



How the actor's new YouTube channel ignited a global movement of

INSPIRATION & HOPE & HAPPINESS

by sharing heartwarming stories from around the world during tough times from the COVID-19 pandemic.

By Maria Gutierrez

In the middle of the COVID-19 panic, every day it seems like the news gets worse and the problem gets bigger. As people across the globe lock themselves in trying to flatten the curve, good news can be hard to find out there. But then in early April, my Twitter feed

showed me a tweet from "The Office" actor John Krasinski announcing his latest project: "Some Good News", aka "SGN", on YouTube. Seeing how every other news site was giving me anxiety, I thought I would check out the first couple of episodes.

The SomeGoodNews YouTube channel was started on March 25 with its first episode airing on March 29. It is dedicated to sharing positive stories "while we are all self-isolating at home to stop COVID-19", as said in the description for the promotional video. There have only been three episodes released at the time of publication, each only about fifteen minutes long. But they're being uploaded every Sunday night until self-isolation procedures have been lifted. Or whenever Krasinski decides to stop, whether that's before or after the quarantine.

The premise is simple: SGN is just a source of good news highlighting the best parts of humanity.

Every episode begins with a series of short bits of good news happening across the world. This often includes highlighting communities that have shown generosity to medical workers or featuring the medical workers themselves and their hard work to fight COVID-19. To be featured on the show, people either SGN's social media accounts or use the #SomeGoodNews hashtag, which already has millions of tweets only after being live for roughly one month.

After that, there are usually "segments" where Krasinski will focus on a certain topic point and often brings in a celebrity "reporter" to help him with the job. So far, none of them have them repeated and seem to be created to fit a certain theme of the day, such as homeschooling or sports activities being played at home. Since none of them are scheduled to repeat from the week before, it offers a variety of good news that keeps it from getting stale.

"NO MATTER HOW DARK IT GETS, THERE IS ALWAYS GOOD IN THE WORLD."

But the highlight of every episode is the Zoom interview Krasinski holds with a special guest towards the end. During this part of the show, SGN creates its own good news for whoever happens to be the special guest. It helps that Krasinski himself has the influence to make it happen. In the second episode, Krasinski surprises a young girl who lost her chance to see Hamilton on Broadway with not only free tickets to a later show but also with the entire cast singing the opening number for her on Zoom.

SGN IN ACTION: the Special Guests

Below we've featured some of our favorite SGN episodes with special appearances by celebrity guest stars who have helped John Krasinski give back to local community members.

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|  <p>EPISODE 2 The Broadway cast of Hamilton surprise 9-year-old autistic Levey, who originally was unable to see the live show.</p> |  <p>EPISODE 3 David Ortiz and the Red Sox team let Boston and seven other COVID-19 hit cities' former Park to donate the first pitch, followed by videos of standing ovations from the team and general Charlie Doherty.</p> |  <p>EPISODE 4 Bella Thorne, the Teen Dancer and Krasinski's "Office" costar Blake Wilson helped coordinate a live virtual game to honor all high school seniors unable to attend prom due to the pandemic.</p> |
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The opening is a classroom globe being spun as the logo pops overhead, where at specific points you can see Krasinski's hand struggling to keep it spinning. According to each episode's closing credits, Krasinski commissioned the show's hand-drawn logo from his two daughters. It doesn't stop the show from being professional and well-produced, but it gives the authentic feeling that SGN was made from the heart and wasn't made just to earn some good karma.

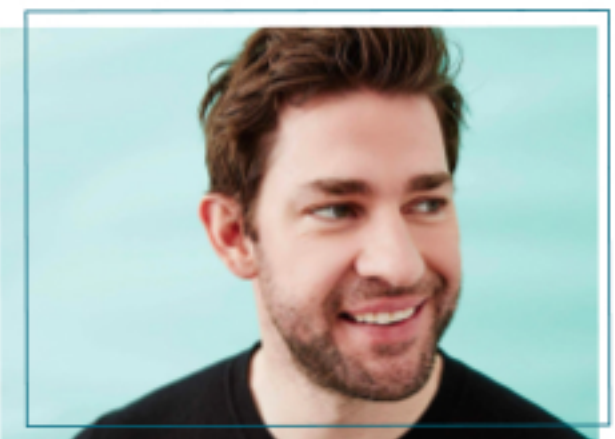


Photo by AwardsCircuit

To take this one step further, the show's tone never gets dragged down by heavier topics. While it would be easy to joke about the pandemic's bleak future or introduce political discussions, Krasinski puts focus on the everyday challenges people are overcoming and makes light of a dark situation. He makes jokes about how he's talking to an empty room or blaming his fans for inspiring him to make this show.

"WHAT MAKES SGN WORK IS THAT DESPITE IT HAVING KRASINSKI'S NAME ATTACHED TO IT, THE SIMPLE SET UP MANAGES TO BE VERY CHARMING AND DOWN TO EARTH."

Countless news networks are already providing the necessary information to keep our country safe. But Krasinski provides news on SGN that keeps people from forgetting how good things are still happening in the world today. At the end of every episode, I was left smiling because I had seen people who were in the same situation I was in and they were still leading a happy life.

SomeGoodNews is available on YouTube, with new episodes released every Sunday night until self-isolation procedures are lifted. I highly recommend it because it's important to remember that, as Krasinski says in the second episode, "no matter how dark it gets, there's always good in the world."

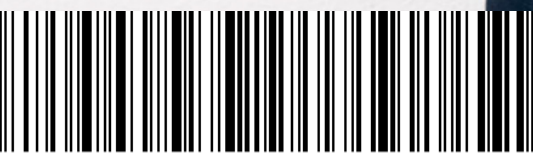
Yet every episode features a "thank you" to everybody that provided the good news that makes up the show.

INSPIRER

APRIL 2020 ISSUE

JOHN KRASINSKI

What started as an uplifting newsstyle YouTube video filmed at *The Office* star's home transformed into a revolution of spreading happiness amongst a difficult time.



Inspirer Magazine



JOHN KRASINSKI

and his
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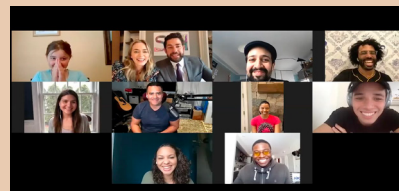
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EPISODE 2

The Broadway cast of Hamilton surprise 9-year-old superfan Aubrey, who originally was unable to see the live show.



EPISODE 3

David Ortiz and the Red Sox team let doctors and nurses from a COVID-19 unit into Fenway Park to throw the first pitch, followed by videos of standing ovations from the team and governor Charlie Baker.



EPISODE 4

Billie Eilish, the Jonas Brothers and Krasinski’s “Office” costar Rainn Wilson helped coordinate a live virtual prom to honor all high school seniors unable to attend prom due to the pandemic.

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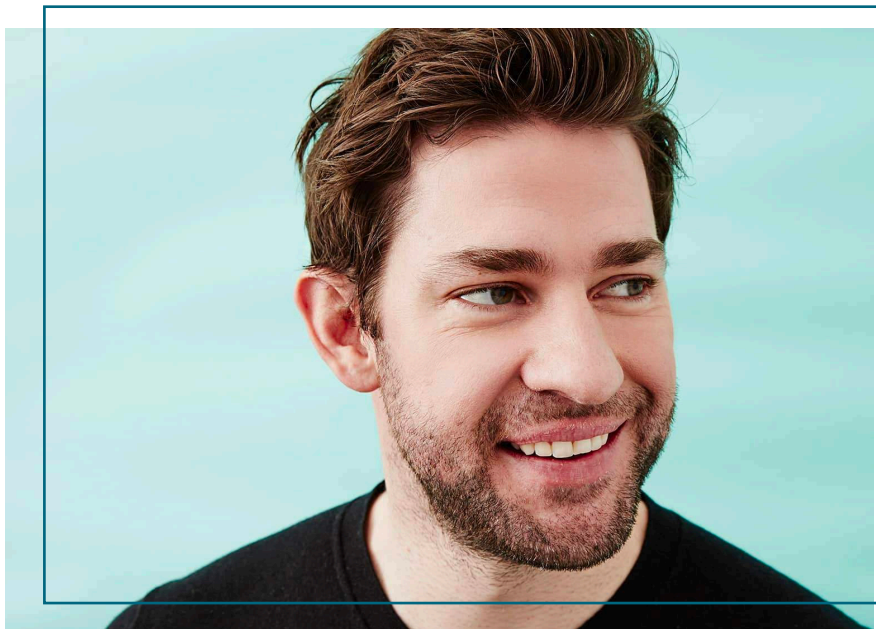


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