TITLE: HOW TO COMMUNICATE: RESPONDING TO AUDIENCE QUESTIONS, WHAT IF #1

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 [JASON sees someone ready to ask a question.]

00:50 **JASON**: Oh, yes. Mirirai.

00:51 **MIRIRAI**: What about the sound, though? Isn't that a problem?

00:53 **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?

01:07 **MIRIRAI**: (leans forward, and taps KATE’s shoulder to interrupt) Wait a minute. Sorry, I also just wanted to ask if you need some kind of legal permission to post a video? For instance, let's say I see something happening at the mall, right? And so then I record it, and it's cool, but the people I'm recording don't know I did it, and I don't know them. Do I have to track them all down and get permission first? I mean, the legal stuff can get pretty complicated, can't it?

01:28 [JASON tries to respond but MIRIRAI keeps asking questions. KATE leans back, irritated he's been preempted.]

**MIRIRAI:** …Also, what if there’s a store's name in the scene? Is there anything saying that I have to have the company's permission? Or what about a brand—like a Coke can? Or if there’s music or TV in the background?