Storyblocks

The news doesn't stop, even in a global pandemic

How enhancing your workflow with unlimited stock media can boost your video production.

> "Where Storyblocks came in was to really enhance our storytelling, because it was another tool in my tool box and it would provide some elements. It was great for the pandemic and COVID.

Benjamin Bell
Photographer and Craft Editor of
Detroit Local 4 News

As the Photographer and Craft Editor in the special projects division of the Detroit Local 4 News, Benjamin Bell is tasked with building content geared towards investigative, medical, and consumer reporting. His goal is to do more than simply translate a news report to video – it's to educate and draw in the local community with engaging storytelling.

As the nation went into lockdown for more than a year with the COVID-19 pandemic, it became increasingly more important to continue sharing these impactful stories with the Detroit area.

Utilizing a new tool to continue storytelling

Historically, when creating promos and investigative reports, Benjamin was able to supplement content with archival video and in-house produced b-roll. But there were always little hiccups that required small bandaids; archival footage was often shot in the wrong resolution, needing filters to cover grainy visuals. But with quarantine forcing everyone into remote work, the option to shoot his own b-roll went out the door.

"It really, really helped when we needed something extra for our stories. I would go on Storyblocks and would find exactly what I needed."

Benjamin Bell
Photographer and Craft Editor
of Detroit Local 4 News

Storyblocks had been in Local 4 News' creative arsenal for a while, but wasn't used to its full potential until the pandemic hit. Benjamin turned to the Storyblocks video library for b-roll "shots that [he] needed where [their] photographers couldn't/didn't have access to at the time because everything was shut down." By adding Storyblocks into his creative workflow, they were able to continue connecting with their Detroit Local 4 News audience without missing a beat.

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The content of the library is perfect for their needs, for both regular stories and pandemic-related stories.	**COVID stories weren't the only breaking news during the nation-wide lockdown.**	**No matter what the project is, the ability to manipulate the media they use is key to their creative process.**
For a consumer-focused story covering travel safety during spring break, Benjamin was able to find b-roll of people traveling in masks on planes to round out his storytelling. "There are a lot of gaps that we are able to fill with Storyblocks content."	With the help of 4K video shots of cards being dealt and b-roll of slot machines, plus After Effects templates, he was able to bring the story of a local man caught scamming casinos to life.	The ability to layer clips with others from the library, set the playback speed faster or slower, and personalize each video is essential.

An enhanced way to create

The creative process for Benjamin at Local 4 News has been forever enhanced by including Storyblocks in their workflow.

Between discovering that our high-quality video clips and templates elevated their storytelling and recognizing the shift to more remote work, utilizing our stock content has been solidified with Benjamin.

"Honestly, if I didn't have Storyblocks this past year, I would've been in a lot of trouble."

Benjamin Bell
Photographer and Craft Editor
of Detroit Local 4 News

"As Storyblocks adds more and more production, it's giving more content to work with. I've always got Storyblocks pulled up on my second monitor," Benjamin says of his content creation.

"I've gotten used to manipulating the video to my own style. And if I were to see anyone using Storyblocks content in their work, **I'd feel like they stole my secret weapon.**"

Enhance your workflow and connect with your audience with engaging content from Storyblocks.

Chat with our sales team today to learn how Storyblocks can support your work and help you stand out from the crowd.

Get started