TITLE: HOW TO COMMUNICATE: RESPONDING TO AUDIENCE QUESTIONS

00:00 [JASON stands before his classroom to deliver his speech. KATE and MIRIRAI sit in the front row.]

00:00 **JASON**: (smoothly and capably addressing audience) More than luck is involved in getting a video to go viral. As I’ve discussed, three elements predict whether more people than just your friends will see a video that you post. First, you need a well-produced brief video with good audio. (gestures with hands for impact) Also, focus your video on topics people care about—what social scientists call “emotional resonance”--especially topics geared to young adults and women since they’re more likely to share videos they like, and finally, it helps if your video gains the attention of a public opinion gatekeeper—it doesn’t have to be Jimmy Fallon but that certainly wouldn’t hurt!

(maintains eye contact with audience) Jenna Marbles has over 8 million subscribers to her YouTube channel. And she’s just an ordinary girl talking about ordinary things. Just imagine the possibilities if your ideas go viral.

00:42 [Audience applauds as JASON smiles easily and puts his notes down.]

00:45 **JASON**: Okay. I am glad to take questions if anyone has something to ask.

00:50 [Audience is unresponsive and JASON remains calm]

00:54 **JASON**: (waits a couple of beats glancing around audience) Okay. Well, that was a lot to take in. One question I had while researching this topic was whether or not you need a special camera to get good quality video. What I found out is that, actually, most smart phones on the market today will shoot great quality videos.

01:09 [JASON sees someone ready to ask a question.]

01:09 **JASON**: Yes, Mirirai.

01:10 **MIRIRAI**: What about the sound, though? Isn't that a problem?

01:13 **JASON**: (to MIRIRAI) Right. (addressing general audience) Mirirai is asking if smart phones can capture audio successfully and I have to say that's often difficult. An external or a lapel microphone can help make sure that you’re audio comes through clearly. (pauses, looks around) We probably have time for one more question. (sees someone with a question) Yeah, Kate?

01:27 **KATE**: You said that it is important to get the attention of, what did you call them, an "opinion gatekeeper?" How does someone do that?

01:33 **JASON**: (addressing KATE) Right. (addressing general audience) Kate is asking how to get the attention of an opinion gatekeeper. As I pointed out earlier, television shows—like Jimmy Fallon and Ellen DeGeneres—have a place for posting fan videos on their websites. That’s how some viral videos first get noticed. (addressing KATE) I have a list of several websites I can share with you after class if you're interested. (pauses a beat then addresses general audience) That’s all the time we have, let me close by saying what a pleasure it has been. If there are any other questions, feel free to find me after class. Thank you very much.

02:02 [general applause as scene fades and Jason begins exit to presumably return to a seat in the audience.]