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P 2 **INTRODUCTION**

P 10 **CHAPTER 1**
MOJO AND THE MOBILE JOURNALISM REVOLUTION

Mojo, an amalgam of mobile journalism, is a unique way to create videos on a mobile phone. This book maintains it can empower a wide range of people. By using sophisticated apps, user-generated content can be made into user-generated stories, and these assembled into user-generated programs. The key is training, and the adoption of an appropriate mindset or way of thinking. The chapter explains why mojo is important, provides a short history of this form of newsgathering and concludes with a discussion about why media companies around the world are embracing video (and suggesting that mojo is the best way to supply that video).

P 26 **CHAPTER 2**
CITIZENS AND JOURNALISM

This chapter describes the various subfields of journalism and in particular distinguishes between citizen witness and citizen journalism. It locates the various levels of mojo within community, education and mainstream media, and identifies how each is a product of the culture within which it has developed and evolved.

P 50 **CHAPTER 3**
MOJO ACROSS PLATFORMS AND GENRES

Mobiles are being used by professional media to create a content stream and a bridge to transition audience between screens and breaking news, paywall and web TV platforms. In this chapter we look at how one Scandinavian media company is developing from traditional news provider to online media player and the issues journalists are experiencing on that journey.

P 62 **CHAPTER 4**
TOOLS OF THE MOJO TRADE

Different situations, the type of project, and the available time and funding influence the choice of tools for mobile journalism. This chapter discusses types of smartphones, camera apps, microphones, cradles, tripods, power supplies, accessories, live tools and transfer devices. Publishing options will vary depending on infrastructure and the commercial context, each organization's level of story finish and the sophistication of its convergent processes.

P 98 **CHAPTER 5**
COMPOSING VISUAL PROOF ON A SMARTPHONE

To make powerful digital videos requires the skill of knowing how to capture and compose powerful images to tell a story quickly – what we call providing visual proof. This chapter shows how to tell a story visually. We recommend camera apps and provide important tips on techniques, and we discuss the pros and cons of shots versus sequences. Importantly, we discuss how to work on location to best cover an event. We also introduce live streaming in HD, via a mobile.

P 126 **CHAPTER 6**
RECORDING LOCATION SOUND USING A SMARTPHONE

This chapter describes how to record clean sound using a smartphone while working as a mojo. You'll learn about basic sound recording principles and the differences between microphones. We'll introduce you to the various cables and accessories available for recording sound with an iPhone. We'll also briefly discuss the apps available to help record and transfer quality sound.

P 150 **CHAPTER 7**
SCRAP: THE ELEMENTS OF MOJO STORYTELLING

This chapter introduces and develops the basic building blocks of mojo storytelling, and shows how to develop multimedia stories in a multi-planar form. This requires an understanding of basic development philosophy, which we help people develop and create via the acronym SCRAP: Story, Character, Resolution, Actuality and Production. Understanding these aspects of multimedia storytelling will enable you to develop story. SCRAP is a key to mojo storytelling.

P 176 **CHAPTER 8**
MOJO INTERVIEWING

Many aspects of good interview practice remain constant regardless of the form of journalism. But mojo interviews involve some new skills and techniques. This chapter covers those new approaches, and also breaks the interview process into stages so newcomers can easily learn how to conduct powerful interviews.

P 198 **CHAPTER 9**
EDITING ON A SMARTPHONE

Creating multimedia or mojo user-generated stories (UGS) is a multi-planar activity. This chapter covers all the important techniques for doing fast yet quality mobile editing. It includes multi-track, multi-source checkerboard news-like editing from location; working with narration; name supers, audio post-production and rendering the timeline. To cover all the material in a relevant manner we base concepts on the iMovie 2.0 app.

P 222 **CHAPTER 10**
POST-PRODUCTION ON A SMARTPHONE

Post-production was the tech-heavy element of video storytelling that could take time and be resource intensive. Once only possible in multi-million dollar online post-production suites, vision and audio post-production can now be done in the field or the back seat of a car using a smartphone, a microphone and a bunch of apps. This chapter introduces the concept of post-producing UGS on a mobile device.

P 236 **CHAPTER 11**
MOJO, SOCIAL NETWORKS AND SOCIAL MEDIA

The amount of video uploaded to YouTube soared from eight hours every minute in 2008 to more than 100 hours by early 2015. Yet many of those videos are of poor quality or simply pointless. Mojo offers a chance for citizens and media organizations to create high-quality videos. Social media and social networks are thus natural fits with mojo. You can also use these tools to promote your work.

P 252 **CHAPTER 12**
FILE DELIVERY AND PHONE MANAGEMENT

Videos that mojos create tend to be very large files. This chapter covers the routines and practices needed to send these files successfully from the field. It also shows how to maintain your iPhone or iPad so your device does not become clogged with too many large digital files because we cannot shoot video if the device's memory is full.

P 264 **CHAPTER 13**
ETHICAL AND LEGAL ASPECTS OF MOJO

Mojos need to know how to stay legally healthy. That is the aim of this chapter. Working as a mobile journalist introduces a range of issues that print reporters do not always encounter. One of the most dangerous is the urge to file quickly if that desire for speed overrides the process of sound and ethical decision-making. A mojo needs to devote time to developing a moral compass so they are prepared in advance for a fast-paced world. This chapter also covers important and relevant legal issues such as privacy, defamation and trespass.

P 284 **CHAPTER 14**
MOJO RESOURCES

This chapter offers a range of videos, websites, and blogs designed to help journalists, teachers, and students learn more about being a mojo. Each section relates to the content in the chapters in this book, in the order the chapters appear.

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