

Monarch Press

Green Team - Feasibility

Unequipped Digital Journalism

As digital journalism and data visualization grows in popularity the technological skill set of undergraduate journalists is inadequate for the demands of university news outlets preparing content for publication in a competitive news arena.

Mace and Crown

As a University student newspaper, they want to increase their digital journalism presence. The writers and editors are generally satisfied with the basic capabilities of their current Wordpress deployment. However, a standard Wordpress installation lacks many of the features necessary to compete with premiere news organizations in our global, digitally connected information economy.

Declining Revenues

University newspapers must maintain existing operations and expand digital presence on limited budgets and face declining revenue from print advertising. Online advertising “cannot make up for the loss of print revenue.”^[6]

Journalism Education/Skillsets

Top-tier media outlets are employing entire teams focused on digital journalism and interactive media. To remain competitive in this environment requires a team competent in skills that cross many disciplines. Journalism students do not receive training in complex information/data visualization.^[1]

Living Documents

Covering ongoing issues requires living documents that are able to evolve and change over time, to adapt as information and conditions change.^[4]

Global News Marketplace

University newspapers must provide expert reporting on local issues, while also interpreting and providing local perspective on wider - topical, state, national or global - issues.^[9]

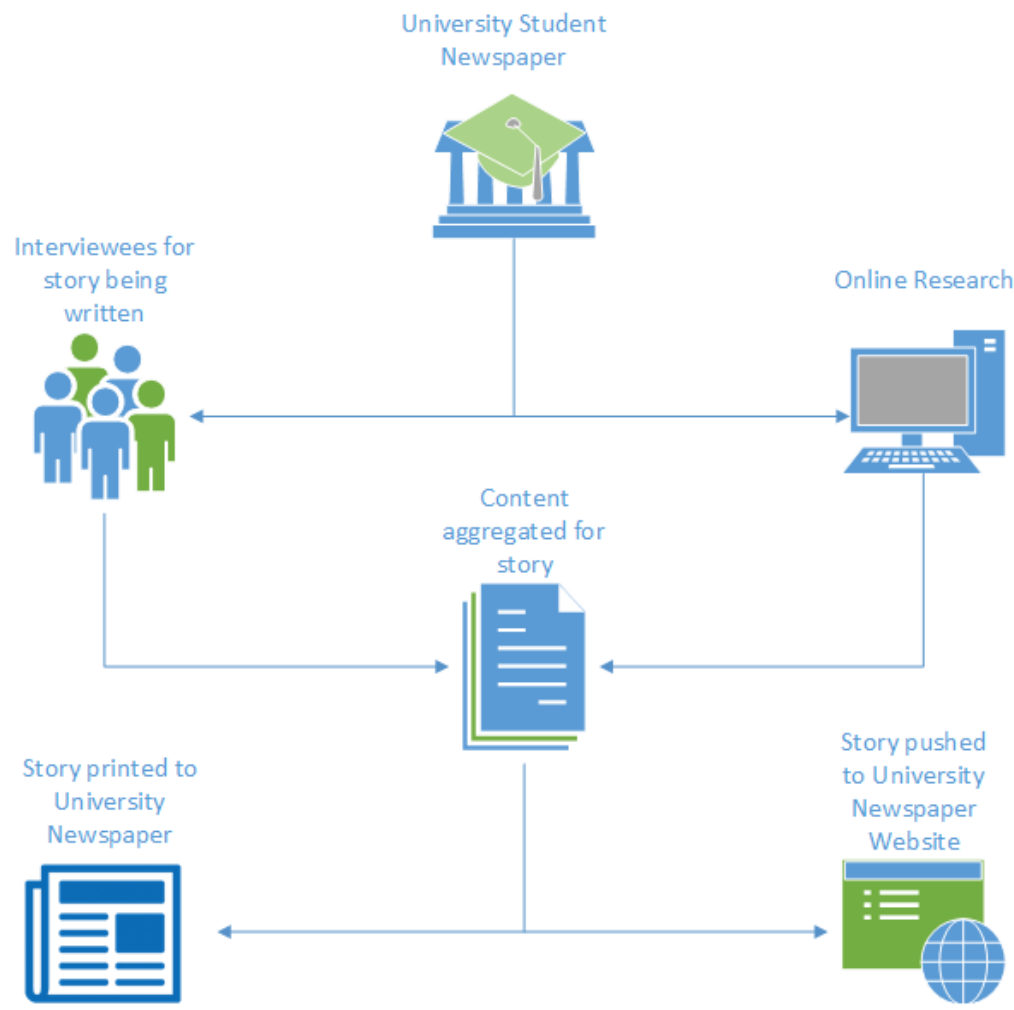
Credibility in the Digital Era

News outlets and journalists must preserve credibility while conveying newsworthy stories and media to an audience.

Academic Intellectual Hubs

University newspapers are in a unique position to utilize the “intellectual hub” of the university’s academic community as a resource while preparing stories for publication. Some university newspapers are unable to utilize these resources because they lack the tools to effectively communicate and collaborate with members of the university community.^{[2][3][7]}

Current Process Flow



Intended Customer

University journalists or news organizations that have unique academic and collaborative resources available in a university environment, but face other constraints not present in traditional news organizations.



Project Objectives

- ▶ Create open source content management system or framework that can be used to integrate compelling interactive content with existing services and expand digital presence
- ▶ The content management system developed will feature data and information visualization assets that can be used to accommodate the stories being written.



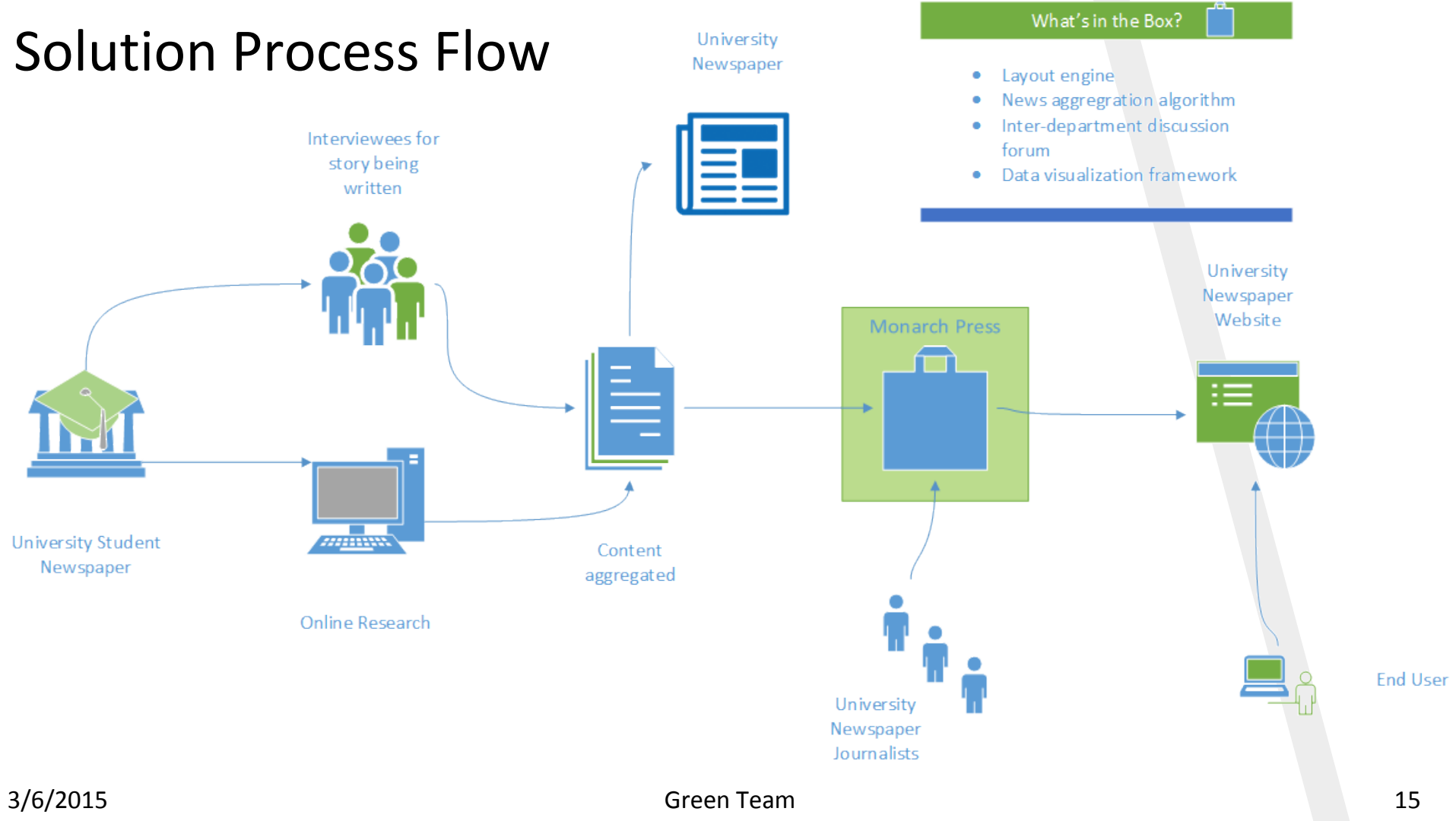
Project Objectives (cont).

- ▶ The content management system will allow journalist to edit any article that is currently published and posted to be edited and continue to dynamically grow.
- ▶ Algorithm to provide content aggregation that pull in syndicated news feeds so that writers can focus reporting on local issues and putting larger issues into context.

Project Objectives (cont).

- ▶ The content management system will provide different tools for a journalist to communicate with the different members of the university
- ▶ The content management system will allow for the community reading the article to be interactive with the material

Solution Process Flow



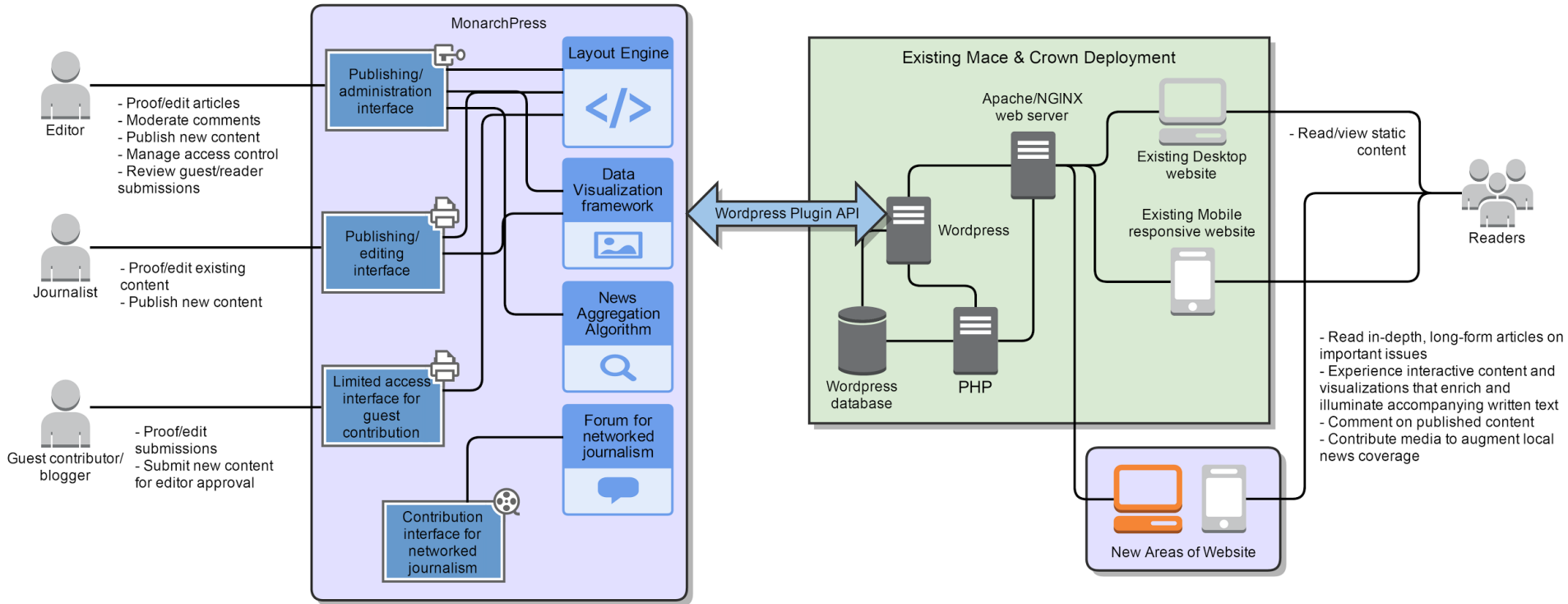
Factors Influencing Solution Design

- ▶ Budget is Limited.
- ▶ Technical requirements for web hosting
- ▶ Rich media and interactivity need to be integrated into existing solution.
- ▶ Need to compete with content aggregator news websites.

Factors Influencing Solution Design (cont.)

- ▶ Should provide social features that users expect from modern websites.
- ▶ Should require minimal (if any) training for journalists and editors to use.

Functional Component Diagram



Architecture

- Hardware and software components of the project.
 - Consideration given for costs, time required for education, training and development, etc.
 - Solution should meet project objectives while providing premier UX to the end-user.

Costs

- ▶ Hardware
 - ▶ web hosting
 - ▶ desktop access for editors and journalists
- ▶ Software costs (licensing, hosted solutions, etc.)
- ▶ Development
- ▶ Maintenance
- ▶ Marketing
- ▶ Training

Marketability

- The solution will allow digital news outlets more control and flexibility with content publishing
 - Mace & Crown
 - other digital news sources
 - bloggers or independent journalists
- Information that can be used for academic purposes
- Simple and intuitive user interface
- Themeable website that facilitates publishing content in an aesthetically pleasing way

Team/Manpower Constraints

- ▶ Matching team member with proper tasks according to their skill set is very important to the project.
 - ▶ Good communication with the group is essential when coordinating about the next steps in the projects and to verify the users work with ease.
 - ▶ The project has to be divided amongst team members equally, and each member should be assigned the task(s) which they are most comfortable with.
 - ▶ I.E. The task should be divide amongst the programmers, designers and Implementors/organizers.

Implementation Details

- ▶ Free/OSS
- ▶ Wordpress plugin
 - ▶ modular for distribution/reuse
 - ▶ integrates with existing M&C website
- ▶ Rich content layout and publishing features
- ▶ Support for real-time data visualization and interactive new media
- ▶ Content aggregation from other web-based news sources

Implementation Details

- ▶ Social media integration and filtering
- ▶ Support for review and publishing of guest- and user-contributed content
- ▶ Web-based administrative front-end -- integrated into existing WP admin panels
- ▶ Flexible theming and aesthetic customization options

We are not...

- ▶ starting from scratch.
 - ▶ Product is built using already existing technology using WordPress, Twitter, Facebook, leaflet.
 - ▶ Existing M&C website will be extended.



What is the Market Doing?

- ▶ There is not one product that exists that meets the needs of all digital journalists.
- ▶ Most products require some level of technical knowledge.
- ▶ Visualization is very important in providing immersive user experience.



The Competition



Features	Drupal	Pangea	Django	Joomla	Armstrong	Newscoop	<i>Monarch Press</i>
Open Source?	✓	X	✓	✓	✓	✓	✓
Features designed for news outlets?	X	✓	X	X	✓	✓	✓
Integrates with social media?	✓	✓	✓	✓	✓	✓	✓
User/guest contributed content?	✓	✓	X	X	✓	X	✓
Administrative front-end?	✓	X	✓	✓	X	✓	✓
Fully Customizable?	X	X	✓	✓	X	X	✓

Introducing Monarch Press

Our product will provide undergraduate journalists with a tool that will allow them to have a dynamic online news presence without the need for extensive technical knowledge or training. It will allow an organization to be quick to market by extending already existing open source technology.

References

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