eight or nine months, which is focused on the connected TV audience, the GoogleTV app. It all runs on WashingtonPost.com as well. We also launched these two new shows called In Play, which is hosted by Chris Cillizza and Jackie Kucinich and On Background, which is hosted by Nia-Malika Henderson. And these shows are really meant to be that we're learning how to do longer-form shows, so that ultimately, five years from now, when you're watching it on your connected TV, you go to Post TV and you can sit back and watch a whole, half-hour show, but it's all chopped up in clips and so you can easily navigate and say, "Hey, I just want to watch this segment on [Speaker of the House John] Boehner and then I want to skip to this thing and watch this clip." So, that's the idea of recording full shows and chopping up the bits.

### **Megan Cloherty**

It's like fast-forwarding through the ESPN Rundown, you know what I mean?

### **Andy Pergam**

Exactly.

### **Megan Cloherty**

You pick what you want.

### **Andy Pergam**

Exactly. And we think that people should be able to choose what they want to watch.

### **Michael O'Connell**

How is this different, I remember seeing Post reporters showing up on, I think it was Channel 8 that you used to have a relationship with, I don't know if you still do, where there'd be a big story that was on and they'd bring the reporter in from the newsroom and interview them about that? Is it very different than that?

### **Andy Pergam**

Yeah, very different. This is all built in-house. This is a team that we've grown within the Post, within the newsroom and working really closely in partnership with the politics team to deliver this great coverage that's just in video form instead of text form. And so, we're going to continue to sort of evolve and figure out like, "Hey, how do we do more local stuff? How do we do more this topic or that topic?" But this was really building the infrastructure built out of a brand new studio. We hired this big team. We tried to really figure out how do we institutionalize this so that we can do more of it down the road?

### **Anna Miars**

So, what does your day-to-day look like? Obviously, this is new and you're figuring it out, but when you get there in the morning or whenever you get there, what's keeping you busy all day?

**Andy Pergam**

My day-to-day?

**Anna Miars**

Yeah.

**Andy Pergam**

My day-to-day is full of craziness. But, the normal day-to-day is we'll often start with a morning conference call where we've already sort of studied up on what we're covering that day. Have a morning conference call, then we'll bring people in. We have morning meetings where we think through, "OK, these are the different things that we're going to have on the different shows."

Throughout the day, for me at least, I manage a lot of different sort of projects all at the same time. So, there's a team of people who are producing these shows. There's a team of people who are running the website. There's a team of people who are video journalists who are going out telling stories. There's a team of people who are working on day-to-day news. It's sort of all these different things all at the same time and so I often put out a lot of fires. I run from meeting to meeting. That sort of consumes my life, our meetings. But, and I think I also have half of a business hat on, where I sort of think through what are the right decisions for us to make. I have a business counterpart. We partner up on everything, but I have to make sure that what we're doing makes sense to be doing as a department. It's a big department and there's a lot going on. There's always something. And my days are not short days. They wind up being very, very long days.

**Michael O'Connell**

Are you drawing on the whole staff of the Post for your content and your experts or do you have your own particular staff?

**Andy Pergam**

Yes. We have a team of people that are just dedicated to video. In addition to that, we work very closely with the politics team and with all sorts of reporters and editors throughout the newsroom. So there are people who are dedicated 100 percent to video and then there are some people who spend half their time doing video or some portion of their time doing video. We're also really working with a lot of individual reporters to have them, you know, with your iPhone you can go shoot video and you can easily shoot video, easily cut it up and easily send it back to us. And, those are more eyes all over the region that we actually want.

**Megan Cloherty**

And it makes sense to have a politics channel and a sports channel, especially because a lot of those guys are used to being on TV, like Chris, and I don't know who you use for sports.

**Andy Pergam**

Yeah, we have a weekly show called Post Sports Live, which is, LeVar Arrington is one of the guests, hosted by Jonathan Forsythe and Dan Steinberg's on it. And yeah, you're right. A lot of these people can do TV or can do video and we want to take advantage of them. And we want to work with them. I think the difference here too, when you talk about this sort of News Channel 8 experience, is what we're trying to do here is really partner up with people and have them figure out — work to their strengths. So, if you've got someone like Dan Balz, who has this just terrific historical knowledge of how politics works, we have to figure out what's the right way to use him, so we're not asking him to do the "goofy this" sort of segment. Like, you know, we want to figure out what is the right way to use these people and sort of meet folks through the newsroom where they are.

**Megan Cloherty**

I find it interesting because my background's in TV as well. So, when you're pitching a story in the TV newsroom, people get it visually. But, if you're pitching a story in the Post newsroom, is it harder, I mean, obviously they've invested in this project, so they want it to succeed. But, is it harder to kind of get them to understand what your vision is or get them to understand what you want to do?

**Andy Pergam**

No it's not. I think that everybody really sees this as something that is a part of what we do now. Not everyone necessarily gets it and they couldn't necessarily say, "We should do it this way." Because they may not know it yet, but everybody wants to get it and they want to figure it out, it seems like. It was really important to me that we build this as a part of the newsroom, that this not be sort of a separate thing that's done by some separate people.

**Megan Cloherty**

On a different floor.

**Andy Pergam**

Yeah, like it's totally isolated from what's going on. We really brought in a bunch of journalists and we're really working as peers to these folks to really figure out what's the best way to tell these stories. Yeah, I think that people want to get it and I think they appreciate it and they embrace that, "Hey, this is where we're going. Let's figure out how to do it in the smartest way we can."

**Anna Miars**

So, I was looking at your website and your blog.

**Andy Pergam**

Uh oh. Oh no.

**Anna Miars**

You posed a question, "What is the role of online video in the newsroom of the future?"

**Andy Pergam**

I did?

**Anna Miars**

Yes.

**Andy Pergam**

OK.

**Anna Miars**

For the Carnival of Journalism?

**Andy Pergam**

Yes, oh yes. Right.

**Anna Miars**

And I was curious what kind of answers you got and what is your answer?

**Andy Pergam**

What is the role of —

**Anna Miars**

— online video in the newsrooms of the future?

**Andy Pergam**

To be honest, I don't recall. It was quite a while ago. I don't remember what I ate for lunch yesterday, but I can try to give you my answer, which is I think it plays a pretty big role. I don't think it needs to — but I think it needs to be done strategically so that you're not just doing video for the sake of doing video but you're doing the type of video that makes sense for your organization.

I was talking with a blogger who was writing a piece about something and I said, "Yeah, no, it's really about being authentic to your organization and figuring out, like hey, we're a newspaper in Indianapolis, perhaps we shouldn't try to do a national politics show. We should really try to do something that really focuses on Indianapolis and the things that we have that are unique to us."

**Michael O'Connell**

Which is a challenge in Indianapolis. I can say that because I'm from Indianapolis.

**Andy Pergam**

Are you? You know, I always do that. I was joking once with someone, "Well, at least I'm not from Lincoln, Neb." And then, of course, they were from Lincoln, Neb.

**Michael O'Connell**

Excuse me sir.

**Andy Pergam**

Right. I mean that in the —

**Michael O'Connell**

I know. It's funny.

**Andy Pergam**

I have fond thoughts of Indianapolis. So, I think it's really about figuring out what your organization can actually do and figuring out in a way that is reasonable and isn't just additional work, that it has to be something where there's some real value that you can add to it.

**Michael O'Connell**

I think it's funny that you sort of draw this distinction between not just doing video for the sake of doing video. Why should people come to you as opposed to just turning on the TV news, which packages — that has decades of learning how to put news together in a way that delivers on video?

**Andy Pergam**

Yeah. Because I think we're able to bring a different take to it. First of all, what we're doing is very much of the Web and it should feel very much of the Web. It should play to a connected audience that really is plugged in all day long. They understand what's going on. They're sophisticated enough to understand the nuance and that they're there for the perspective that the Post can bring. I think when you consider the sort of breadth and scope of the newsroom that we have and the journalists that we have and what they cover, that we can actually provide something pretty remarkable to folks. So, what we're going after is sort of the fun side of the politics too. There can be some fun in politics and that this is for fans of politics and that there are some people who a 90-second story on the nightly news isn't enough. They actually want a little bit more or they want a take that's a little different and I think that's what we're able to provide, I hope.

**Michael O'Connell**

And you don't have the pressure of having to package something and get off in a couple of minutes so you can put a commercial on.

**Andy Pergam**

Exactly.

**Michael O'Connell**

Or change to something else to appeal to a different type of audience.

**Andy Pergam**

Yeah. We're really a startup, which is pretty remarkable, in a big, legendary news organization that is obviously going through changes. And the startup is really able to think on its feet and say, "OK, well, we need to figure out how to do this. Ok, we've got to use this to make this happen." We're able to think through that and then we're able to iterate and say, "All right, you know what? That segment really didn't work for us. Let's try it a different way. And then, let's see what works. And if that works, we keep doing more of it. And if that doesn't, then we move to something else."

**Megan Cloherty**

Is there any other company nationally that's doing something like this or are you guys pulling any ideas or inspiration from startups that are doing something similar?

**Andy Pergam**

Nobody in particular, but I think we're able to look at what's already been done out there and say, "OK, I like this element. We don't like this element. We like this type of thing, so let's incorporate this as we build this new thing." And what we did is we built a website which is pretty flexible enough that we can do whatever we want to do with it. So, if we want to add on new modules, new things, we can do that, which is terrific. I think that allows us to say, "Hey, you know what? We see what these people over here are doing and we like that." Or, "We just dreamed up this idea. Let's try and make this happen." And the Post, for a news organization these days, is a really a large news organization and they're all sorts of people who are doing all sorts of amazingly creative things and if we can tap into some. If someone in the graphics department has a great idea, like, "Terrific. Let's figure out how to make that work." I think that's the difference. We're not as rigid as some places are. We're able to move around as we need to, which is, again, pretty remarkable in this day and age.

**Anna Miars**

So you say that you're sort of a startup, what benchmarks are you hoping to hit? Like certain measures of success that you need to get to in order to keep going at a certain point.

**Andy Pergam**

Yeah, totally. We do. I'm not at liberty to share any of them.

**Anna Miars**

Of course.

**Andy Pergam**

But yeah, we do need to build an audience. We're a startup, but every startup still has things to reach for. We have to build an audience. What we're trying to do is really make video that's really watchable and really shareable. So, we ask ourselves all the time, "Hey, is this something I would watch or is this something I would share?" And if we as producers can't say "Yes" to those things, then we really need to rethink the segment. We really want to increase sharing. We really want to increase people watching video off of WashingtonPost.com. And we want to increase overall our viewership. We want people to continue to watch more and more video. And so, we have to think through ways of making that happen. And yeah, there are certainly benchmarks and it certainly, this is the largest investment that the Post has made in something in more than a decade since they started the website. This is a major, major push and one of the big initiatives of this year. And so, everybody's watching it and everybody wants to know how it's doing and it's in its infancy now, but so far, so good. I think we're going the right way.

### **Megan Cloherty**

I think distribution is an interesting question too, because you know, you think about the struggle that any newspaper company is having with how much they put out the physical paper, cause now the focus is on the website. And now you guys are not, by any means, competing with that. I don't see you guys as having a huge presence on the homepage.

### **Andy Pergam**

Yeah.

### **Megan Cloherty**

So can you explain sort of how you're trying to reach, are you trying to reach that traditional audience? Or, are you going for a separate audience through other means?

### **Andy Pergam**

Yes to both. So, we're increasing steadily our homepage presence and you'll start to see that. We have have some new modules on the homepage that will be rolling out soon. There will be video on the homepage prominently all the time. There will be more video throughout the website all the time. And in addition to that, we do want focus on distribution off of our site. And we're starting to develop all these relationships with people outside, where our videos are meant to sort of be individual, bite-sized things that could flow elsewhere onto other sites. So, that really is an important piece of it too. It's two parts. It's creating the content and promoting the content on our site and tapping into the users that we already have and then pushing it outward to people who are out and about.

### **Michael O'Connell**

Do you work closely with the Post on stories that they may be doing?

### **Andy Pergam**

Yeah.

**Michael O'Connell**

Regular news staff?

**Andy Pergam**

Yeah. Very closely. And we have for a while. The video department's been around for more than 15 years and has been doing phenomenal video journalism. We've been doing this sort of thing for a while, working closely with reporters and editors to think through these stories and to think through what can we add in video. So, again, we're not just telling the same story that you just read in video form. We actually do something with it or bring some creative eye to it and do something that isn't what you would normally expect to see. I think that's one of the other keys here. You can get, I think a lot of people call it commodity news, like the things that everybody's covering from network news, for instance. You can see that everywhere. We need to offer something that you can't see anywhere else and that's what we sort of keep pushing ourselves towards and say, "All right, yeah, that seems like something that cable would do. Let's do something different." And we have to sort of keep pushing in that direction.

**Michael O'Connell**

Sort of the idea of creating something that is video oriented, is that proving, I mean, is it difficult when you're covering politics, which isn't always something that presents itself in a visual way?

**Andy Pergam**

Yes. It can pose some challenges. It's a pretty non-visual thing.

**Michael O'Connell**

Here's this old white guy talking about it and here's another old white guy talking about it.

**Andy Pergam**

Exactly. Yeah, and we have a lot of headshots of, "OK, great, there's that person. Now here's this person." Right. That's one of the big challenges for us. How do we do that? I think that's part of what's evolving. That's part of the fun of this startup thing is to figure out, "OK, what's a better way to do that? And how can we do that so people actually watch it and think it's different?"

**Michael O'Connell**

I know it's early days. Have you gotten much feedback at this point?

**Andy Pergam**

Yeah. Very good feedback. First of all, the numbers are good. That people are watching. That people are sharing it. That people are writing in that say they find it interesting, which is great. And positive feedback throughout the newsroom too, which is not always

the case with projects that launch in any news organization. This may come as a shocker, journalists can sometimes be cynical.

### **Michael O'Connell**

I think the word you're looking for is "petty."

### **Andy Pergam**

Sure, that too. And, at least to me, there hasn't been that yet. And what we're focusing on as the sort of the problems are really little things, like, "Oh, the audio doesn't sound great." Yeah, we're working on that. Things like that we're in the process of working through. But, no major sort of, "Hey, this is the most embarrassing thing you've ever done." Which is, to me, I think a win.

### **Megan Cloherty**

I want to talk about Spark Camp, which is something that you do on the side and this is now in the third year of Spark Camp.

### **Andy Pergam**

Yeah, something like that.

### **Megan Cloherty**

Can you tell us what that is?

### **Andy Pergam**

Sure. So, Spark Camp, wow. Spark Camp was an idea that a couple of journalism friends and I had where we said, "Hey, we've gone to a lot of journalism conferences and we see a lot of the same people. What if we did something a little bit different?" And so, we decided to do an unconference. For those unfamiliar with an unconference, I'm using the air quotes for you in podcast land.

### **Michael O'Connell**

This is audio.

### **Andy Pergam**

I suddenly realized that nobody was watching this except us.

### **Michael O'Connell**

He must've really said it because he would've put quotes around it. Go on.

### **Andy Pergam**

So, an unconference is where you have some sort of structure of a day and altogether the group comes together and says, "Oh, we should do this and do this and do this." And so, what we decided was that we could curate it in a way where we focus a lot of attention on who the right people are to have in the room, on what the right sessions are

and help them figure out, "Hey, these are the right sessions" and how to sort of move the conversation forward. It's meant to be a chance to unplug a little bit. It's a journalism, media-tech sort of confab, I don't know, gathering of these folks who are all chosen from all sorts of different walks of life doing different things. So, a good portion are journalists. A good portion are media-types. A good portion are tech folks, from like Silicon Valley, but a whole bunch of random folks who are all really, really interesting people. The whole idea here is to sort of spark some new conversations, new ideas, again, get people to unplug and help each other out with problems and figure out, "Hey, what I need to figure out is how to get people to watch video and this is what we've been doing. What do you guys think that we should do beyond that?"

### **Megan Cloherty**

So you have topics, sort of, overarching topics for each one.

### **Andy Pergam**

Yes.

### **Megan Cloherty**

But that doesn't necessarily set what you're doing the whole time?

### **Andy Pergam**

Exactly. So, most recently we did one on storytelling, which is a real broad theme. Within that we found that there were a couple of Hollywood people there, there were some Broadway folks. So, people from all sorts of different walks of life. So that was one. One was money, which was focused on the money of journalism, how you actually have to make money in journalism.

### **Michael O'Connell**

Wow.

### **Anna Miars**

Do you do that?

### **Andy Pergam**

Yeah, apparently it is possible. And so it's all focused around a theme and it's a really fun chance to get people together. So far it's been great. And a lot of people really enjoy it. It's a non-profit, so we actually started a non-profit and we do a couple of these a year and it's exhausting. It's all in addition to our day jobs and so it's a lot a work. But it's a lot of fun.

### **Megan Cloherty**

Do you choose people to come in.

### **Andy Pergam**

Yeah, so we actually spent a lot of time curating the people that are invited. We sort of accept recommendations from people and then we look through and then we try to figure out who the right people are who would have interesting conversations and who are, this is a hard word to define, but who are sparkly, who are not, you know, who are good people to have in the room.

### **Anna Miars**

Who are sparkly?

### **Andy Pergam**

Yes, yes, I know. We have conversations a lot where we're like, "That person's not ... they don't have good sparks." Yeah, anyway, you should be on these conference calls. But we're looking for people who have done really interesting things in their careers. We're not bringing them there for the positions that they're in, their job title. We're bringing them in for what they've done, for who they are, what they can add to a conversation and there are some people who say, "They're probably not the right person to have at this one." And so, we have a pretty broad alumni network now. People who are all over the place who have been to Spark Camps and enjoyed them. And it's a lot of fun to do. I mean, it's exhausting, but it's a labor of love and we enjoy it.

### **Michael O'Connell**

What makes a person spark?

### **Anna Miars**

Sparkly.

### **Michael O'Connell**

Sparkly.

### **Megan Cloherty**

Get the terminology right, Michael.

### **Anna Miars**

Or sparky I don't know.

### **Andy Pergam**

What makes them spark? Broad thinking like really understanding these big issues and how to help tackle them. Being smart and friendly and not rude to people. That's a pretty good start. And it's people who can add something to the conversation and at all different levels. It's not just sort of people who are CEOs. It's people who are all over the place who are doing interesting things. And we want to sort of foster that sort of an equality of like all these people are equal, talk to each other, figure it out. And so far, the response is great and people really love it and people who attend say it's a mind blowing, sort of life changing event because they can actually connect with all these interest-

ing people in a way that you're doing something smart. It's not just sort of like camp where you're like "We're going fishing and hanging out on a cabin." It's actually sort of refreshing their minds a bit.

### **Michael O'Connell**

Where does the fruit of this labor end up then? Is that everybody takes it away and spreads it in whatever they're doing? Or do you guys have a specific, "This is a problem we need to solve for this particular issue."

### **Andy Pergam**

A little bit of both. If we can do some problem solving, that would be great. If we simply connect people and then that helps them out, that's great. I think in the middle it's also sparking new collaborations. And so, if we can get someone from [ProPublica](#) connected with someone from [The Wall Street Journal](#) and they do some sort of cool new project out of it, even better. It's a whole range of things and it really depends on who the people are who wind up coming.

### **Megan Cloherty**

So when you go to these things and you put together these things do you find that it sort of resets you in a way, like when you come back to work, that you're not only unplugging, again, air quotes, but that it gives you ideas and sort of that mental break that sort of restarts you again?

### **Andy Pergam**

Totally. I will say that in the first few, I am much more of the logistics guy and so I was too concerned with, "Wait, did they set up the food over here?" And, "Wait, I've got to make sure this thing is set up." And so, I was a little consumed with things like that. Now we have people who help us with that, so I'm able to actually unplug a little bit. But yes, it totally does and it refreshes me and gives me a thousand of ideas and then I say, "Man, and I've made all these new connections and I think of new projects and I think of new things that I could actually be doing." Yeah, I walk away from it with a thousand ideas and totally refreshed.

### **Michael O'Connell**

So, I imagine it's changed from the early days when somebody asked you, "What did you get out of that?" And it's like, "Well, I learned to call the caterers ahead of time to confirm that they're going to have all those drinks there."

### **Andy Pergam**

Exactly. Yeah. It's also a great group of people that I do it with and we keep iterating on it. So, each one looks totally different. Each one has very different characteristics and we've learned from each one and we say, "You know what? When we did the voting on sessions, we realized we didn't do it this way, we should really think about doing this in the future." And so, it's a great product in that we're —

**Michael O'Connell**

Constantly evolving.

**Andy Pergam**

Yeah. Exactly, which is cool. And it's not bound by, it's not a full-time thing, so we're able to, it's not a for-profit thing, so we don't have to bring in "x" number of dollars. We do it because we love it and now we're thinking about which direction does it go, but it's been great.

**Megan Cloherty**

I don't know how many video people go to the Spark Conference or "unconference," but do you guys talk about sort of the future of video online, because what I find interesting about what the Post is doing is it's one of the very few projects out there. I mean, TV is still existing on TV and they're not getting hot to do video online, other than just posting the package that they did that day online. So, do you see a bright future for video online?

**Andy Pergam**

I do see a bright future for video online. I really do and I wouldn't be doing what I'm doing if I didn't. I really think that that this is the way that TV is going, I hope. And I really think we're seeing that. When you see new products that are launched like the Chromecasting, which I could talk more in a second cause we were involved in it, but when you see things like that, I think you realize, "OK, everything is fundamentally shifting." Like the way that people consume video is fundamentally changing and I enjoy sort of being toward the front of that and being able to think, "OK, how do we do this differently so that people can consume journalism in new and exciting ways?" It's sort of the wild west and we're figuring it out and it's really neat. Is it something we talked about in Spark Camp? In little pockets, yeah. We've not done a full Spark Camp around video, though I'd love to do so. We might do that soon.

**Michael O'Connell**

So, Chromecasting, you mentioned that. Can you sort of talk about that?

**Andy Pergam**

Chromecast was this Google device that launched last month. It's a little HDMI dongle that plugs into the back of your TV on an HDMI port and with it you can watch any digital video that you're watching on a phone or on a tablet or on a computer directly on the screen. You just fling it up on the screen, basically, and Google had approached us at the Washington Post to work with them on developing it and integrating the technology. And so for months prior to the announcement we sort of secretly worked with them to come up with how it would work and incorporate it into our site, so we could actually, as people get more of these Chromecast devices, you'll start to see if you have Chromecast as you're watching a video on WashingtonPost.com, a little Chromecast icon will show up on the player. You just hit that button and throw it up on your TV screen. And that's actually a really exciting new movement for the way that digital video is moving. It

means that your phone or your tablet or whatever you have in your living room becomes your remote control, essentially, for what's going on your TV. So, yeah, is it something everyone's going to adopt in the next year? No. But, that and Roku boxes and GoogleTV and AppleTV and all these things are sort of the way that TV is going and I think if news organizations can get into that space early and figure it out, I think that they'll do a lot better than coming to the party five years from now.

### **Michael O'Connell**

That's the place where all of those platforms are sort of blurring and people are getting platform agnostic. So, tell me about the question I was just going you.

### **Andy Pergam**

Sure. I'd love to.

### **Michael O'Connell**

Yeah, try and read my mind. No, because I wanted to ask you two questions. One about ... so, how can somebody who wants to get involved in Web video do that?

### **Andy Pergam**

It's so easy now.

### **Megan Cloherty**

It's offensive.

### **Andy Pergam**

Yeah, it's a great line.

### **Michael O'Connell**

Says the woman with a broadcast degree.

### **Andy Pergam**

It's so easy it's offensive. Though I'm sure that it offends people. No, it's so easy to now simply record yourself on video that that's the way to start. Just do it. If you're a reporter, let's go back to Indianapolis. If you're a reporter in Indianapolis, pick up a camera and figure out how to do it using your iPhone to shoot some video when you're on the scene of something or breaking news. That's a way to start. I think recording yourself with the camera and recording yourself on the scene somewhere, where you're able to say, "Hey, this is what's happening right here where I am." Even that little piece of video is pretty valuable.

### **Michael O'Connell**

There are plenty of people who are doing that already on Twitter and things that they're at the scene of a breaking news story.

## Andy Pergam

Yeah, and when you think about sort of journalism education, I think that what you need to learn when you go to journalism school is to learn how to write and that the format's going to totally change. The format has changed significantly from when I went to journalism school. But I learned how to write and so, I could apply that to whatever the format is or whatever the technology is and you sort of incorporate that on the job anyway. And so, if you learn how to write and the fundamentals of it, then that's great. And so, if you can learn to write for video and write for broadcast, which is different than writing for a print article, that gets you in the right direction too. Like you said, these lines are blurring pretty quickly.

## Michael O'Connell

And I just remembered the other question that I wanted to ask you was about mobile and mobility. How is that sort of affecting the way you tell stories and plan stories?

## Andy Pergam

In a big way. We think of mobile first, often, which is almost cliché now in journalism. People say, "Mobile first and like ..." but we actually think about everything for all platforms, so we have to think about how does this work on this device or this device or this device? The website that we built, and I say "we," but I can take zero credit for it. It was people who were much smarter than I who actually designed it and developed it and it's amazing. But it's totally responsive and so it works on a mobile phone or a tablet or a desktop. And it looks really great in all those experiences. And it was important when we designed it to think about how does it work on the smallest of screens and then how do you build that outward from there and say, "It looks great here. How do we make it look great here? All right, how do we make it look great here." Which is so counter to the way we think about things now, which is you pull people around a computer screen and say, "Whoa, what do you think of the new website?" That's great but people are actually using their mobile phones so much more, we need to be thinking about how they're actually using it with video.

## Michael O'Connell

How your audience is accessing your content.

## Andy Pergam

And on the reporting side of it, we have reporters who shoot video on their iPhones and it's so easy now to do that I think you'll see more and more and more of that. And people are doing it for their own home movies. So, it's that easy.

## Megan Cloherty

The goal being that you want people to binge-watch PostTV on a Chromecast?

## Andy Pergam

Always. All the time. Everywhere.

**Megan Cloherty**

I think we're in a good spot to wrap up. Can you tell us where our listeners can find your work and find PostmTV?

**Andy Pergam**

Sure. PostTV.com will get you there for everything. You can follow [@PostTV](https://twitter.com/PostTV) on Twitter. That's the best place to find it. And again, you can find it throughout WashingtonPost.com, but PostTV.com. That's the place. And SparkCamp.com.

**Anna Miars**

Thanks.

**Michael O'Connell**

I enjoyed being in the sauna.

**Megan Cloherty**

And you are?

**Andy Pergam**

And I'm just Pergam on Twitter.

**Megan Cloherty**

All right. Andy, thanks so much for joining us.

**Andy Pergam**

My pleasure. Thanks for having me guys.

**Michael O'Connell**

This was great.

**Andy Pergam**

I enjoyed being in the sauna.