

Constructing a Live Conversation for Social Media

What type of conversation is this? Reddit AMA

Title of conversation: 2022 Best of Austin Preview with The Austin Chronicle

A summary of the conversation —

In the May 20th issue of The Chronicle, the winners in every category for the “Best of Austin” award will be announced. Voting is open online from March 31st to April 18th, and The Austin Chronicle will take questions surrounding the nominees in each category and how the finalists are decided in preparation for the announcement of the award recipients. This award event is important for numerous reasons pertaining to the culture and community of Austin. First, this award recognizes facets of the city that are not often met with mainstream attention, such as the best barbershops, electricians, locksmiths, and laundromats. Second, the award works to acknowledge the cultural richness that is present in the city beyond mainstream staples like ACL and SXSW by providing categories for the best muralist, non-fiction writer, burlesque performer, and theater director. And third, the award is a way to praise community members in roles that are quintessential to everyday life yet people may overlook due to the commonplace nature of their profession, such as best weather person, city official, activist, TV reporter, and Spanish-language radio station. Austin Chronicle staffers will briefly discuss the significance of the award and how the nominees within the different categories are determined. Then, they will take questions from the participants of the Reddit AMA. The conversation will be hosted for six hours with questions open through that duration of time.

- **Moderator** — Kimberly Jones, Editor in Chief at The Austin Chronicle. Kimberly oversees the Chronicle’s role in spearheading the “Best of Austin” awards and can moderate the conversation based on her knowledge of the various categories involved in the project.
- **Guest** — Richard Whittaker, Culture Editor at The Austin Chronicle. Richard has extensive expertise in Austin arts and culture and can offer knowledge on nominees within various categories, such as “Arts & Entertainment” and “Nightlife,” in the “Best of Austin” award.
- **Guest** — Mike Clark-Madison, News Editor at The Austin Chronicle. Mike has knowledge of various news and political facets of Austin and can offer expertise in the “Politics & Media” category in the “Best of Austin” award.

Introductory Script —

Hello everyone and welcome to our Reddit AMA hosted by The Austin Chronicle designed to answer any questions about the upcoming “Best of Austin” awards! Voting is open online from March 31st to April 18th, and we will take any questions surrounding the nominees in each category and how the finalists are decided in preparation for the announcement of the award recipients on May 20th. This award event is important for numerous reasons pertaining to the

culture and community of Austin. This award was created to recognize facets of the city that are not often met with mainstream attention, as well as to acknowledge the cultural richness that is present in the city beyond mainstream staples like ACL and SXSW. The award is also a way to praise community members in roles that are quintessential to everyday life yet people may overlook due to the commonplace nature of their profession. In this AMA, Austin Chronicle Editor in Chief Kimberly Jones, Culture Editor Richard Whittaker, and News Editor Mike Clark-Madison will answer questions submitted from the participants of the Reddit AMA. The conversation will be hosted for six hours with questions open from 1pm to 7pm CST on Monday, April 4, 2022.

Questions the audience might ask —

- 1)** How does The Austin Chronicle calculate the votes for the recipients of the “Best of Austin” award? Is there a certain algorithm or computer program that you all use? How can you judge the accuracy of the results?
- 2)** In what ways does The Austin Chronicle determine who is nominated for the “Best of Austin” categories in the first place? Do the nominees come from your own discretion or is there some sort of public nomination system? If so, how do you judge the nominations?
- 3)** Does The Austin Chronicle choose the categories that are represented in the “Best of Austin” award or do the sponsors decide the listed categories? Do you think there are any categories missing that should be included in the future?
- 4)** How do you think internet access and technology limitations impact community participation for the award since the voting system is based online?
- 5)** Once the winners are announced, will there be some sort of award ceremony? What is the protocol in the event of a tie? Have the results ever been contested?