

Apps for Journalists

Mobile Storytelling – August 2013

Val Hoepfner, Digital, Mobile, Social and Multi-platform Storytelling and Training

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EVERNOTE – A note-taking app that syncs text, photos and audio to Internet connected devices. Journalists can use it to take notes, write stories and captions and submit for editing. **FREE** -- available on iPhone, Android, Blackberry and Nokia platforms.

DROPBOX – Dropbox allows you to view files on the go, download files for offline viewing, sync photos and videos and share links to your files in your personal Dropbox. Journalists use this to transfer mobile text, photos and video back to the newsroom. Dropbox is a simple solution for archiving mobile media. **FREE** -- available on iPhone, Android and Blackberry platforms.

Buffer – Share to your Twitter, Facebook, LinkedIn and App.net from one place and at optimal times. Add up to five tweets/posts to your “buffer” for automatic posting at the best times throughout the day. You can also schedule the buffered posts. Use the app, web version or email posts from places like Flipboard. **Free** -- available on iPhone.

GENIUS SCAN - A PDF app that allows you to scan a document, create a PDF and email it as a JPEG or PDF. The Genius Scan+ version costs \$2.99 and allows you to send scans to Dropbox, Evernote and Google Docs. **FREE** -- available on iPhone.

ITALK - iTalk Recorder is a full-featured recording app with a streamlined and intuitive user interface. Press the big red button to record; press it again to stop. You can append to existing recordings, choose from three levels of recording quality (11.025, 22.05, or 44.10 kHz sample rates), and manage your recordings, all with just a fingertip. Journalists can use this app to record interviews and send them to the web or on for editing. Files can also be saved to Dropbox with the Pro version. **FREE** for the basic edition, **\$1.99** for iTalk Pro, which features Dropbox uploading. Android has Voice Memo which is free.

iAudition – iAudition was designed for voiceover artists, but also a great solution for journalists, students, and anyone else looking for a great iOS recording app. Record high quality audio, make quick edits using familiar functions and send them via email or FTP site. The audio file arrives as an MP3 file and can be instantly played on virtually any computer, mobile device or tablet. **\$4.99** for the iPhone.

VSCO Camera – Simple camera app that allows you to lock focus and exposure points. The app includes some basic photo editing tools. **FREE** -- available on iPhone/iPod.

FILTERSTORM – A photo-editing app for the iPhone and iPad. Filterstorm contains editing tools similar to Adobe Photoshop on your computer. You can edit using layers,

curves for adjusting tone, color correction, sharpness, noise reduction and a history brush. Filterstorm has two important features for journalists: 1 – the ability to add IPTC or caption information to images and 2 – the ability to send images directly from the app to an FTP server, email, Dropbox and more. **\$3.99** -- available on iPhone.

INSTAGRAM – A photo-sharing app that allows you to be creative. This app that allows smartphone photographers to be creative. Media companies can use Instagram to display news photographs, for photo contests or to add to a Storify. **FREE** -- available on iPhone and Android.

Webstagram – A website for all things Instagram...viewing, finding trends, creating RSS feeds and embedded photo galleries. To create an RSS feed use this code: **[http://instagr.am/tags/\[hashtag name\]/feed/recent.rss](http://instagr.am/tags/[hashtag name]/feed/recent.rss)**. **Don't include the hash mark # in this address**

PANO - An app that helps you take panoramic photographs. You can share your pano photos on blogs, emails, Facebook, Twitter and Tumblr. Journalists can use Pano to show their surroundings and give users more information about a place central to their story. **\$1.99** – only available on the iPhone/iPod and Android.

ITIMELAPSE - Lets you create a time lapse video from your iPhone or iPod. You can share time lapses to YouTube, Vimeo, Facebook and Twitter. Journalists can use it to add multimedia to event coverage and stories that take place over time. **\$1.99** – only available on the iPhone/iPod. Android has a version called Timelapse, featuring free and paid versions.

VIDEO PRO CAMERA – Lock your focus, exposure and white balance with this app. Most important feature is the ability to monitor your audio through your headphones. This is the only iPhone video app that allows audio monitoring while using an external microphone. **\$4.99** – only available on the iPhone/iPod.

SPLICE - Splice together HD photos and videos in an amazingly simple way. Add music tracks from your iPhone/iPod library, sound effects, transitions, borders, effects (like Ken Burns, slow motion and fast forward), trim video and audio, narrate with your own voice, and much more. Journalists can use Splice to edit short video packages on their Apple device, then share them on the Web and social networks. **\$3.99** – available on iPhone. Android does not accommodate video or audio editing on their platform.

Val Hoepner Media and Consulting, LLC

Digital, Mobile, Social and Multi-Platform Media and Training

One-Day Mobile Media Quick Course

Using mobile technology to report faster and add multimedia on the go is an essential skill for today's journalist. This workshop will teach you and your staff to extend the capabilities of your smart phone through the use of multimedia, video storytelling and editing, photojournalism, notetaking, utility applications, geolocation and live-streaming apps.

You will also explore the impact of smart phones, tablets and other mobile devices on news reporting and publishing.

The Mobile Media Quick Course can be taught at your newsroom, journalism conference, media organization, university or state press association. The course includes seven hours of instruction, with an hour break for lunch.

To schedule a one-day Mobile Media Quick Course or for more information concerning availability and pricing, contact Val Hoepner at vhoepner@mac.com or 615-426-7160.

Custom Digital Media Training – Val Hoepner will travel to your newsroom or university to train faculty, staff and/or students in the latest multimedia, mobile and social media techniques.

What I teach: Video storytelling, video editing, audio reporting and editing, social media for journalists, video and multimedia strategies for newsrooms, photojournalism, mobile newsgathering strategies, newsgathering with iPhone, Android and iPad, apps for multimedia, video, audio, social media, mobile video editing, mobile strategies for breaking news and use of breaking-news apps, and digital newsroom management — where to invest your resources. You choose the number of days and topics for training.

Contact Val Hoepner, for pricing and more information about customized training. 615-426-7160 or vhoepner@mac.com.