

FOX 11 LA Daily Hangouts On Air

FOX 11 LA's *Good Day LA* brings TV guests into online conversation

"Having G+ become a part of our newsroom has extended our Good Day LA beyond the studio, humanized many of our reporters to viewers, breaking down the "wall" that the old one-way "conversation" built up."

– Tshaka Armstrong, Tech Specialist, FOX 11 LA

Good Day LA has been waking up and entertaining LA viewers for over twenty years. The show recently found a new way to engage with its audience, through Google+ Hangouts On Air. Each morning, after the show is wrapped, guests are invited to participate in a Hangout On Air with viewers and chat live from the FOX 11 newsroom.

How it works

- Each day, as the *Good Day LA* broadcast begins guests are announced for that day's Hangout On Air. Viewers are encouraged to watch and participate later during the HOA.
- The +Page promotes the Hangout On Air using #HOA and #Fanchat.
- Meteorologist Maria Quiban chats with Google+ participants about the day's news while awaiting the celebrity guest.
- After *Good Day LA* wraps, the guest joins the Hangout On Air to answer fan questions.
- Maria uses the Q&A app to source viewer questions.
- Clips from the Hangout On Air are occasionally included in the *Good Day LA* broadcast.



FOX 11 LA's meteorologist Maria Quiban provides viewers with a behind-the-scenes experience of morning news, chatting with a variety of guests from Earth Wind and Fire, to the cast of Game of Thrones and Mike Tyson.

Results:

- **Growing a Google+ audience:**

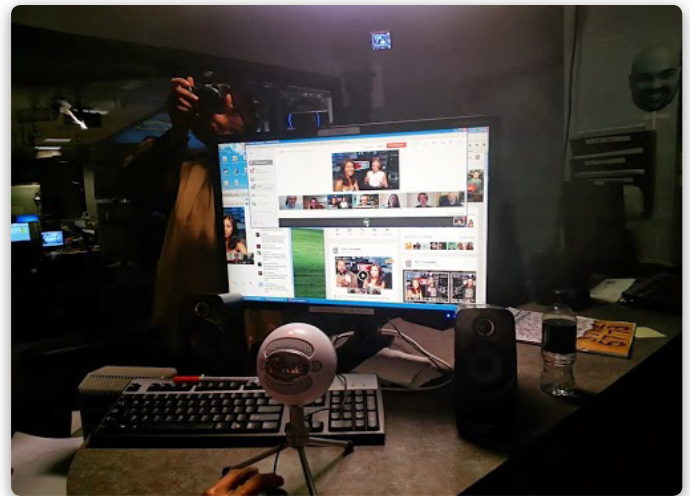
The FOX 11 LA Google+ page boasts over 600,000 followers, the largest of any local broadcast station on Google+.

- **Standing out as new media leaders:**

Through Hangouts On Air, FOX 11 LA have become media industry leaders in innovative uses of online technology.

- **Building unique engagement:**

Hangouts On Air allow FOX 11 LA to showcase genuine moments through unscripted conversation between featured guests and fans.



Fox 11 LA keeps their Hangout On Air setup at the ready in their studio.



Maria Quiban enjoys a laugh with fans as Jane Lynch quips about experiences filming Glee.