

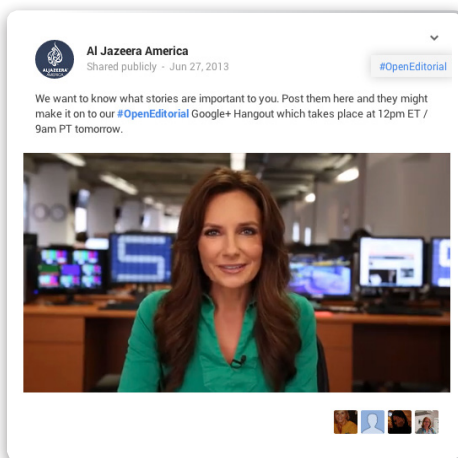
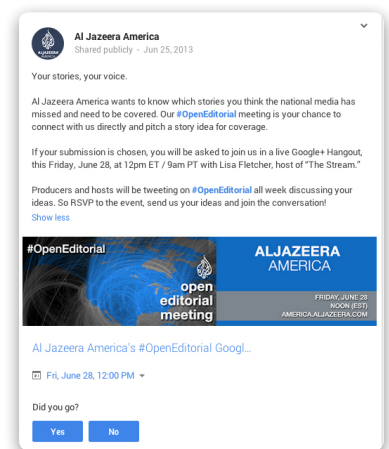
# Al Jazeera America

Promoting open dialogue with Hangouts On Air

At their new channel's launch, [Al Jazeera America](#) aimed to create a more interactive newsroom, involving the public in the editorial process. Before their first broadcast, they invited their audience to pitch story ideas in a Hangout On Air. [+Al Jazeera America](#) promoted the hashtag [#OpenEditorial](#), encouraging people to post thoughts on which stories were not receiving adequate coverage by the national news media, then they invited the best commenters into a Hangout On Air to discuss the ideas.

## How they did it:

- Al Jazeera America used a [Google+ Event](#) to promote their Hangout On Air.
- The hashtag [#OpenEditorial](#) drove story pitches to a centralized forum on Google+.
- The best pitches were invited to join the [#OpenEditorial](#) Hangout On Air to discuss their ideas live with an AJA host.
- Comments were streamed live through the Google+ Event, so others could join the conversation.
- The Hangout On Air and select Google+ comments were posted on [america.aljazeera.com](#) to drive traffic back to their website.



## Results:

Al Jazeera America successfully used a Google+ Hangout On Air to tap into their community and set a tone of "human-voiced" storytelling: stories as told by those who are experiencing them instead of by outside observers. Al Jazeera America received over 500 comments on Google+ and 1,766 RSVP's to the event, indicating a high level of interest and engagement in this new format.

 [plus.google.com](#)

I feel we need to have an honest dialogue on poverty in America; what causes it, why so many more Americans are finding themselves at poverty's doorstep, and the steps we need to take as a country to reverse this trend.

 20 HOURS AGO