



CASE

UH.RO

“**Avoiding Burnout:
Expanding Video
Content within Team
Constraints**”

STUDY

IN SHORT

To reach younger audiences, Uh.ro wanted to expand its content to include more videos. It implemented strategies to expand its video capabilities while keeping its team members' needs in mind. Uh.ro successfully developed a comprehensive team-assessment framework that identifies members' video capabilities while protecting them from potential burnout. It established a functional mini-studio with proper lighting, sound, and recording capabilities, along with detailed production workflows and clearly defined roles.

ABOUT THE NEWS OUTLET

Uh.ro has been producing hyper-local content for the Odorheiu Secuiesc region in Romania for 15 years. Its mission is to provide the Hungarian residents of Székelyudvarhely and the surrounding settlements with local and national news and events in their native language. They prioritize unique stories and original content.



PROJECT OBJECTIVES

Uh.ro aimed to strengthen its digital presence by integrating video production into its daily work while maintaining staff well-being. The goal was to identify each team member's creative and technical capacity, establish clear production workflows.



IMPLEMENTED SOLUTIONS

Using design thinking, Uh.ro developed a detailed team-assessment framework to match individual strengths with production roles. It built a mini-studio with proper lighting, sound, and recording tools, defined stress-free workflows, and introduced regular well-being check-ins.

WHY THIS PROJECT?

Uh.ro wanted to update its platform for the digital age while ensuring team members' mental health. Following an experience where a team member suffered burnout during a live event, Uh.ro wanted to develop a comprehensive team-assessment system and create a functional studio setup to improve the digital experience for their staff. Throughout the project, it created regular check-ins to monitor team well-being and increased the quality of its video content.

HOW DID APPLYING DESIGN THINKING PRINCIPLES HELP?

Design-thinking methodology provided a valuable framework for the project. Working to understand team members' needs helped Uh.ro identify what they truly needed to create successful videos while avoiding staff burnout.

Prototyping was extremely valuable during the testing implementation phase. Creating scaled versions of production scenarios allowed it to observe how team members responded to creating video content without subjecting them to full production stress. This iterative approach enabled it to refine its methods and support protocols based on real feedback from the team. (Moving forward, Uh.ro also plans to gather more feedback from its audiences about the video content.)

Moreover, the "define the problem" step of the project allowed Uh.ro to articulate the specific challenge it was facing — preventing burnout while expanding video capabilities — which kept the project focused on measurable outcomes rather than getting distracted by equipment or technical details.

DID UH.RO'S APPROACH CHANGE ENGAGEMENT WITH ITS AUDIENCE IN ANY WAY?

Uh.ro recently launched a new video as a result of the project and received positive feedback. The team hopes to keep expanding their audience — in particular, by engaging younger audience members.

WHAT CHALLENGES DID UH.RO ENCOUNTER AND HOW DID IT ADDRESS THEM?

Uh.ro's primary challenge was accurately assessing team members' stress tolerance for video roles. While technical skills can be taught, identifying how individuals respond under the unique pressures of being on camera proved complex. Some team members who expressed interest initially struggled during controlled test sessions, requiring Uh.ro to adapt its assessment framework multiple times.

Equipment selection also presented challenges. With a limited budget, Uh.ro had to balance quality with versatility. The initial equipment list needed revision after technical consultation, as the team initially underestimated lighting requirements for different shooting scenarios.

Time management was another obstacle — multiple interviews were cancelled at the last minute and had to be rescheduled. Flexibility is key.

HOW WAS UH.RO'S PROJECT RECEIVED BY ITS AUDIENCE?

The project was initially very well received — many audience members congratulated Uh.ro on expanding into new platforms.

WHAT INSIGHTS OR LESSONS DID UH.RO GAIN FROM THIS PROJECT?

Stress tests must simulate real production environments to be effective. Technical expertise (equipment selection) is worth consulting for, even with limited budgets. Support systems need to be personalized to individual team members. Start with shorter production sessions than planned and gradually increase the duration. Documentation of processes should happen in real time, not retrospectively. Build buffer time into project phases to accommodate unexpected delays

WHAT DOES UH.RO PLAN ON DOING NEXT?

Uh.ro will launch a regular long-format YouTube show featuring in-depth conversations about local issues and community stories. This will leverage the studio setup and trained team members from the project, creating a sustainable content schedule that respects established protocols for team well-being.

The group also plans to implement a multiplatform content strategy, repurposing long-form content into short video segments for Instagram and TikTok and creating platform-specific teasers to build audiences across multiple channels. This approach maximizes the value of content while maintaining production efficiency.

Uh.ro will expand its content beyond its current vox-pop style to include studio interviews and investigative reports in video format, developing regular series with consistent visual branding to build a recognizable video presence.

The group will continue using and refining the team-assessment framework when considering new team members for video roles, maintaining its commitment to prevent burnout through proper preparation and support. The production workflows and checklists developed during this project will ensure consistent quality as Uh.ro expands its video content. By focusing first on proper team assessment and setup, Uh.ro has created a sustainable foundation that allows it to grow its video content production.

WHAT ADVICE WOULD UH.RO GIVE TO OTHER JOURNALISTS OR ORGANISATIONS CONSIDERING A SIMILAR PATH?

Prioritize team well-being by implementing graduated stress tests before assigning video roles. Create clear support protocols and backup procedures when team members need assistance. Establish production checklists that can be completed quickly (under 15 minutes). Set up equipment storage and checkout systems for organized production. Develop standardized setup times for video production. Document successful workflows from pilot productions to create replicable processes. Check with team members regularly to monitor stress levels and adjust support as needed. Uh.ro notes that the group's success comes from learning from past mistakes and methodically building systems that protect the team while expanding their capabilities.