

# 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 where advanced tools and state of the art technologies are used.

# Living Documents

Covering ongoing issues like climate change requires living documents that are able to evolve and change over time to adapt as information and conditions change.<sup>[4]</sup> ODU is at the forefront on the issue of climate change and the public needs a way to keep in touch with all the new facts and breaking news coming from discoveries.

# Mace and Crown

As a University student news outlet, they want to increase their digital journalism presence. The writers and editors need a product with the features necessary to compete with premiere news organizations in our global, digitally connected information economy.

# Declining Revenues

- ▶ University news outlets 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.”<sup>[6]</sup>

# Global News Marketplace

University news outlets must provide expert reporting on local issues, while also interpreting and providing local perspective on wider - topical, state, national or global - issues.<sup>[9]</sup>

# Credibility in the Digital Era

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

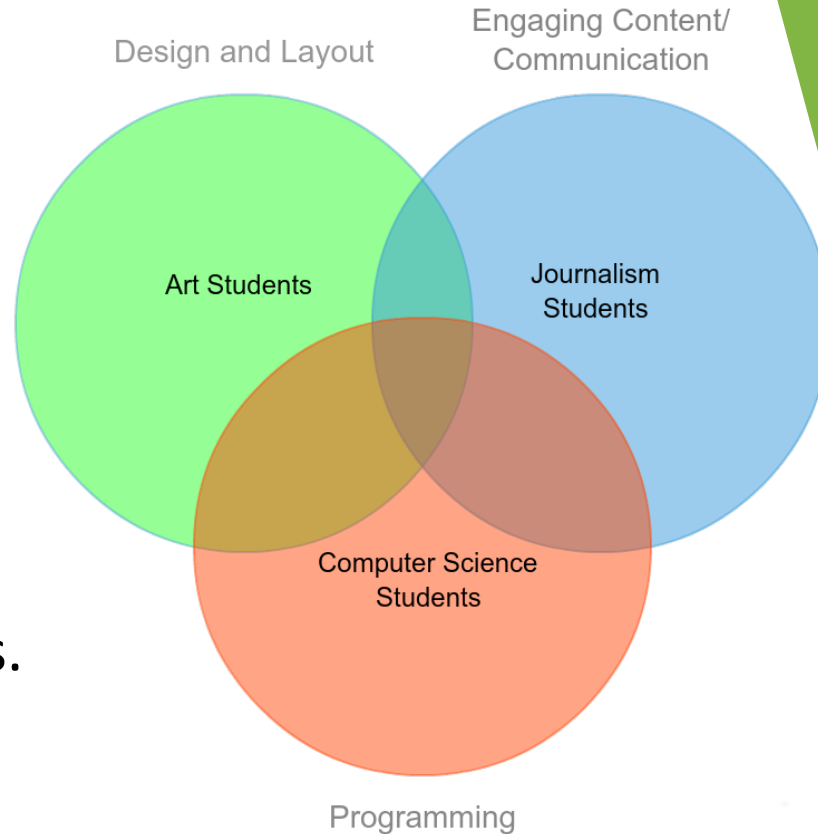
# Academic Intellectual Hubs

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.<sup>[2][3][7]</sup>

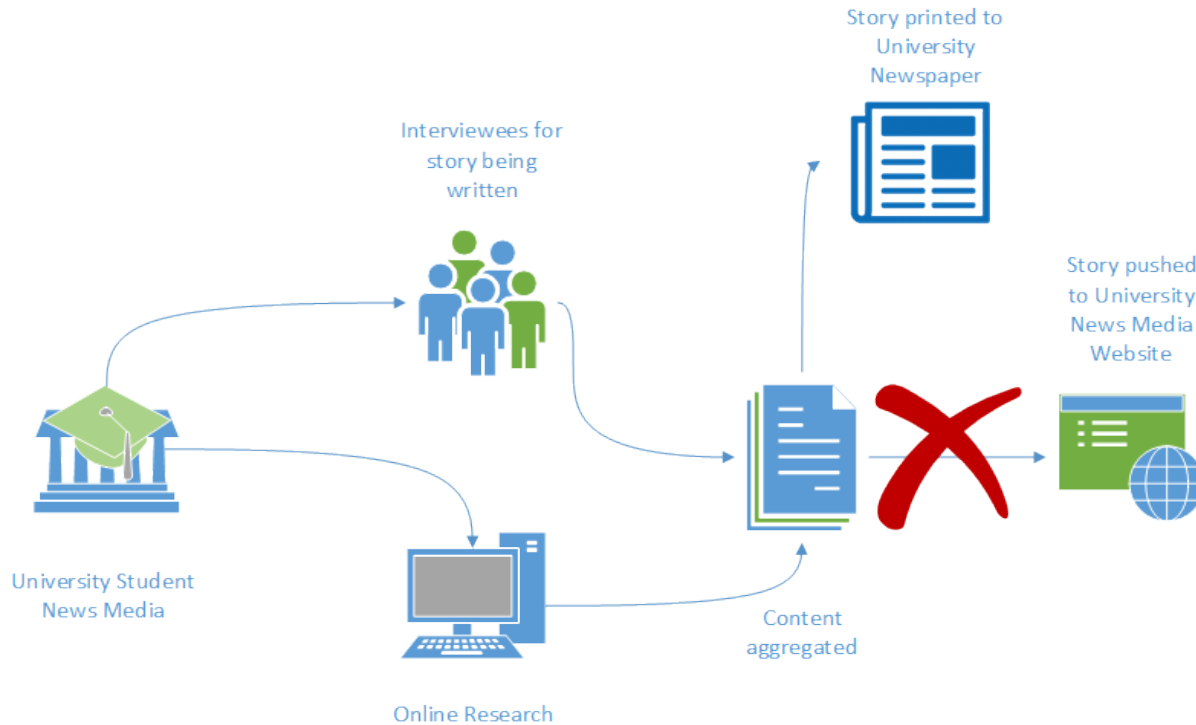


# Journalism Education/Skillsets

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.  
[1]



# Current Process Flow



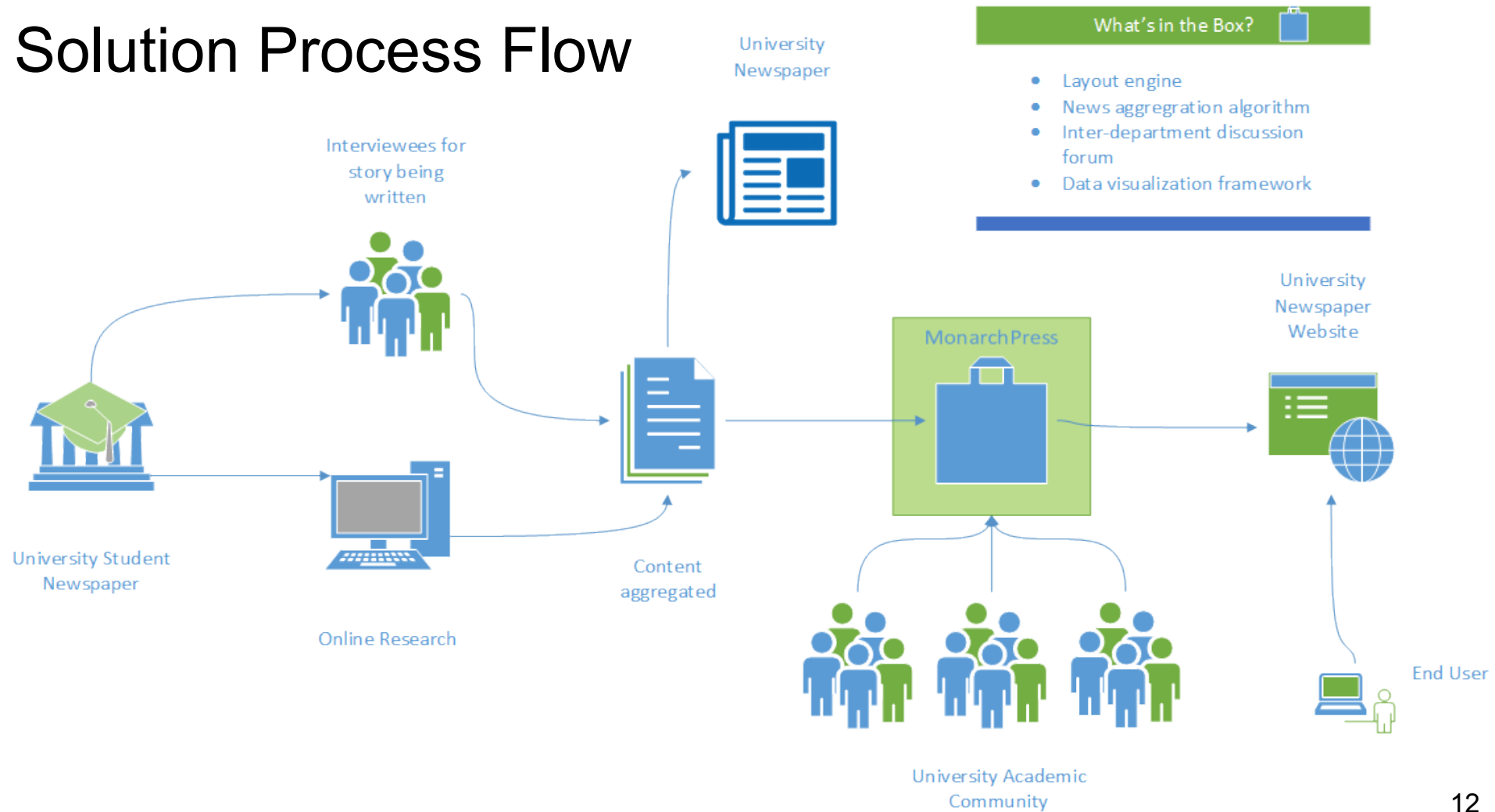
## What's wrong with the current process?

- No social media content for stories being pushed to the website (whitelisted twitter feeds, guest columnists, reputation based forums)
- Content isn't visually appealing enough to hold the attention spans of readers
- There isn't an easy to use framework for those contributing to the content on the website

# Open Source Content Management System

- ▶ Living Documents that will can be changed and dynamically grow
- ▶ Content aggregation that pulls syndicated new feeds together
- ▶ Integrate interactive content such as maps and graphs
- ▶ The readers will be able to interact and be more engaged with the articles

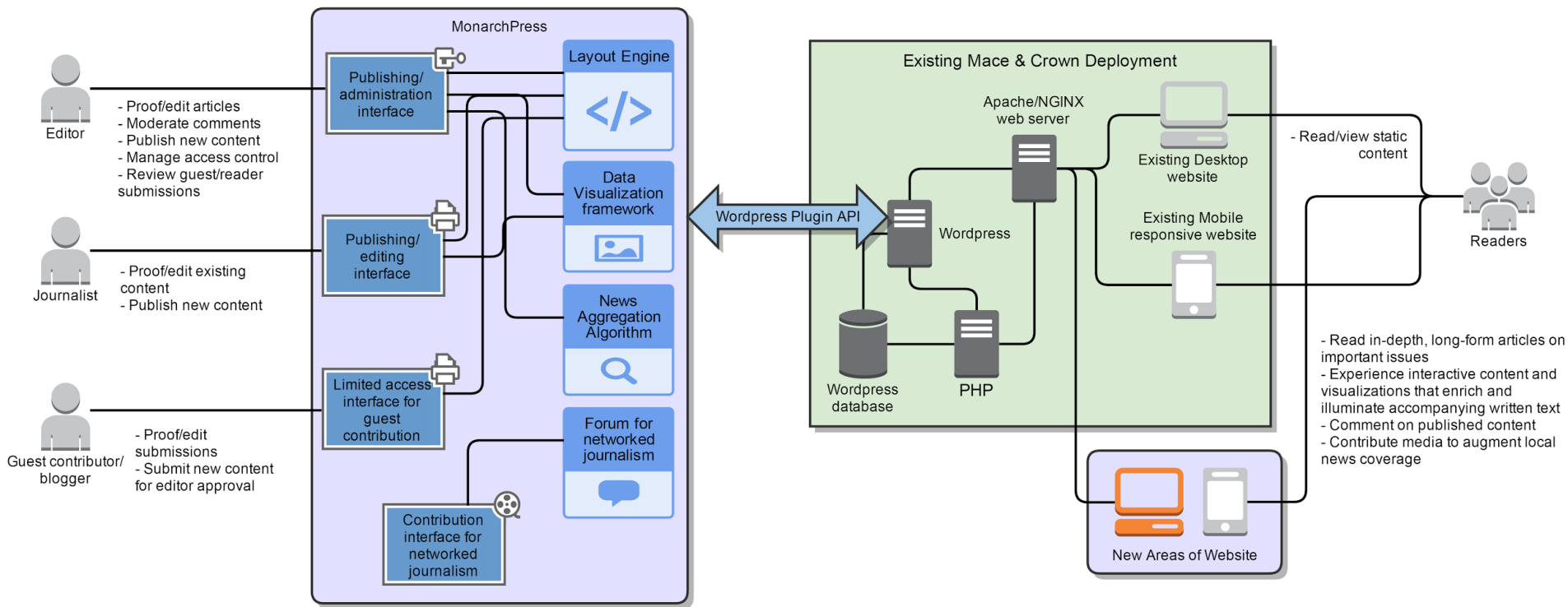
# Solution Process Flow



# 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.

# Major Functional Component Diagram



# 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	✓

# Summarizing 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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# Appendix

- ▶ Hardware
  - ▶ web hosting
    - ▶ Yearly Cost from \$60 to \$1800
- ▶ Software costs (licensing, hosted solutions, etc.)
  - ▶ Yearly costs form \$250 to \$3000
- ▶ Development
  - ▶ Yearly cost form \$1200 to \$5000
- ▶ Maintenance
  - ▶ Yearly cost form 0 to \$1300



# Appendix Cont.

- ▶ Marketing
  - ▶ You can use free plugins for search engine optimization or you can pay for premium plugins and services. Free plugins will require you to spend time learning to use them and then you have to set up every post. It may take only a few seconds or a few minutes for each post.
    - ▶ Free Yoast SEO
  - ▶ Yearly Cost from \$0 to \$13,683.20
- ▶ Training
  - ▶ This can be as simple as clicking things to see what happens, which can take a lot of time, or you can read books, which take a lot of time and some money, or you can take classes, which take a lot of time and a lot of money
  - ▶ Yearly Cost from \$0 to \$1000
- ▶ Total Costs
  - ▶ After everything is added together, it can cost as little as \$72.99 per year and as much as \$33,162.18 per year.

# Appendix Cont.

- ▶ The Architecture of the project can be a critical aspect of the design phase.
- ▶ 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.
  - ▶ Solution is assumed a prototype yet is still must be able to produce almost all the clients/user's requirements.