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## Arkansas Business gets into the video journalism game with Kathy Deck on Northwest Arkansas' Economic Growth | CF

[Clipped Fresh](#) — By [Christopher Spencer](#) on November 4, 2009 at 12:50 PM



[Video: Kathy Deck on Northwest Arkansas Economic Growth – ArkansasBusiness.com](#)

**COMMENT:** This may not be the very first video, but it's the first one I've seen from Arkansas Business. Look at those legacy media types trying to use the medium in new ways. Kudos for them. Even a stand up interview like this can lend a nice touch to a text story.

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### 3 Comments



- *dug* says:  
[November 4, 2009 at 3:03 PM](#)

Kathy Deck is a great analyst and excellent source for understandable financial info in Arkansas. But I can't help but think this is the worst screen capture to start the video they could have chosen. Was it from a casting call for the Blair Witch Project?



- *Lance Turner* says:  
[November 4, 2009 at 3:20 PM](#)

Thanks for the note!

We've actually been doing video for several years now, not only for big breaking news events, but for Arkansas Business of the Year Awards and other titles we publish, like Soiree and ArkansasSports360.com.

You'll also find videos from our various publications on our Facebook pages and YouTube channels.

The trick for us has been to get the most bang for our buck. That is, we try to deliver video we think most of our readers in a particular niche will be keenly interested in. Sometimes we're successful, sometimes we fall short. We continue to experiment.

But we realize video is a big part of the future of Web publishing and advertising. And we have plans for more video in the future.



- *Christopher Spencer* says:  
[November 4, 2009 at 4:44 PM](#)

Lance, I've followed your [news site](#) for more than a year now. You do a fantastic job and I'm not just saying that because you're a good netizen when it comes to linking. Your story updating model for breaking news is a model I've tried to adopt as well. Thanks for the comment.

I'm pleased you use that word experiment as well. To a print reporter, the thought of using a flip cam to interview subjects was rather taboo just three years ago. There was something false but seductive in the idea that we only needed a pen and paper to do our job.

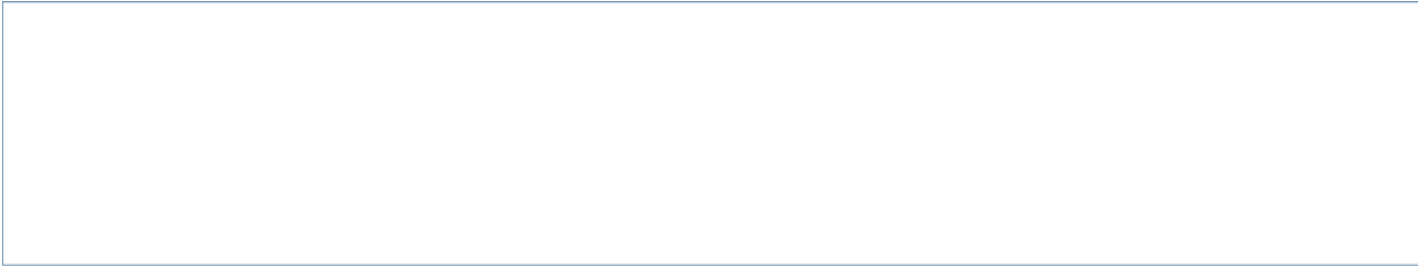
I'm glad to see some of the business reporters there are embracing how a little video can really add some kick to a news story.

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### What do you think?

#### Would you be interested in establishing a co-working space in Fayetteville?

- Sure. My living room is no longer big enough for my business plans.
- Nope. I'm a loner, Dottie. A rebel.
- Not sure yet, but let me see the results.

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### More information about co-working spaces

Might sound a little odd, but the idea of creative entrepreneurs pooling resources for office space has gained serious traction in other parts of the country. Check out San Francisco's [The Hat Factory](#) and Birmingham, Ala.'s [Shift Workspace](#) to see what we are talking about.

Two weeks ago, I met with others interested in this possibility. We formed an exploratory committee and I took the task of judging the pulse of folks to create a nonprofit around finding space like this in downtown Fayetteville.

If you have an opinion, please share it on [this page](#).

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