

LIVE JOURNALISM: TECHNOLOGICAL TRANSFORMATION AND OPERATIONAL EFFICIENCY, FLEXIBILITY AND COST REDUCTION

Every day, journalists and television producers and technicians are forced to find ways of publishing their journalistic investigations at increasingly shorter intervals of time: in hours, minutes and even in real time. The demands of an audience increasingly voracious and demanding in the coverage of the facts require increasingly efficient infrastructure and the means of disclosure. The ability to transform the traditional methods of covering facts in the field is a crucial point for organizations in the capture, investigation and distribution of news content.

The use of a set of tools and workflows by professionals, and the correct use of the technologies have become a major ally for transmissions on the most diverse content distribution platforms. On this panel, we will have the opportunity to listen to and debate with four of the most experienced and respected journalists on Brazilian free-to-air television; how they technology in the field to cover one of the greatest tragedies in Brazil's recent history: The Collapse of the Brumadinho Dam in Minas Gerais.

Chair: **Raimundo Lima** – Editorial Director of SET Magazine and Director of Technology and Operations - SBT

Speakers:

- **Roberto Cabrini - Presenter and Editor-in-Chief of Reporter Connection – SBT**
- **Márcio Campos - Reporter of Jornal da Band**
- **Eduardo Ribeiro - Domingo Espetacular Anchor and RecordTV Special Reporter**
- **Carine Tavares - Reporting Head - Globo BH**



Chair: Raimundo Lima – Editorial Director of SET Magazine and Director of Technology and Operations - SBT

In activities on free-to-air television since the 80s, he has worked for the main broadcasters of the country: INTERACTIVE SPORT / RJ - Production Director; TV CULTURA / SP - Operations Director; BAND / SP - Head of Journalism Production, Production Director, Director of Operations and Technology; GLOBO INTERNATIONAL

/ NEW YORK - Editor and Producer; DIÁRIOS ASSOCIADOS / MANCHETE - Program Director. Education: UFF - Fluminense Federal University; PUC / SP - Pontifical Catholic University; SONY Institute of Video Technology - USA; UnB - University of Brasília. He is currently Editorial Director of SET Magazine and Director of Technology and Operations of SBT.



Roberto Cabrini – Presenter and Editor-in-Chief of Reporter Connection - SBT

Considered one of Brazil's leading journalists, specializing in investigative journalism, war coverage and the defense of human rights, he has won practically every important award in his field (the Esso Award, the Press Trophy, the APCA, Vladimir Herzog and Líbero Badaró Awards. among others) in a career spanning three decades. More than anyone, Cabrini knows the importance of technology allied with the principles of competent and responsible investigative journalism.



Márcio Campos - Reporter of Jornal da Band

Márcio Campos, journalist from the University of Taubaté in 1995, has been a TV Band reporter for 16 years. He participated in the coverage of important events like the TAM accident in Congonhas, the Air France accident, the Nardoni couple crime, the kidnapping and death of young Eloá, the landslides in Santa Catarina, the Bruno case, the Kiss nightclub fire, the Morro do Bumba landslide in Niterói; he had mediated electoral debates such as for the governor for the state of Rondônia in the last elections, the impeachment process of former president Dilma Roussef, the collapse of the Samarco dam in Mariana and the Brumadinho dam, specializing in long duration live transmissions. Currently he is a reporter of Jornal da Band where he participates in coverages of several fields: behavior, politics, economics, culture and agribusiness. In December 2008 he released the book A tragédia de Eloá – Uma sucessão de erros (The tragedy of Eloá – a succession of mistakes) about the murder of Eloá Pimentel. In June 17th, 2011, he began hosting Primeiro Jornal, then he eventually moved on to host Brasil Urgente and in June 2nd, 2012 he earned his own news time, Acontece, which airs on Saturdays..



Eduardo Ribeiro - Domingo Espetacular Anchor and RecordTV Special Reporter

Before he was the anchorman on the Domingo Espetacular program of Record TV, Eduardo Ribeiro presented the news program, Jornal da Record, Especial de Sábado (current affairs), and was one of the members of the TV station's special reporters' hub. A journalist from Curitiba, educated in the interior of Paraná state, Eduardo also worked for entities like Rádio CBN, Jornal O Globo, Portal Terra and TV Bandeirantes. He presented the first news program of the news channel, Record News, in 2007, and since then he has been to the fore in providing live journalistic coverage throughout Brazil and around the world. This year alone, he was live anchorman on over 10 occasions. Situations like the investiture of the new President of the Republic, the Brumadinho tragedy and the humanitarian crisis on the borders between Brazil, Colombia and Venezuela. Eduardo has a career spanning twenty-one years and, in March, took over presentation of the Domingo Espetacular program.



Carine Tavares - Reporting Head - Globo BH

Carine Tavares is a journalist, graduated in 2000 from Uni-BH and postgraduate in Digital Media Production from PUC / MG. She was a reporter for SBT at Triângulo Mineiro, producer and presenter at TV Alterosa / Divinópolis, returning to Belo Horizonte in 2004, as producer of TV Alterosa / BH. In 2010 she was hired as a producer of Globo Minas and since December 2016 has been in charge of the station's reporting.