

## Multi-Media Journalist: Nick Duxbury & Jess McCabe (joint)

Nick and Jess have jointly driven *Inside Housing's* digital-first transition in 2015. Together, they have led by example, experimenting with new formats and technology to tell stories in new powerful ways that are more relevant for digital subscribers. The three projects below use a potent combination of traditional investigative journalism, brilliant writing and exciting new media. They illustrate what can be achieved in the B2B sector with a limited budget and a lot of imagination by working collaboratively.

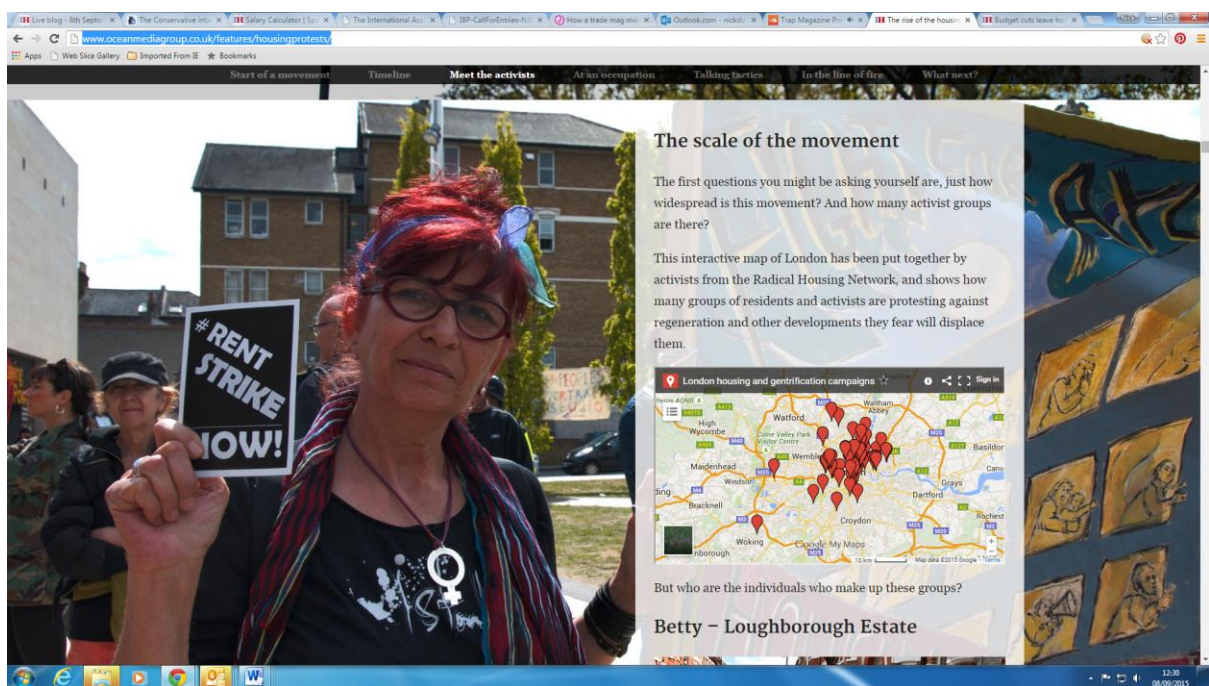
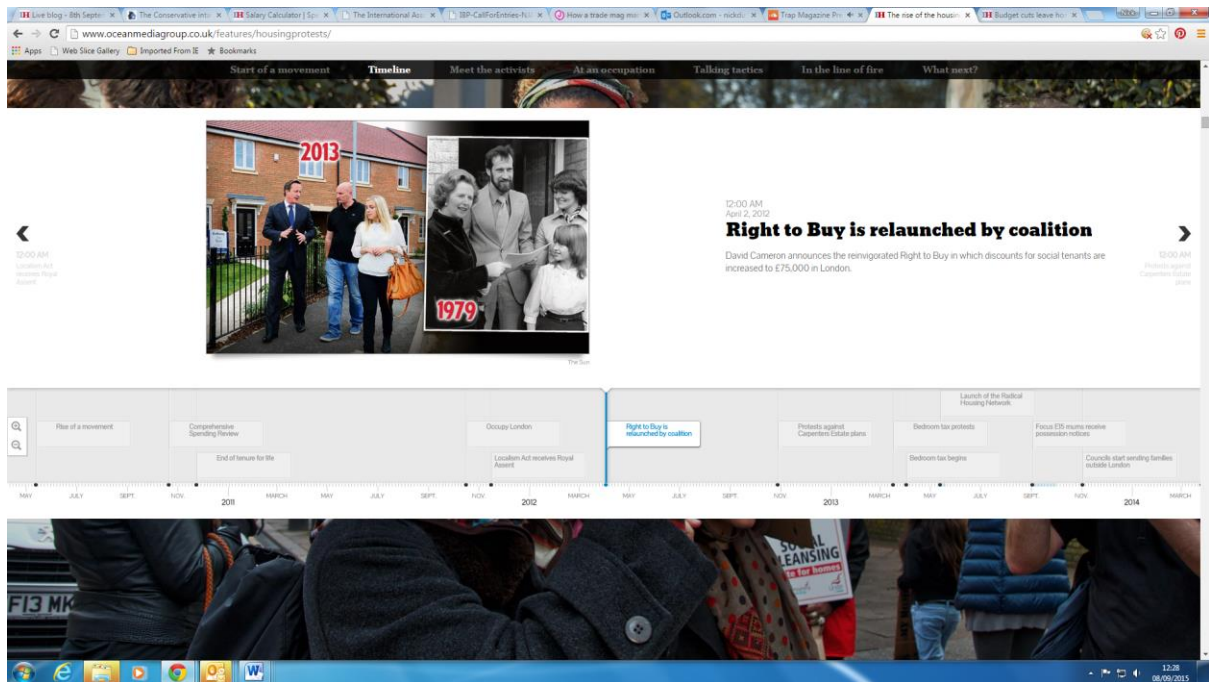
### 1.) Digital long-form immersive investigations:

*Inside Housing* became the first B2B magazine to produce a truly 'immersive' online feature.

<http://bit.ly/1EN2RAG> (as recognised by [www.journalism.co.uk](http://www.journalism.co.uk) in an article <http://bit.ly/1Jzji6R>)



This two-month investigation into housing activism was followed by writing, editing and producing the feature together with embedded video, a map of activists and a timeline.



It was made free-to-view and won praise from journalists at The Guardian, The Independent and The Telegraph, while City University plans to refer to the story in course materials.

## 2.) Developing new features formats:

Nick and Jess worked together to completely transform the design and formats of *Inside Housing* features. They used big images effectively, designed large headlines, and used more white space and bigger fonts to make features far more readable on a tablet, mobile and desktop.

## New look investigations:

Before:



After:



**M**achetes, hostage situations and flying Pot Noodles are just a few of the examples of the dangers faced by housing professionals in the past year.

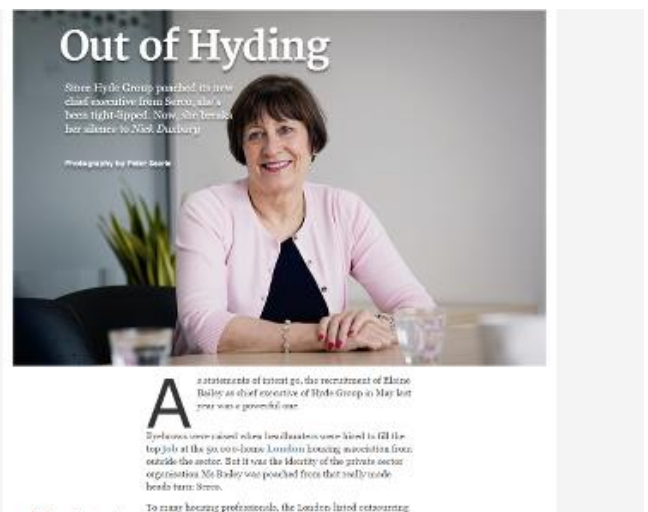
<http://bit.ly/1NnUj9N>

## New look interviews:

Before



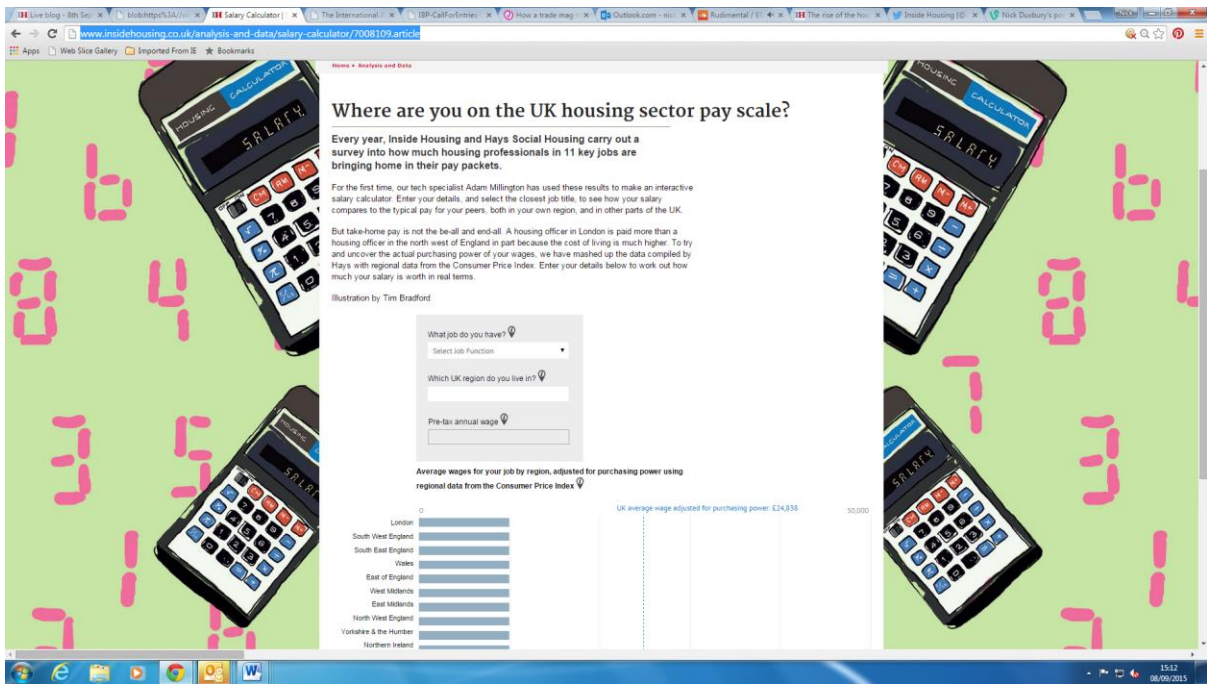
After



<http://bit.ly/1Ng7oAg>

Jess and Nick also pioneered interactive tools in order to put the reader at the centre of the story. A good example of this is the salary calculator built with an in-house developer using exclusive data so housing professionals can judge whether they are paid enough.

<http://bit.ly/1EMCL4e>



### 3.) Selling stories on social media:

Nick and Jess drove a radical approach to social media. Previously, there was little planning on this. Now it is considered early, and integrated with print. A Twitter 'hashtag' was even used on the cover and linked to an online listicle and social media campaign <http://bit.ly/1hWqSOu>



Nick used online software to demonstrate how the sector reacted online to major news events (<http://bit.ly/1HTvOJ6>) and to cover online events organised by Jess (<http://bit.ly/1Hw7NrW>)

On Twitter they designed photo cards embedded in tweets, massively increasing the engagement rate.

**Inside Housing** @insidehousing Aug 6

Today we publish a resignation letter from a Genesis manager over the HA's direction  
[tinyurl.com/qcmnv9m](https://tinyurl.com/qcmnv9m)



18 retweets 9 favorites

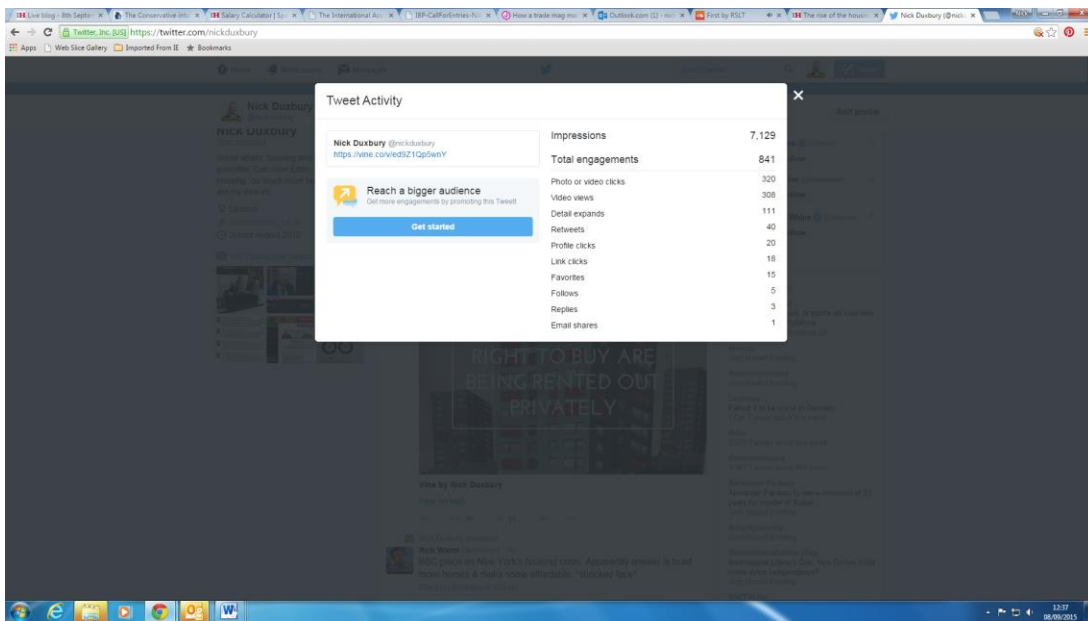
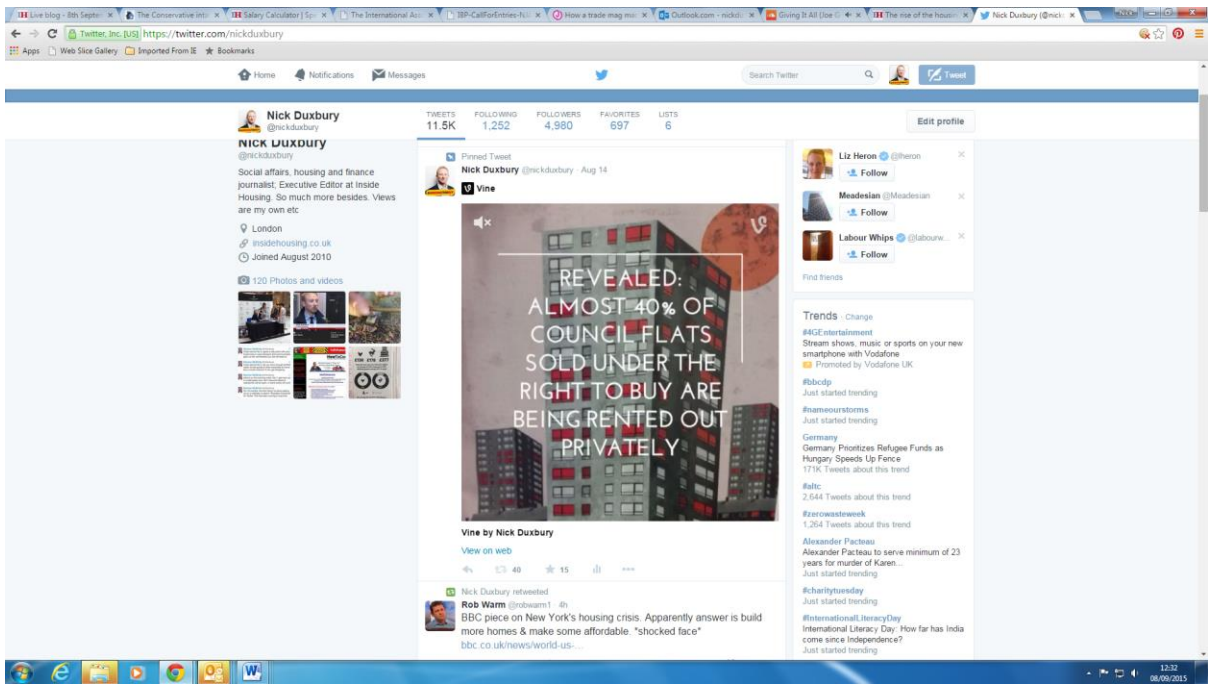
Reply

Retweet

Embedding looped video into tweets increased the impact of stories online. The below example, developed on Legend app and Vine, received more than 15,000 views.

<https://vine.co/v/ed9Z1Qp5wnY>

On Twitter it proved a huge success:



Nick and Jess's joint efforts represent multi-media story-telling at its innovative best.

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Accompanying links:

Project 1:

Immersive housing activism feature <http://bit.ly/1EN2RAg>

Journalism.co.uk article about the immersive feature <http://bit.ly/1Jzji6R>

Project 2 (new formats and features design):

New investigative features design: <http://bit.ly/1NnUj9N>

New interview features design: <http://bit.ly/1Ng7oAg>

Interactive salary calculator: <http://bit.ly/1EMCL4e>

Project 3:

Right to Buy listicle using hashtag: <http://bit.ly/1hWqSOu>

Use of 'Storify' software to demonstrate reaction to news events <http://bit.ly/1HTvOJ6> and organised online events <http://bit.ly/1Hw7NrW>

Creation of looping video tweets: <https://vine.co/v/ed9Z1Qp5wnY>