

EVOLUTION OF R.AGE

FROM PRINT TO “MULTIMEDIA DOCUMENTARY JOURNALISM”

DATING A PREDATOR
“K-Boy”



THE SIX ELEMENTS IN R.AGE

1. NEWSWORTHY

Nothing beats good ol'
fashioned news values.

Most documentaries are
timeless.

We make sure ours are timely.

2. CAUSE-DRIVEN

Everyone wants to change the world – at least on Facebook.

Every piece we do offers them a chance to do that.

3. INTERACTIVE MULTIMEDIA

One does not simply
consume R.AGE content.

One also has to be able to
interact with it.

4. CINEMATIC

News videos don't have
to be ugly!

Every shot should help
tell the story.

5. EPISODIC

Important issues have a long shelf life.

Viral videos, on the other hand, get old really quick.

Take advantage of that.

6. VIRAL

We hate viral videos.

This is the part where
we sell-out.

Kinda. Sorta.

<https://www.facebook.com/ragepmp/videos/541968749337735/>

NEWSWORTHY

VIRAL

CAUSE-DRIVEN

R. AGE

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EPISODIC

CINEMATIC