

MEDIA PROFESSIONALISM AT A TURNING POINT

Navigating AI, Organizational Change, and Creative Complexity

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SHARING. LAUGHING. SURVIVING. SINCE... ALWAYS.

SHARING. LAUGHING. SURVIVING. SINCE... ALWAYS.



- ☒ Producer
- ☒ Director
- ☒ Editor
- ☒ Animator
- ☒ Instructional Designer
- ☒ Audio Engineer
- ☒ Graphic Designer
- ☒ AI Whisperer
- ☒ Therapist (for others)
- ☒ Miracle Worker

... and apparently
IT isn't enough. 😞

SLEEP?
I DON'T
KNOW HER



2026

More Work
Less Money
Same Deadlines
Send Help!

A red line graph on a grid background, showing a jagged downward trend. At the end of the line is a skull and crossbones icon.

CUTS
EVERYWHERE

- ★ NO JUDGMENT
- ★ ONLY VENTING
- ★ SARCASM WELCOME
- ★ SHARING IS CARING
- ★ DEADLINES CAN WAIT
(IF THEY SURVIVE)

WHAT I HEAR:
much
ough
ute
do
quick?

- ✓ Didn't quit
- ✓ Someone laughed
- ✓ Project launched (mostly)
- ✓ Still here!

A hand holding a can of 'TIMELINE FUEL'. The can is white with the words 'TIMELINE' and 'FUEL' in bold, black, sans-serif capital letters. The hand is orange and cartoonish, with fingers wrapped around the can.

WE DON'T H

- ✓ Someone laughed
- ✓ Project launched

WHAT DOES IT MEAN TO BE A **MEDIA** **PROFESSIONAL** IN **2026?**

NAVIGATING CHANGE. CREATING IMPACT.

ANOTHER
REVISION?!

NEW
REQUEST!!!
CAN YOU HAVE
THIS BY
TOMORROW?
☹️

TEAM CHAT

- Can we get a short form version? 9:01 AM
- Also vertical! 9:02 AM
- Don't forget captions and subtitles 9:02 AM
- And analytics! 9:03 AM

TODAY'S PLAN:

FUELED BY
COFFEE &
DEADLINES

EDUCATE.
ENGAGE.
INSPIRE

EDUCATIONAL
STORYTELLER.
PROBLEM SOLVER.
MULTITASKER.
MAGIC MAKER?

STORYTELLING
STILL NEEDS
A HUMAN
❤️

CAN AI
EMPATHY?

DO MORE.
WITH LESS.
**FASTER.
ALWAYS.**

THE REALITY IN 2026

- ✓ MORE CONTENT
- ✓ MORE PLATFORMS
- ✓ MORE EXPECTATIONS
- ✓ LESS TIME
- ✓ LESS BUDGET
- ✓ LESS SUPPORT

AI TOOLS:

- GENERATE
- EDIT
- TRANSLATE
- SUMMARIZE
- REPEAT

NUMBERS
DON'T TELL
THE WHOLE
STORY

PLATFORMS



ANALYTICS



AI ASSISTANT
I can help
speed up your
workflow!

VIDEO PRODUCTION
INSTRUCTIONAL DESIGN
COMMUNICATION
EDUCATION



THE AI FACTOR: INTEGRATING AI INTO PRODUCTION PIPELINES

CHALLENGES

→ SPEED & SCALE EXPECTATIONS RISE FASTER THAN CAPACITY



→ AI DEMOCRATIZES PRODUCTION — BLURRING PROFESSIONAL VALUE



→ ETHICAL DECISIONS: DEEPFAKES, CONSENT, AUTHENTICITY



IS IT REAL?

- ✓ CONSENT?
- ✓ SOURCING?
- ✓ BIAS? .
- ✓ CREDIT? ☆

→ CONSTANT TOOL CHURN & RETRAINING BURDEN



NEW TOOLS.
NEW UPDATES.
NEW LEARNING.
NEVER ENDS. ☆

AI WON'T REPLACE EDUCATIONAL MEDIA PRODUCERS.
BUT IT WILL **REDEFINE** HOW WE CREATE **IMPACT**.

CHALLENGES
ARE REAL.
SO ARE THE
OPPORTUNITIES.

AI IS THE
CO-PILOT.
I'M THE
DIRECTOR. ❤️

EDUCATIONAL
MEDIA PRODUCER
Problem Solver.
Storyteller.
Impact Maker.
2026

TODAY'S PLAN:

- ✓ PLAN INTENT
- ✓ GUIDE AI

OPPORTUNITIES

✓ AUTOMATE REPETITIVE TASKS — RECLAIM CREATIVE TIME

- Captions
- Transcripts
- Logging
- Rough cuts



CREATIVE
FOCUS



✓ PROTOTYPE FASTER AND ITERATE WITH CLIENTS



LOVE
THIS
DIRECTION!

✓ EXPAND CAPACITY WITHOUT HEADCOUNT GROWTH



MORE PROJECTS.
SAME TEAM.
BIGGER IMPACT.

✓ POSITION EXPERTISE AS AI-DIRECTION, NOT AI-REPLACEMENT

AI
HANDLES
THE HOW



STRATEGY
STORY
LEARNING
IMPACT

THE GOAL:
BETTER CONTENT. ☆

EDUCATION DESERVES EXCELLENCE. VS. THE SYSTEM DEMANDS VOLUME.

HIGH-QUALITY. HIGH-IMPACT.
MADE WITH PURPOSE.

CLIMATE JUSTICE:
SYSTEMS, SOLUTIONS,
& OUR FUTURE

SAME
MISSION.
DIFFERENT
REALITY.

WE DON'T
JUST MAKE
CONTENT.
WE BUILD
UNDERSTANDING.

EDUCATIONAL
MEDIA PRODUCER
(DOING THE MOST)

QUALITY
OVER
QUANTITY

GOAL:

- ☒ INFORM
- ☒ INSPIRE
- ☒ EMPOWER

LESS,
BUT
BETTER.

MASS PRODUCTION. MASS CONFUSION.
MADE BY ALGORITHMS.

CONTENT FACTORY 3000™
powered by AI (and panic)

TODAY'S OUTPUT
1,247 +12%
FROM YESTERDAY

TODAY'S PLAN

- ☒ 50 SHORTS
- ☒ 30 REELS
- ☒ 10 EXPLAINERS
- ☒ 5 LIVE SESSIONS
- ☐ ??? ORIGINALITY

DEADLINE:
ALWAYS

CONTENT
GRAVEYARD

AI SCRIPT
GENERATOR

AUTO
VOICEOVER

VIDEO
ASSEMBLER

THUMBNAIL
BOT

UPLOAD

UPLOAD



COPY.
PASTE.
POST.
REPEAT.

⚠️ ALERTS (99+)

- LOW ENGAGEMENT ✗
- COPYRIGHT CLAIM ✗
- COMMENT SPAM ✗
- FORMAT ERROR ✗
- AUDIO GLITCH ✗
- ANOTHER DEADLINE ✗

TEAM CHAOS CHAT

Where's the file?
Did we post this?
Wrong thumbnail
Fix the captions!
Client wants more
Make it viral
ASAP
ASAP!!
ASAP!!!

SURVIVAL MODE:

- ☒ BREATHE
- ☒ Caffeinate
- ☒ Prioritize ???

REPEAT.

VOLUME
OVER
VALUE.

IN A CLASSROOM NEAR YOU...

BEHOLD!
MY AI-GENERATED
VIDEO!

2 MINUTES,
ZERO BUDGET,
MAX IMPACT!

AI MAGIC!

- ✓ SCRIPT: DONE
- ✓ VISUALS: DONE
- ✓ NARRATION: DONE
- ✓ BACKGROUND MUSIC: DONE
- ✓ STUDENTS ENGAGED: ???

TOTAL TIME: 2 MINUTES

THE IMPACT OF CLIMATE CHANGE



WHO NEEDS
A MEDIA TEAM?
AI DOES IT ALL!

TWO MINUTES...
TWO WEEKS...
TWO REVISIONS...
AND NO CONTEXT,
NO NUANCE,
NO SOUL.

BUT SURE,
"AI DOES IT ALL."

EDUCATION
ISN'T JUST
DELIVERY.
IT'S DESIGN.
IT'S CARE.

AI CAN
GENERATE.
HUMANS
CREATE.

MEDIA PRODUCER
(DOING THE MOST
NO ONE NOTICES)

FEEDBACK
ROUND 7

CAFFEINE
&
DEADLINES

NOT JUST CONTENT.
IMPACT.

- ✓ INFORM
- ✓ INSPIRE

RESEARCH

SCRIPT
INTERVIEW
REVIEW

BRAND
ETHICS

ACCESSIBILITY
CHECK

STORIES
HAVE
CONTEXT.

FACT
CHECK

STUDENTS

MEDIA LITERACY

ETHICS IN STORYTELLING

INCLUSIVE COMMUNICATION

DOCUMENTATION

SPEED vs. CRAFT:

THE EDITOR'S DAILY WORKOUT

TODAY'S PLAN:

- ☒ ROUGH CUT
- ☒ FEEDBACK
- ☒ REVISIONS
- ☒ FINAL CUT
- ☐ SLEEP?

GOOD ENOUGH IS THE ENEMY OF IMPACT.

KEEP RUNNING.
KEEP EDITING.
KEEP LEVELING UP.

EDITOR.
STORYTELLER.
PROBLEM SOLVER.
MIRACLE WORKER.

DEADLINE COUNTDOWN
02:37:45
AND COUNTING...
NO PAUSE BUTTON

FUELED BY COFFEE,
DETERMINATION
& DEADLINES

PERFECTION TAKES TIME.
WE HAVE VERY LITTLE.
CHOOSE TWO. ★

ONE
MORE
REVISION
★

EXPECTATIONS LOW → HIGH

BEHIND EVERY MINUTE OF VIDEO...
ARE **HOURS** OF CHOICES NO ONE SEES.

TIMELINE: v47_FINAL_finalFINAL_thisONE.prproj.

00:00 15:00 30:00 45:00 60:00 75:00 90:00 105:00 120:00 135:00

SCOPE EXPANDS.
TIME DOESN'T.
😞

v12: 8 MINUTES
Clean. Focused.
Great story. 😊

v27: 23 MINUTES
More content.
More voices.
More notes. 😬

v47: 47 MINUTES
More everything.
Less time.
Send help. 🤖

BEFORE: IMPACT

The Science of Learning

AFTER: ALL THE THINGS

EDITOR SUPERPOWERS:

- ☒ STORYTELLING
- ☒ PROBLEM SOLVING
- ☒ VISUAL JUDGMENT
- ☒ PATIENCE
- ☒ ADAPTABILITY
- ☒ CAFFEINE TOLERANCE

RECOGNITION:
PENDING... 🌱

NOT FAST.
NOT SLOW.
JUST ALWAYS
BEHIND. 😞

CUT.
REFINE.
RETHINK.
REPEAT.

REMEMBER:
STUDENTS
ARE LEARNING.
YOU'RE CREATING
THE MEMORY. ❤️

THE ART OF EDITING [C]

STORY IS KING [C]

RHYTHM, PACE, PURPOSE [C]

EMOTION > INFORMATION [C]

CRAFT IS IN THE DETAILS [C]

SPECIALIZATION

DEPTH. EXPERTISE. IMPACT.

OWN YOUR CRAFT. DELIVER EXCELLENCE.

DEPTH TAKES TIME.
MASTERY TAKES FOCUS.

- ✓ STRONGER STORYTELLING
- ✓ BETTER LEARNING OUTCOMES
- ✓ HIGHER QUALITY
- ✓ STRATEGIC IMPACT
- ✓ PROFESSIONAL GROWTH

NOT
JUST A
TOOL USER.
A THINKING
PARTNER.

SPECIALIZED SKILLS.
MEANINGFUL IMPACT.

- 📖 INSTRUCTIONAL DESIGN
- 💬 SCRIPTING & STORY
- ✂️ EDITING & PACE
- 🧠 LEARNING SCIENCE
- 👁️ VISUAL COMMUNICATION

THE LEARNING SCIENCE

STORYTELLING FOR IMPACT

EDITING WITH PURPOSE

HOW WE LEARN

STORY
IS THE
STRATEGY.

CLARITY
OVER
CHAOS.

DEPTH
CREATES VALUE.

EXPERTISE
DRIVES IMPACT.

THE KEY TENSION IN
VIDEO PRODUCTION:

SPECIALIZATION VS. GENERALIZATION

BUT THE
EXPECTATION
IS TO DO
EVERYTHING.

GENERALIZATION

DO IT ALL. DO IT FAST.

"CAN'T YOU JUST...?"

CAN'T YOU
WRITE THE SCRIPT
TOO?

CAN YOU
ANIMATE
THIS?

CAN YOU
DO THE VOICEOVER?

CAN YOU
MAKE IT
SHORTER?

CAN YOU
TRANSLATE
IT?

CAN YOU
POST IT ON
SOCIAL?

CAN YOU JUST
HANDLE THE ENTIRE
PROJECT? 😞

THE REALITY:

- ☑️ SPREAD TOO THIN
- ☑️ QUALITY SUFFERS
- ☑️ BURNOUT RISK
- ☑️ STRATEGY GETS LOST
- ☑️ IMPACT DISAPPEARS

DOING
EVERYTHING
MEANS
NOTHING GETS
THE DEPTH
IT DESERVES.

GENERALIZED WORK =
SURFACE-LEVEL RESULTS.

- ➔ RUSHED CONTENT
- ➔ MISSED OPPORTUNITIES
- ➔ ONE SIZE FITS NONE
- ➔ NO TIME TO THINK

BUSY
ISN'T THE
SAME AS
EFFECTIVE.
😞

YOU CAN'T BE GREAT
AT EVERYTHING.

EDUCATIONAL
MEDIA PRODUCER

STORYTELLER.
PROBLEM SOLVER.
LEARNER.
IMPACT MAKER.

2026

BOUNDARIES
PROTECT
BRILLIANCE

MY ZONE OF GENIUS:

- ☑️ INSTRUCTIONAL DESIGN
 - ☑️ STORYTELLING
 - ☑️ EDITING
 - ☑️ LEARNING IMPACT
- THAT'S WHERE I
WANT TO CHANGE. ❤️

EXPERTISE
ISN'T LIMITED.
IT'S LEVERAGED.

FOCUS
FUEL
IMPACT

COFFEE
DEADLINES
GRACE

CASE STUDY

Open Learning: Team Consolidation in Practice



Open Learning: Team Consolidation in Practice

1

Multiple Specialized Teams

Each department hired for distinct, deep expertise

2

Budget-Driven Merger

Consolidation promises efficiency & flexibility

3

The Reality

Specialists are NOT universally interchangeable

4

The Risk

Erasing expertise in the name of adaptability

YOU KEEP USING THAT WORD



I DO NOT THINK IT MEANS WHAT YOU THINK IT MEANS

THE SPECIALIZATION ARGUMENT

Expertise Is Not a Luxury — It's a Standard

"Individuals were hired for specialized roles, bring distinct strengths, and are not universally interchangeable."

Cinematography & Visual

Lighting, composition, camera operation — years of trained intuition

Post-Production & Editing

Pacing, color grading, motion graphics — not learnable overnight

Strategy & Communication

Script, narrative, audience alignment — the invisible expertise

Redefining Value in an AI-Augmented Future

01

Clearer Role Definitions

Document and defend specializations. Be explicit about expectations, responsibilities and boundaries

02

More Strategic Skill Development/Mapping

Invest in AI fluency without replacing craft. Understand what skills exist within a team

03

More Sustainable Workflow Models

Align institutional expectations with actual capacity. Quantity-over-quality mandates degrade both.

SMART TOOLS. SKILLED PEOPLE.
STRONGER TOGETHER.
COLLABORATIVE WORKFLOWS.
BETTER CONTENT. SUSTAINABLE IMPACT.

AI ASSISTANT

- ✓ TRANSCRIBE
- ✓ SUMMARIZE
- ✓ SUGGEST TITLES
- ✓ AUTOMATE CAPTIONS

I'LL HANDLE THE REPETITIVE STUFF!

GREAT IDEA! LET'S MAKE IT EVEN BETTER.

THE PLAN KEEPS US ALIGNED.

AI GIVES US TIME BACK. WE FOCUS ON WHAT MATTERS.

BETTER TOGETHER. BETTER CONTENT.

TODAY'S PLAN

PLAN	CREATE	REVIEW	PUBLISH
COURSE INTRO VIDEO	SCRIPT ✓	EDIT	CAPTIONS & ACCESS ✓
STUDENT STORY	FILMING	FEEDBACK ✓	SHARE & ANALYZE

FOCUS: IMPACTFUL LEARNING ❤️

AI TOOLS WE USE

- ✓ SCRIPT ASSISTANT
- ✓ SMART CLIP FINDER
- ✓ CC AUTO-CAPTIONS
- ✓ TRANSLATION
- ✓ CONTENT INSIGHTS

LEARN.
CREATE.
INSPIRE.

STORYTELLING
DRIVES
LEARNING.

PEOPLE
PURPOSE
IMPACT.

PROJECT DASHBOARD

- ✓ ON TIME
- ✓ ON BUDGET
- ✓ ON PURPOSE



SUSTAINABLE
WORKFLOW =
SUSTAINABLE
IMPACT

TODAY'S WIN:
HELPING STUDENTS
LEARN & THRIVE!



CLEAR ROLES
SHARED GOALS



RESPECT EXPERTISE
TRUST EACH OTHER



SMART TOOLS
LESS BUSYWORK



FEEDBACK LOOPS
CONTINUOUSLY IMPROVE



IMPACT THAT
LASTS

THIS IS THE FUTURE
OF EDUCATIONAL MEDIA.

THE FUTURE OF MEDIA WORK
DEPENDS ON THE CHOICES
WE MAKE TODAY.



OUR CHOICE.
OUR IMPACT.
OUR FUTURE.

THE PRESSURE TO PRODUCE

- 📈 MORE CONTENT
- 🕒 TIGHTER DEADLINES
- 💰 LIMITED RESOURCES
- 🔔 ALWAYS-ON CULTURE

CONTENT
QUOTA

87%

NEXT DEADLINE
TONIGHT
11:59 PM

☒ RUSH JOBS
☒ REACTIVE WORK
☒ BURNOUT
☒ HIGH TURNOVER
☒ LOW IMPACT

TOO MUCH.
NOT ENOUGH
TIME.

WHAT KIND OF
FUTURE ARE WE
BUILDING TOGETHER?

MEANINGFUL IMPACT
BUILT TO LAST

A BETTER WAY
FORWARD

- 🎯 CLEAR PRIORITIES
- ⚙️ SMART WORKFLOWS
- 👤 STRONG TEAMS
- 💡 TIME TO CREATE
- 🌱 IMPACT THAT LASTS

WELL-BEING
CREATIVITY
GROWTH
PURPOSE

BALANCE EFFICIENCY WITH PURPOSE. ★ BUILD SYSTEMS, NOT JUST CONTENT. ★ SUSTAINABLE TEAMS. STRONGER IMPACT.

THE CHOICE IS OURS.

MEDIA AND LEARNING CONFERENCE 2026

BRUSSELS, BELGIUM 🍷

GLOBAL PERSPECTIVES.
LOCAL IMPACT.
LEARNING TOGETHER. 🍷

MEDIA
AND
LEARNING
CONFERENCE
2026

BRUSSELS,
BELGIUM



BEHIND EVERY
POWERFUL LEARNING
EXPERIENCE IS
A HUMAN MAKING
THOUGHTFUL CHOICES. 🍷

COFFEE
FUELS
PURPOSE

SPEAKER
EDUCATIONAL
MEDIA
PRODUCER
2026 🍷

THE FUTURE
OF OUR WORK
IS SHAPED BY
THE QUESTIONS
WE ASK. 🍷

STORYTELLING.
STRATEGY.
IMPACT. 🍷

FACTS
MATTER.

LEARN.
ENGAGE.
EMPOWER.

YOUR PERSPECTIVES MATTER. LET'S LEARN FROM EACH OTHER. ★

1

WHAT DO YOU THINK
A MEDIA PROFESSIONAL
LOOKS LIKE IN 2026?



2

WHERE ARE YOU SEEING
QUANTITY OVER QUALITY
PRESSURES SHOW UP?



3

HOW DO YOU PROTECT
SPECIALIZATION WHILE
INCREASING FLEXIBILITY?



4

WHAT SKILLS ARE
BECOMING BASELINE VS
DIFFERENTIATORS IN
YOUR CONTEXT?



BASELINE



DIFFERENTIATORS

SHARE. CHALLENGE. COLLABORATE.
BUILD BETTER LEARNING TOGETHER. 🍷

CAN'T WAIT TO
HEAR WHAT
YOU ALL SAY! 🍷

TECHNOLOGY
CHANGES.
PEDAGOGY
ENDURES.
PEOPLE
MATTER MOST. 🍷

Thank You!

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