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Hello there!

NYT Pitch / May 2, 2020

TO THE ACTION

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Who tf am I?

Hi there! I'm Josh, and I make products. They're usually made of pixels, ones and zeros. I most recently acted as head of innovation and growth at 2x AdAge Agency of the year, ISL. Now I'm a product strategist and designer at DC-based agency Taoti Creative. In seven years I've lead or supported the creation of an award-winning mobile game, a proprietary CMS, and a number of digital experiences for clients like the Smithsonian Institute, National Hockey League, National Geographic, UNICEF and T-Mobile.

Why is this happening?

A) I'm a big fan. Who isn't?

B) My background is relevant! I got a degree, founded a media company, and make my money by making things for the internet.

C) I've made it my 2020 resolution to pitch you an idea that's worthy of publication.

And if you hate what follows, know that I have backups :)

VISUAL OPINION PIECE / JOSH STRUPP

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7 Idea Backlog + ⋯

The likelihood of every job available for the city of NY will be automated
What I'm trying to communicate: We should understand the impact of AI, robotics and emerging technology on the future of civil servitude.

- see Kaggle dataset + oxford paper
- inspiration - https://pudding.cool/projects/vocabulary/

Added by joshstrupp

Travelers consciously choosing their destination based on that cities ethical or sustainability standards?
What I'm trying to communicate: Younger people will weigh a destinations sustainability record and efforts. Also, what are those destinations?

- Booking.com + Skift research consumer trends; Will Gen Z will book hotel if more sustainable?; Ex: Sedona - sustainable tourism master plan - tourism industry balances enviuronment, quality of life for citizens, etc. -
- see UNWTO and World Travel Torusim Councel
- inspiration - https://www.theguardian.com/politics/ng-interactive/2019/aug/13/how-a-no-deal-brexit-threatens-your-weekly-food-shop

Added by joshstrupp

How do things weird metrics like production of romantic comedies or

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3 Front Runners + ⋯

Biggest male insecurities on Reddit
What I'm trying to communicate: Shared insecurities in a notoriously transparent, anonymous environment to reveal unexpected things we should consider when talking to male youth.

- =HYPERLINK("http://pushshift.io","pushshift.io")
- "Use https PushShift and Big Query to try and identify key ""insecurity"" words people use on reddit https://towardsdatascience.com/scrape-reddit-data-using-python-and-google-bigquery-44180b579892"
- inspiration - https://pudding.cool/2019/10/laugh/

Added by joshstrupp

Diana Taurasi vs. the NBA
What I'm trying to communicate: Dominance relative to league as it relates to fame and notoriety.

- nba leaders : https://stats.nba.com/alltime-leaders/
- WNBA : https://www.wnba.com/stats/alltime-leaders/
- inspiration - https://pudding.cool/2019/12/real-mvp/
- Inspiratin - https://pudding.cool/2018/08/filmordigital/

Added by joshstrupp

Do more mental and healthcare resources mean less crime?

COVID Contributions from The World's Richest Companies

Understanding how they give (and how they don't) during a time of crisis.

VISUAL OPINION PIECE / JOSH STRUPP

In three sentences...

The fortune 1000 generated over $15 trillion in revenues in 2019; of these companies, 90% of them made a profit. Some companies are giving generously to fight COVID-19, and others are doing next to nothing, or worse – furloughing or laying off workers. How do you cut through the headlines and present a wholistic view of corporate support?

The Proof

Using a sample size of 16 companies, I found interesting correlations between how much they make (programmatically pulls from Fortune 1000 spreadsheet) and how much they give (scraped data from US Chamber of Commerce website).

There are additional data points that make this interesting, like CEO compensation, average worker salary, larger charitable contributions, even how often they reference COVID on their websites.

See the next slide for a (very rough) sample snapshot of the data, some of which is pulled programmatically. If we pursue this further, I have made notes on how to further automate scraping and pulling as needed.

VISUAL OPINION PIECE / JOSH STRUPP
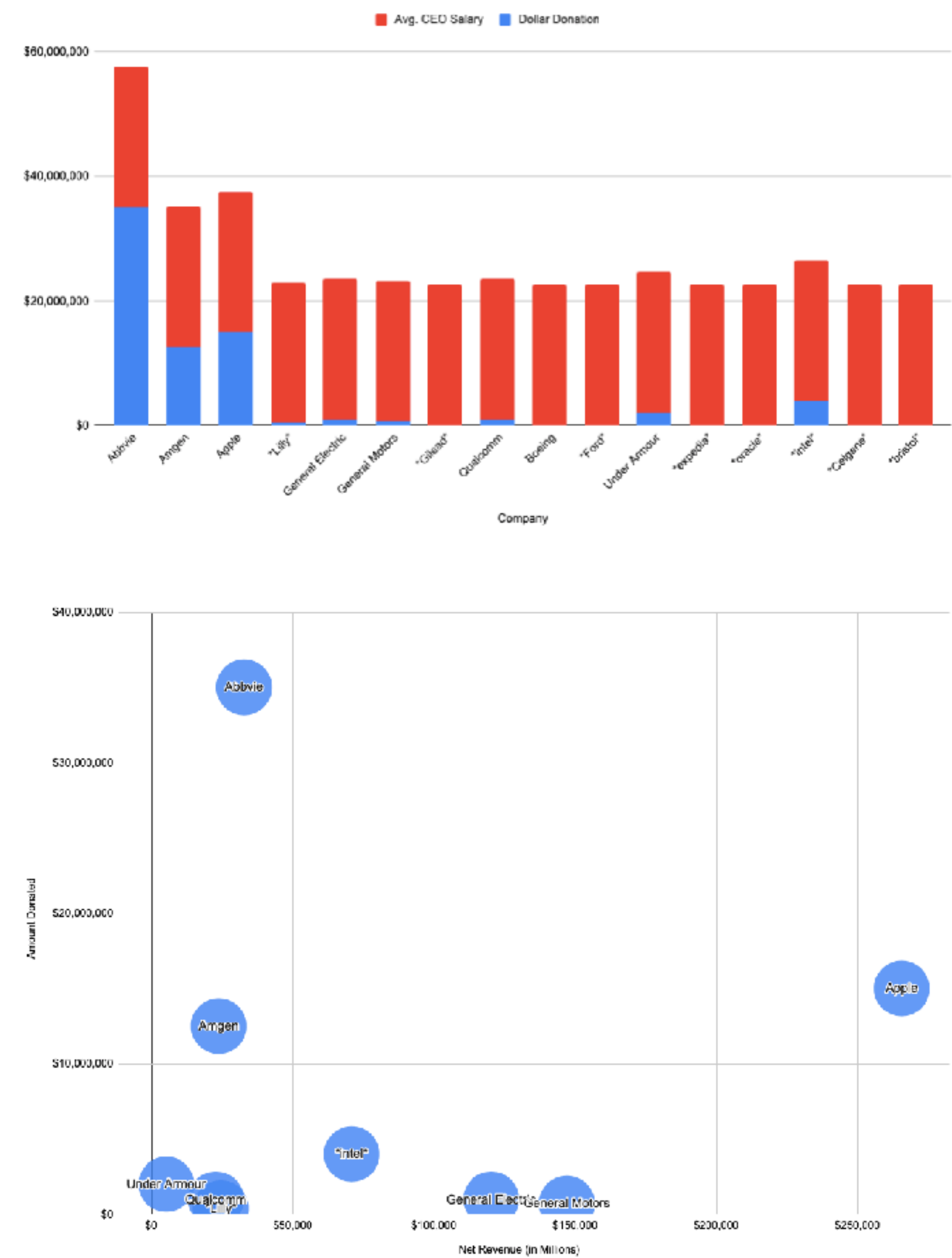
Data Last Updated: April 5, 2020

Company	US Chamber of Commerce – Contribution Description	Net Revenue (in $M)	Market Value (in $M)	No. Employees	Site "COVD" mentions	Site Instance Frequency (Instances / Pages Crawled)	Dollar Donation	Additional Support	Additional Employee Impact	Percentage of Revenue Donated	Percentage of revenues spend on base salaries
Abbvie	Abbvie announced a donation of $35 million to support COVID-19 relief efforts. In the U.S., AbbVie's funds will be used to support healthcare capacity for hospitals as well as protect vulnerable populations by enabling access to food and essential supplies…	$32,753.00	$119,125.00	30,000	28	10%	$35,000,000.00			0.1069%	5.18%
Amgen	Amgen and the Amgen Foundation announced an initial commitment of up to $12.5 million to support U.S. and global relief efforts to address critical needs in communities impacted by the COVID-19 pandemic…	$23,747.00	$118,220.00	21,500	181	87%	$12,500,000.00	Sent employees $250 stipend for equipment + $50/mo for internet/phone services		0.0526%	5.12%
Apple	Apple's committed donations to the global COVID-19 response has reached $15 million worldwide. The donations are to both help treat those who are sick and to help lessen the economic and community impacts of the pandemic.The company also announced that it is matching employee donations two-to-one to support COVID-19 response efforts locally, nationally and internationally...	$265,595.00	$895,667.00	132,000	38	17%	$15,000,000.00			0.0056%	2.81%
Lilly	The Lilly Foundation has donated a total of $250,000 to Direct Relief and Project HOPE to support the procurement and shipping of needed supplies to China. These grants by the Lilly Foundation are in addition to a cash donation of one million yuan (about $150,000) by Lilly China to the Red Cross…	$24,556.00	$134,356.00	38,680	433	233%	$400,000.00	Offering drive-thru COVID tests for health care works and first responders		0.0016%	8.90%
General Electric	GE Healthcare has doubled its capacity of ventilator production, hiring more people and increasing shifts to help meet unprecedented demand. GE Healthcare also announced a new partnership with Ford Motor…	$120,268.00	$87,009.00	283,000	0	0%	$1,000,000.00	Hospital ventilator production	General Electric Co. is furloughing half of the U.S. manufacturing workers in its jet-engine	0.0008%	13.29%
General Motors	General Motors is offering to make hospital ventilators in its factories that have been shuttered by the coronavirus outbreak.\n\nGeneral Motors is also donating RMB 5 million ($715k USD) to the Chinese Red Cross Foundation…	$147,049.00	$52,292.00	173,000	11	122%	$715,000.00	Hospital ventilator production	On Monday, March 30, General Motors announced layoffs starting on April 13 at all	0.0005%	6.65%
Gilead	Gilead is committed to collaborating with global health organizations to support pandemic responses. The company is working with government and non-government organizations and regulatory authorities to develop a strategy to provide its investigational compound, remdesivir, to patients with COVID-19 for emergency treatment in the absence of any approved treatment options, and to	$22,127.00	$82,881.00	11,000	612	153%				0.0000%	2.81%
oracle	NaN	$39,831	$183,562	137,000	22	23%		Oracle will provide a platform that will enable the US government to run clinical trials to see if two malaria drugs…		0.0000%	19.43%
intel	The Intel Foundation will provide $4 million to support coronavirus relief efforts in communities where the company has a significant presence. The foundation will also offer a special match opportunity for every regular full-time and part-time employee and U.S. retiree to a total of $2 million for relief efforts around major Intel sites.	$70,848	$241,489	107,400	9	16%	$4,000,000			0.0056%	8.56%
Celgene	NaN	$15,281	$66,242	8,852	0	0%				0.0000%	3.27%

The (Possible) Design

I envision something like The Pudding's piece on hip hop vocabularies. Company icons are on a matrix – one axis representing net revenue, and the other representing how much they've contributed. The size of the icon represents how many employees the company has. Select an icon to drill down to see additional data points.

Larger Contribution

Less Revenue

More Revenue

Smaller Contribution

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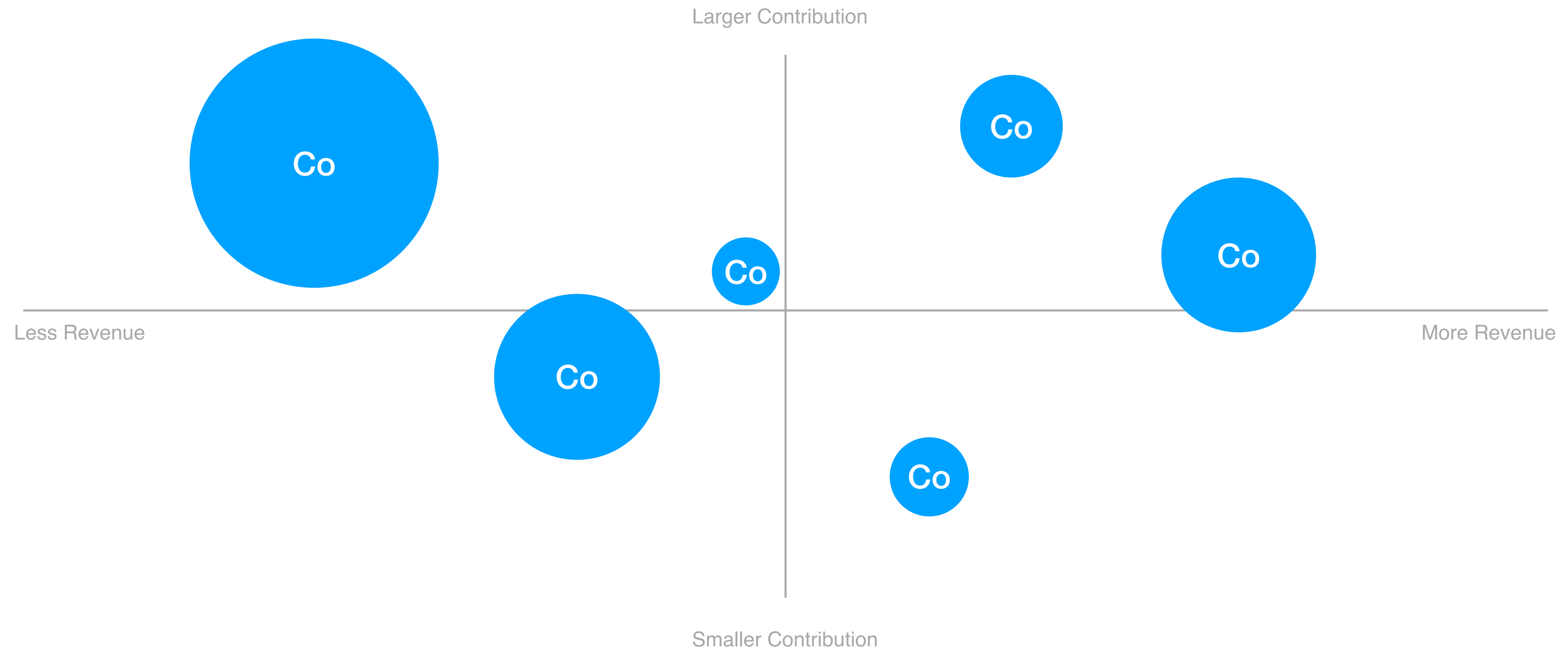
What's Next?

First, journalism! You're the experts; as such, any additional research you recommend or steps I should take to solidify the narrative is appreciated.

Then data needs to be updated, and converted to an automated data stream, updated multiple times daily. I'd work with your team to finalize design as a prototype (XD), working in parallel to write the accompanying story. Then I'd begin developing using common D3.js frameworks to creative an interactive data viz.

If this tracks with your process, great! Else: I'm ready to adjust.

And as a plus-up…

I collected some additional corporate data points that *could* become a story. Figured I should toss it your way, in case you're interested.

TO THE ACTION

Who are America's most humble enterprises?

Which companies are walking the walk, and which are only talking.

VISUAL OPINION PIECE / JOSH STRUPP

In four sentences...

America's largest companies throw around the word "innovation" ad nauseam in their keynotes, on their products, and – maybe more than anywhere else – on their websites. How much of this is obligatory marketing language? Does it ever genuinely reflect the ingenuity of a company? And who are America's humblest companies; that is, who innovates, but doesn't flaunt it at every opportunity?

The Proof

I compared company innovation rankings drawn from <u>research conducted by PwC</u> to instances of "innovation" (or innovate, or innovative, etc) scraped from company websites. I then created an equation that took into account frequency of instances, ranking, and number of pages crawled to create a "humility score."

To the right is a sample of my findings. Using a larger data set, we can identify which companies or industries are walking the walk, and which are just talking. There are opportunities to expand the data to search for additional "pride" words – unprecedented, incredible, disruptive, etc.

Company	Industry Sector	Total Instances	Pages Crawled	Frequency (Per Page)	Ranking (PWC 18)	"Humilty" Score (Lower = more humble)
*Bristol-Myers.com	Healthcare	1	57	2%	34	0.20
www.boeing.com	Industrials	179	228	79%	50	2.03
Gilead.com	Healthcare	104	158	66%	43	2.55
AbbVie.com	Healthcare	91	146	62%	33	2.81
Amgen.com	Healthcare	56	99	57%	46	3.44
Apple.com	Information Technology	24	76	32%	7	4.92
Merck.com	Healthcare	89	88	101%	10	11.49
www.lilly.com	Healthcare	256	87	294%	32	22.47
Intel.com	Information Technology	15	25	60%	5	34.34
www.ge.com	Industrials	1	4	25%	35	40.48
*QUALCOMM.com	Information Technology	665	62	1073%	29	118.30

Data Last Updated: April 5, 2020

The (Possible) Design

I envision something like your The Pudding's piece on the <u>worst highest paid NBA players</u>. Instead of salaries, it's their *actual* innovation ranking; and humility score (or some similar metric) instead of production VORP. Drill down into a company to see just how often they're using the word, and additional information from PwC on what makes a company "innovative."

Assistance

Same as pitch one :)

🎬

The End

Thank you! Looking forward to hearing your feedback.

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