**Website – Initial meeting – March 26 2013**

Participants: Jason, Joseph, Maimouna

Key Points:

* Need to ensure mobile accessibility to site, especially for smart phone users. Jason will ensure site adapts for resizing. It is possible to have a light mobile site; however as this is a journalism competition this might not be necessary as most entrants will have smart phones.
* JW and MJ like competition sites like Guardian Journalism Competition, IRP. Want a clean, newsy look. The front page should include about 3 stories and photos, not graphics/cartoons.
* Need a site that will support photo, video and audio from the start to showcase commissioned examples at launch of site.
* MJ and JW will be the main point of contact with Jason during the site development phase.
* Site must have a limited access area for judges to view entries. Site visitors should not have access to the entries.
* JW and MJ will approve content to be loaded (for entrants, it will be only after judging period and winners have been announced). Will have at least 10 strong pieces at the end of the first cycle to upload incrementally.
* To ensure content for site before judging period we will use material from entrants who did not get shortlisted but had good ideas; pick stories from other sites related to our topics or competition
* Themes. Jason suggests they be more prominent. JW and MJ agree. Theme 1 is agriculture and rural development. Site images should reflect that. However all themes of the competition need to be advertised from the start.
* Languages. Must launch full sites in English and French. For Arabic and Portuguese, just a front page with a note that it will come later. Entries can still be in Portuguese or Arabic.
* Want a dynamic site. News stories on front page will need to be changed weekly. Photos too. Can use some from African development journalists’ association facebook page. And also from entries.
* Have clear tracking of site visits is crucial. Jason suggests google analytics.
* Jason assures it is easy to add links to other sites and resources.
* Will use a blended approach (email, facebook, twitter) so that people can sign up however they want.
* Will ensure Alert system when someone has submitted.
* Audio/video will be viewable embedded on the site. And also can be downloaded.

**To Follow Up:**

* Jason will deliver wireframes by 1st week of april.
* URL – Justin registered a domain name. JW will forward to Jason + Jason will buy The African Story Challenge.com
* MJ will send revised timeline once it is done
* JW to send branding/logo to Jason
* MJ to check translation fees.