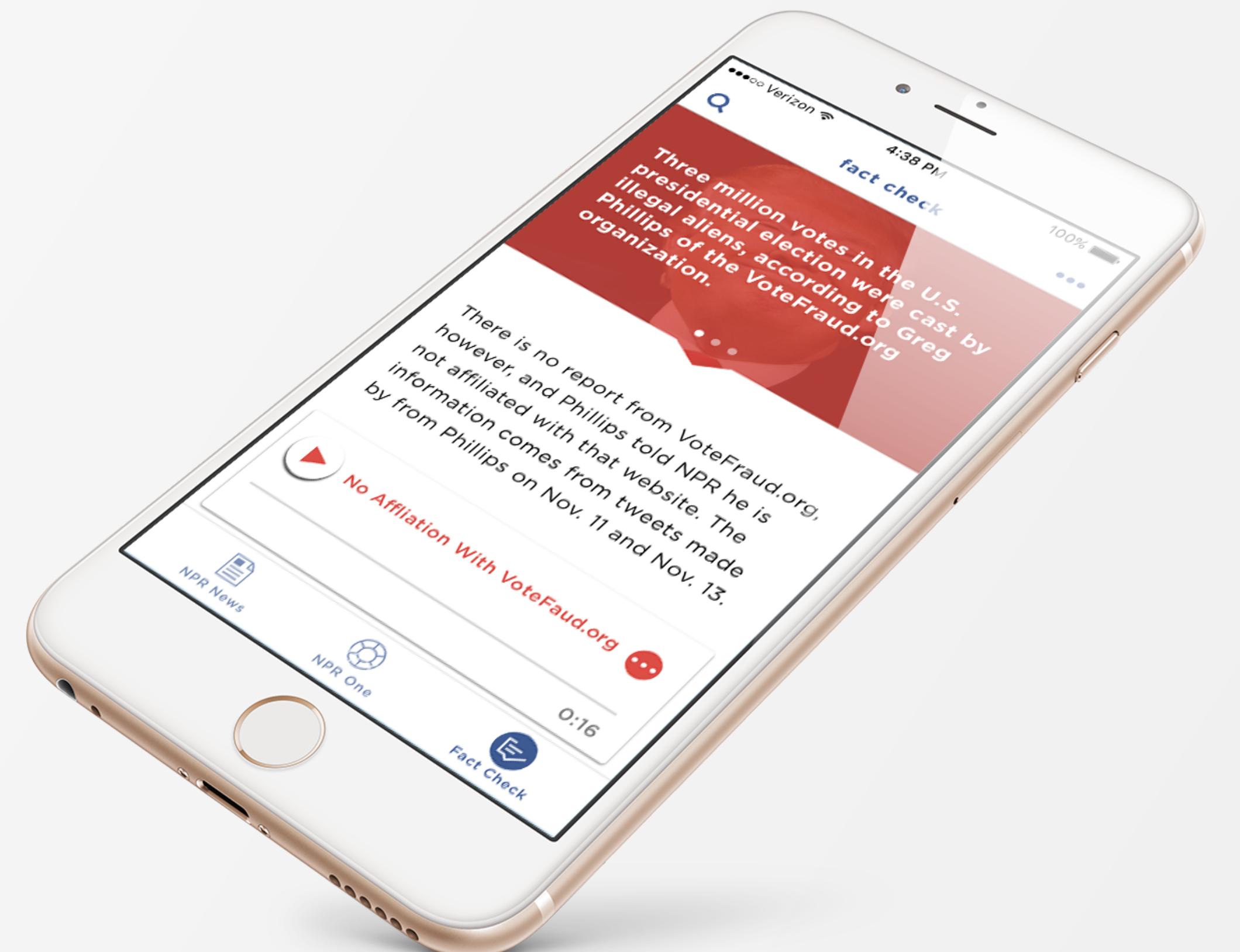


PART ONE

NPR PLUS PROPOSAL



INTERNAL BUSINESS PROBLEM

lack of commitment to properly developing their digital offerings has caused NPR to lag behind competitors in attracting new young listeners

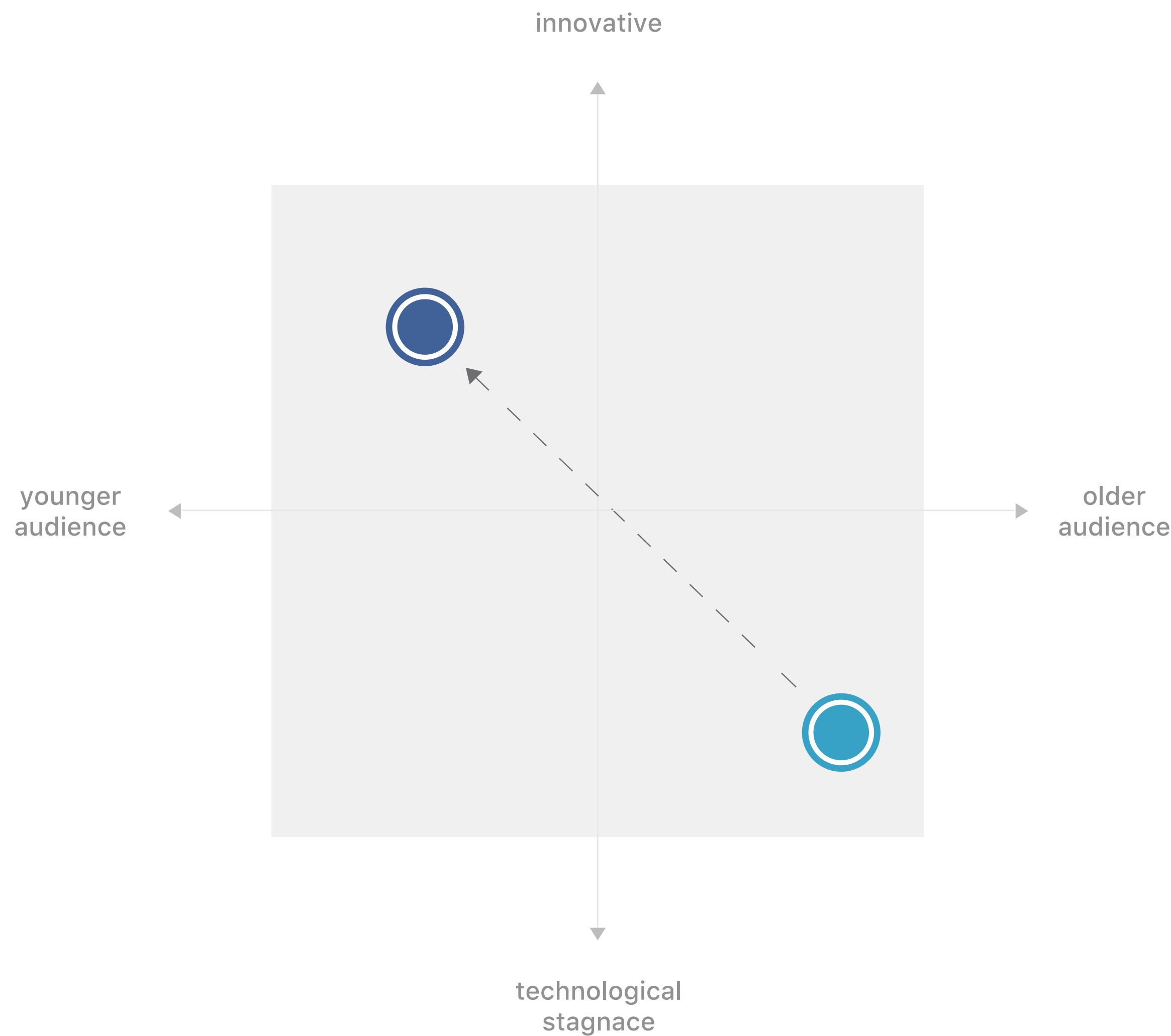
*“The critics say **NPR has been standing with its toes in the ocean for too long, curbing its digital ambitions** in order to appease legacy radio stations.”*

Eric Nuzum | NPR’s Former Head of Programming | 2015

*“Lara” was a stand-in for an audience that NPR was failing to attract — according to one analysis, **the median age of NPR’s radio audience has steadily climbed from roughly 45 years old two decades ago to 54 last year**—and one it would need to reach in order to guarantee its survival.”*

Slate Magazine | 2015

BRAND POSITION



EXTERNAL SOCIAL PROBLEM

politicians and news sources sharing fake news is a direct threat to an informed society and to NPR's basic principles of journalism

“Our first principle is that facts exist and that they matter. The central job of journalism is to establish the facts and share them as widely as we can.”

Michael Oreskes | NPR’s Senior VP of News | 2016

**INTERNAL
BUSINESS PROBLEM**

hesitancy to commit
to innovation

leads to

lack of
young listeners

**EXTERNAL
SOCIAL PROBLEM**

dissemination of
fake news

leads to

misinformed
society

OPENING

REALISTIC SOLUTION



feasibility



JOURNALISTIC
CREDIBILITY

BUSINESS SOLUTION



viability

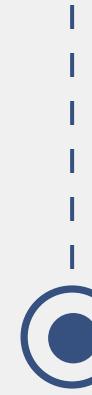


ATTRACT A
YOUNGER AUDIENCE

SOCIAL SOLUTION

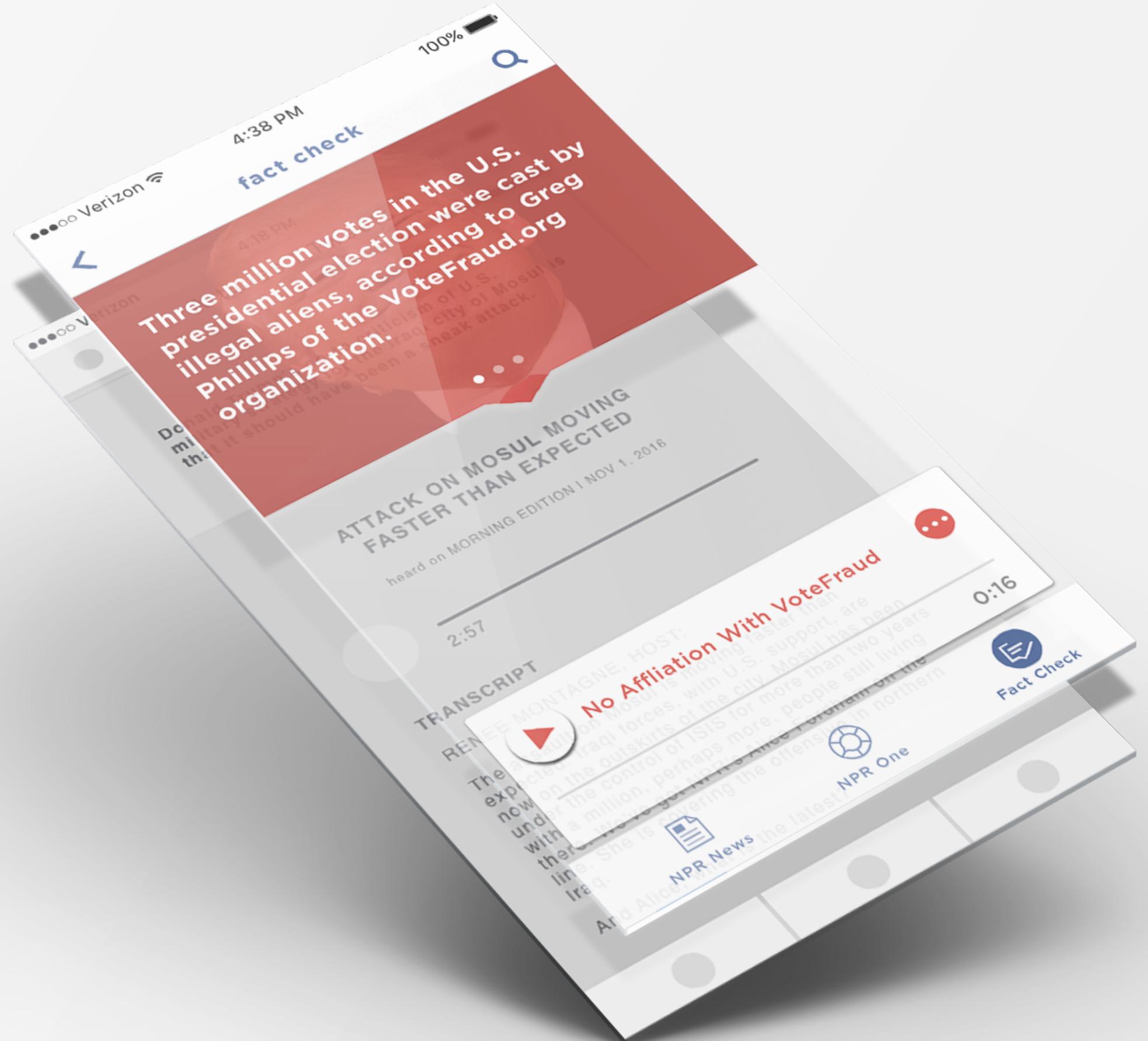


desirability

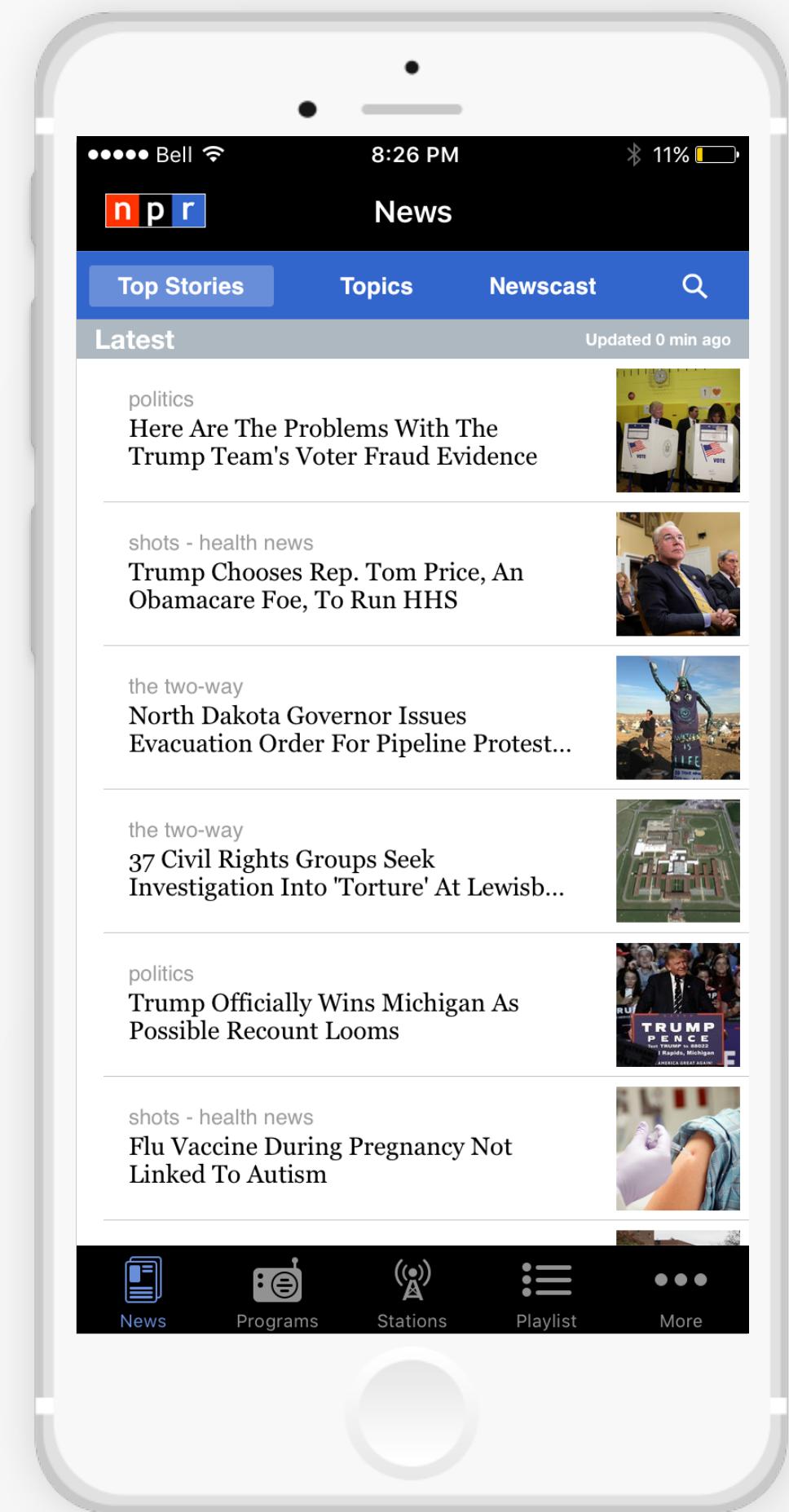


MITIGATION
OF FAKE NEWS

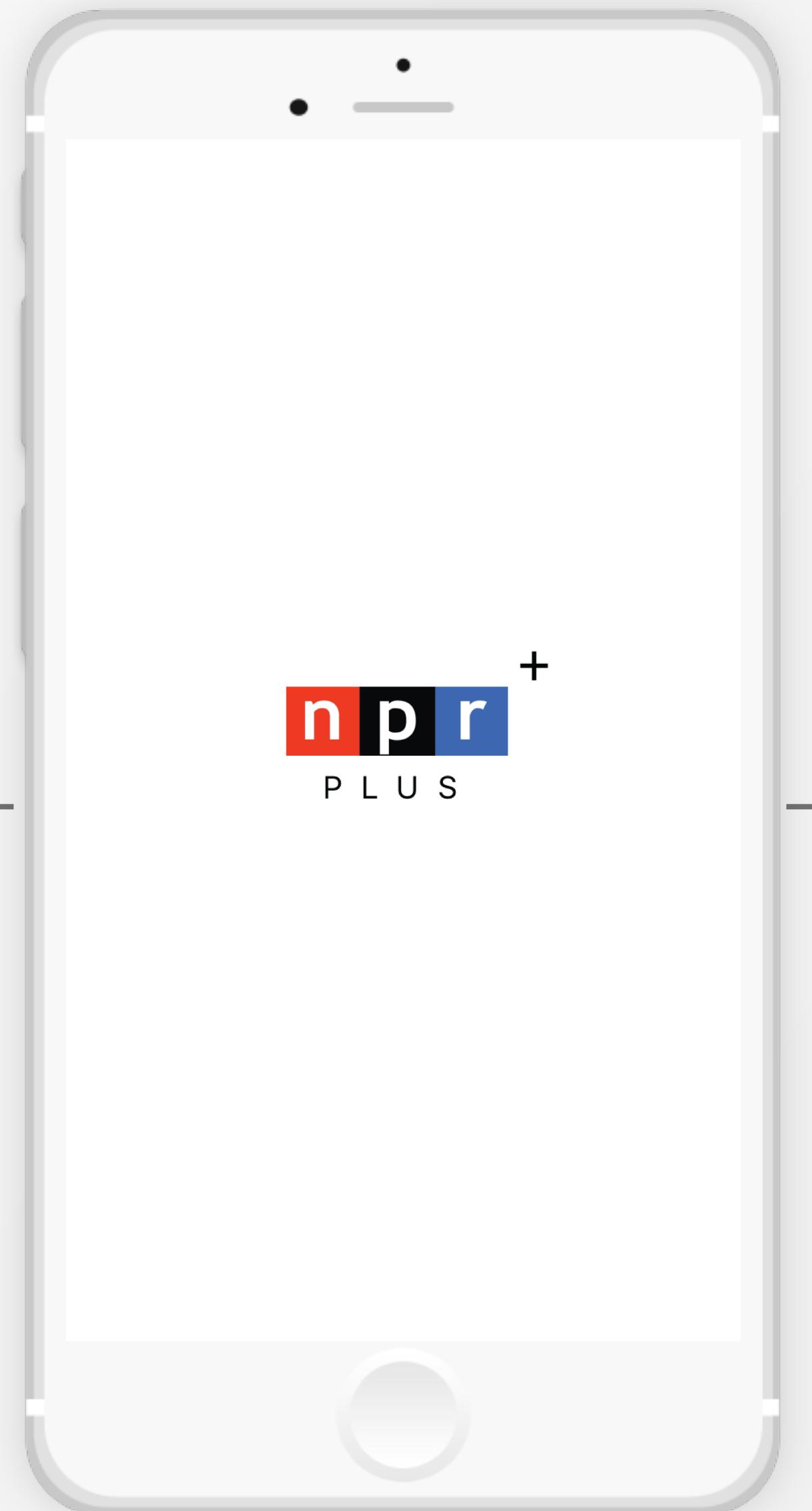
UX / UI DESIGN PROCESS



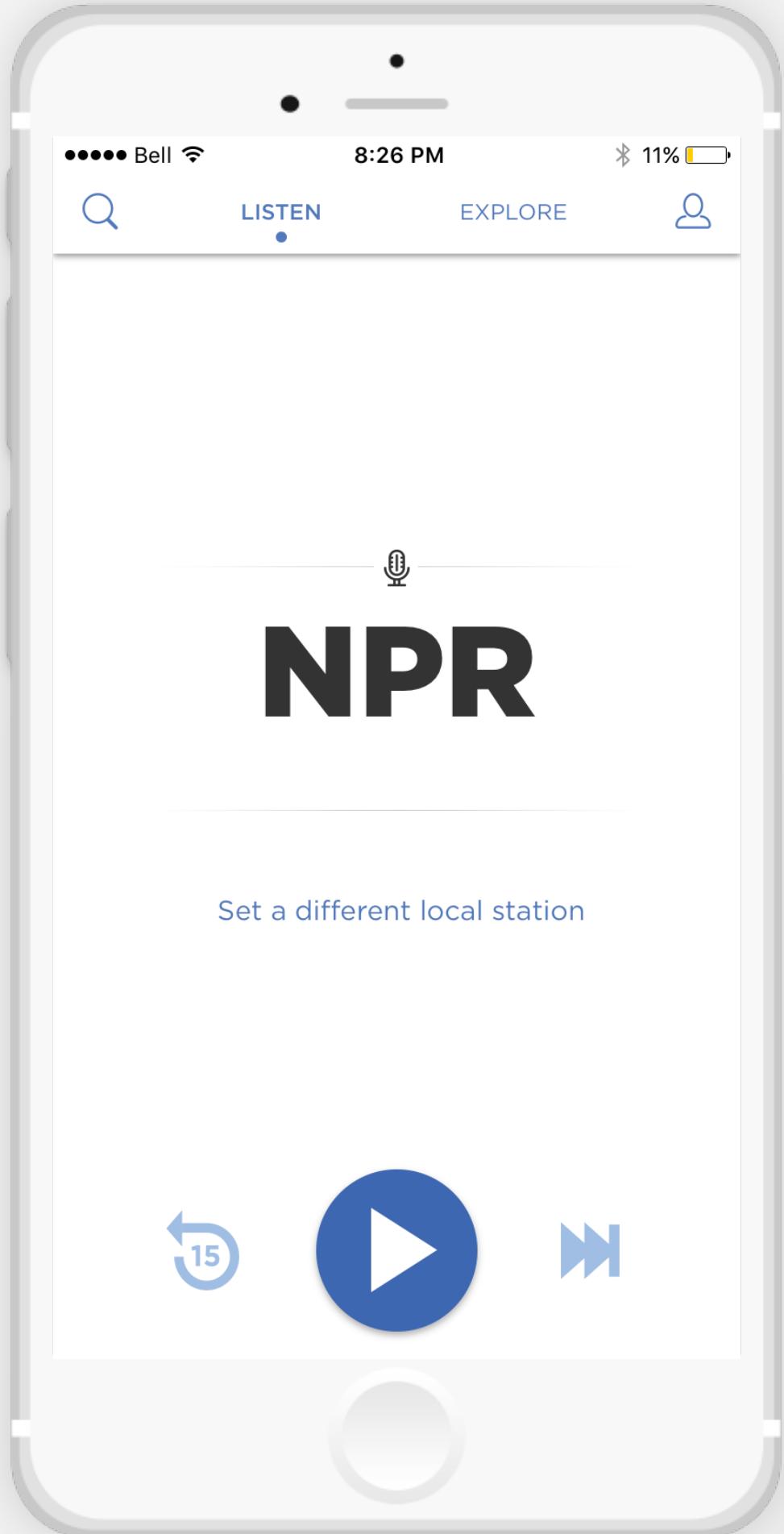
UNIFYING TOUCHPOINTS



npr news
news & radio



npr plus



npr one
curated podcasts

Verizon 4:38 PM 100%

Articles Tweets ...

POLITICS

FACT CHECK: Donald Trump's First 100 Days Action Plan
by NPR Staff | Nov. 10



FACT CHECK: Should Mosul Campaign Have Been A 'Sneak Attack,' As Trump Said?
by Lauren Hodges | Nov. 1


Fact Checking The Vox Pops; Election Coverage: Oct. 9-22
by Elizabeth Jensen | Oct. 28

NPR News NPR One Fact Check

Verizon 4:38 PM 100%

Articles Tweets ...

FACTUALLY INCORRECT X

 Donald J. Trump @realDonaldTrump
I worked hard with Bill Ford to keep the Lincoln plant in Kentucky. I owed it to the great State of Kentucky for their confidence in me!
Nov. 17 2016, 6:15 PM

FACTUALLY CORRECT ✓

 Hillary Clinton @HillaryClinton
Donald - his father Fred - and their entire company were sued by @TheJusticeDept for discriminating against African Americans and Latinos.
Nov. 3 2016, 1:07 PM

FACTUALLY INCORRECT X

 Donald J. Trump @realDonaldTrump
The attack on Mosul is turning out to be a total disaster. we gave them months of notice. U.S. is

NPR News NPR One Fact Check

Verizon 4:38 PM 100%

Articles Tweets ...

FACTUALLY INCORRECT X

 Donald J. Trump @realDonaldTrump
The attack on Mosul is turning out to be a total disaster, we gave them months of notice. U.S. is looking so dumb. VOTE TRUMP and WIN AGAIN!
Oct. 23 2016, 4:40 PM

QUESTION

Is Trump correct that the U.S. talked about attacking Mosul three or four months ago and that the "element of surprise" would have been a better strategy?

SHORT ANSWER: NO

Leaders of the Islamic State are based in its self-proclaimed capital of Raqqa, in neighboring Syria. Second, the U.S. had been talking about attacking Mosul for more than a year.

Trump Cites False Claims About Mosul
0:29

FACTUALLY INCORRECT X

NPR News NPR One Fact Check

Verizon 4:38 PM 100%

Articles Tweets ...

Donald Trump's go-to criticism of U.S. military strategy for the Iraqi city of Mosul is that it should have been a sneak attack.

Attack On Mosul Moving Faster Than Expected
heard on Morning Edition | Nov. 1, 2016

 0:29 2:57

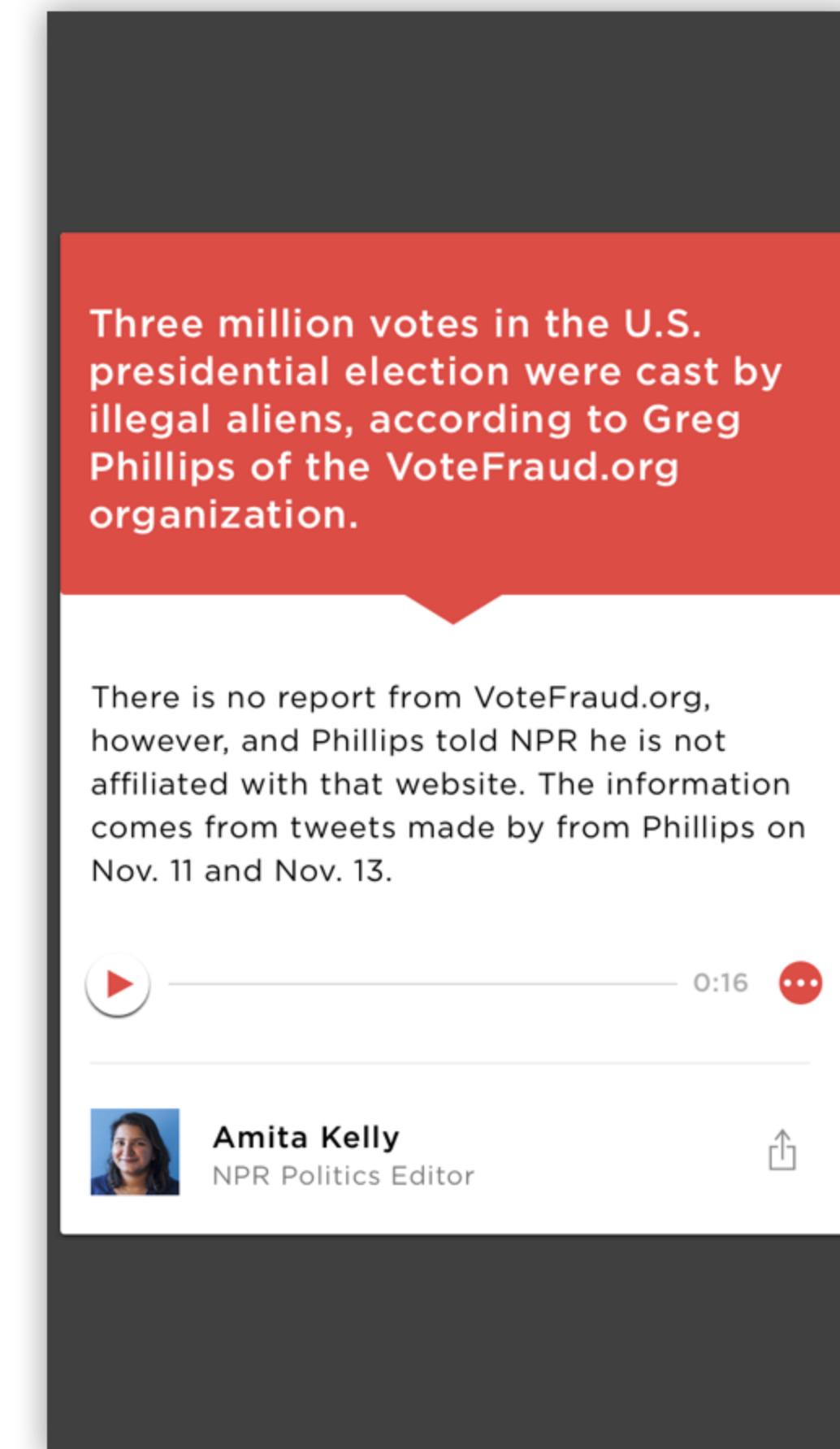
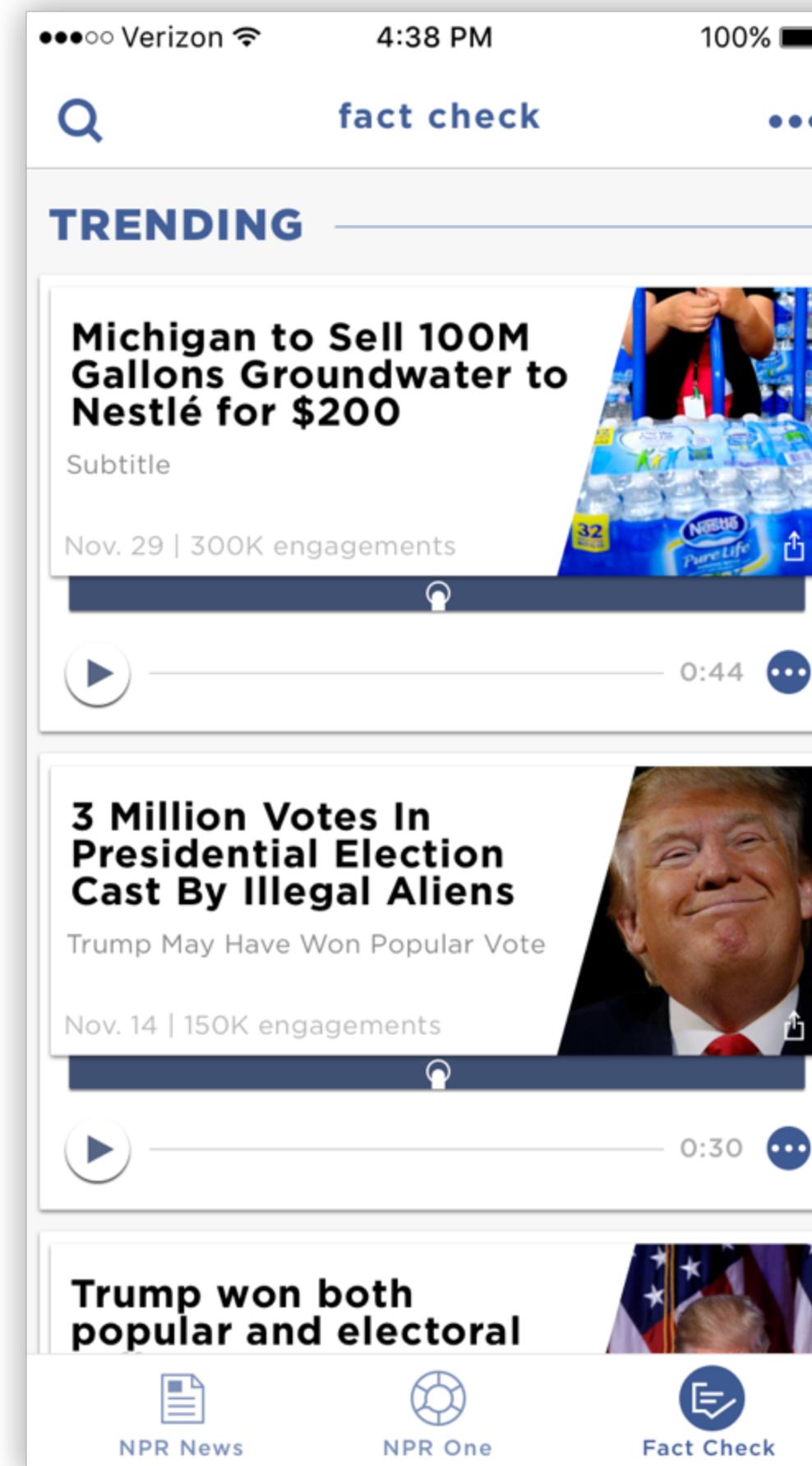
Transcript

Renee Montagne, Host:
The assault on Mosul is moving faster than expected. Iraqi forces, with U.S. support, are now on the outskirts of the city. Mosul has been under the control of ISIS for more than two years with a million, perhaps more, people still living there. We've got NPR's Alice Fordham on the line. She is covering the offensive in northern Iraq.

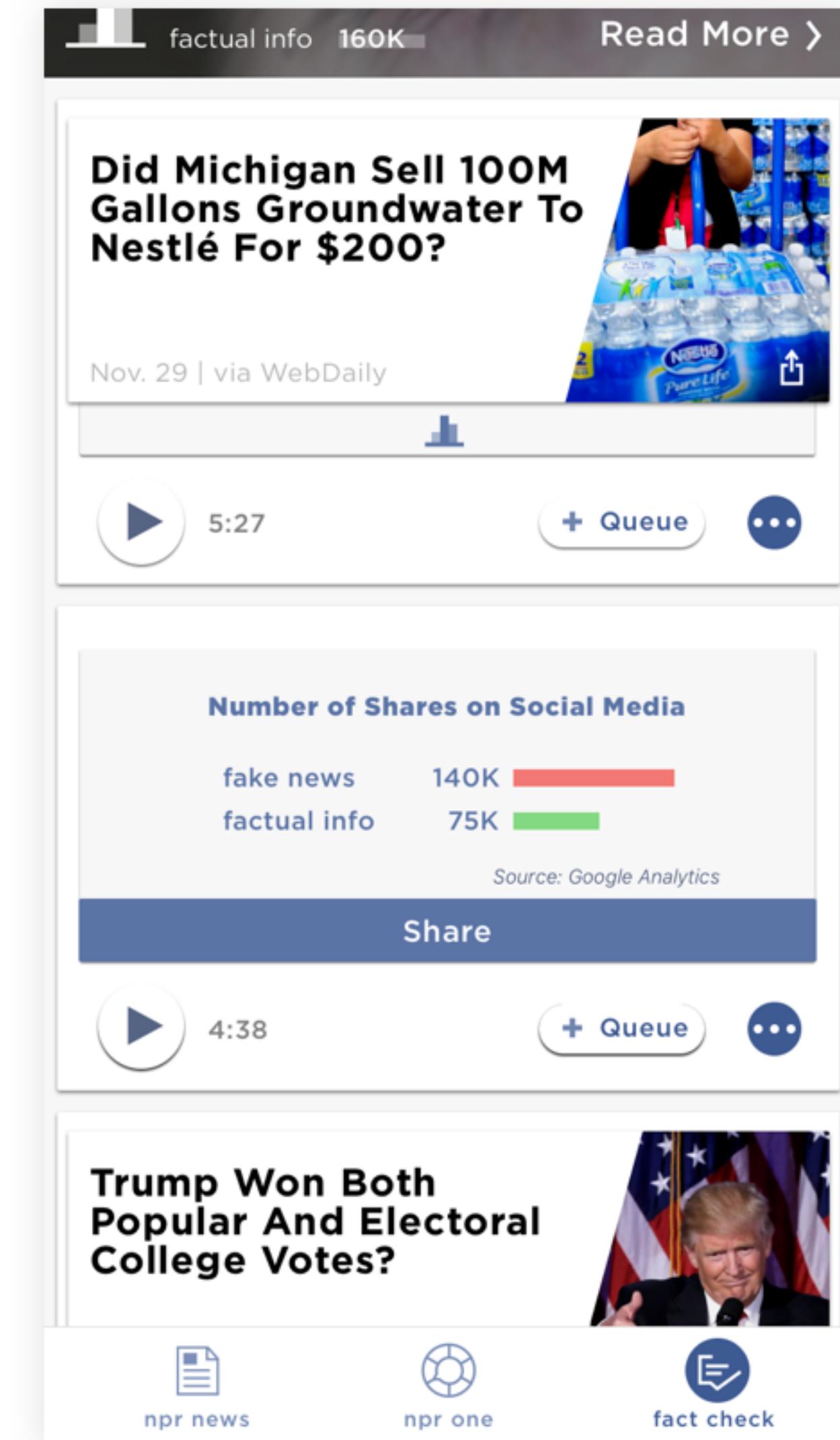
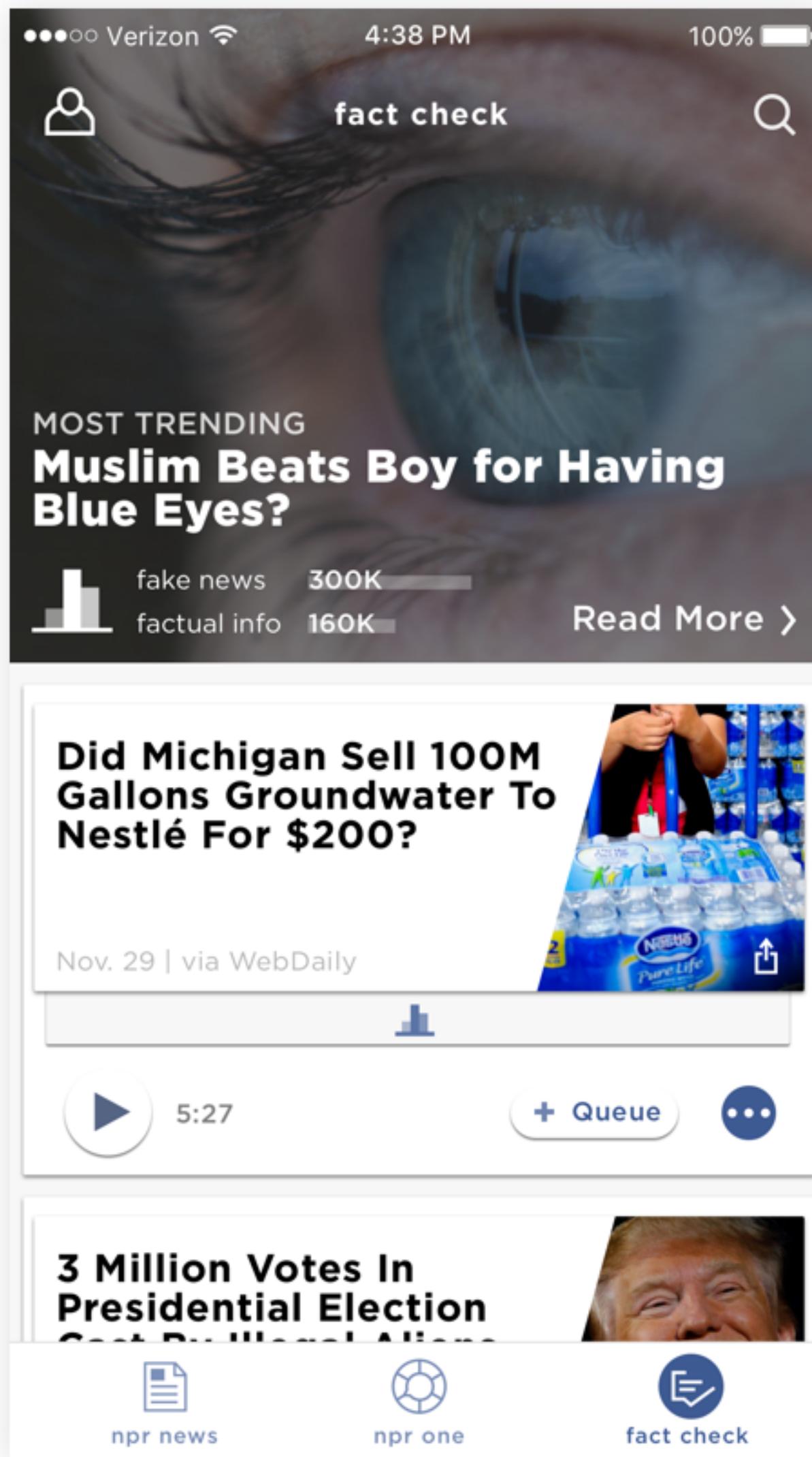
And Alice, what is the latest?
ALICE FORDHAM, BYLINE: Well, so elite

NPR News NPR One Fact Check

first iteration



second iteration



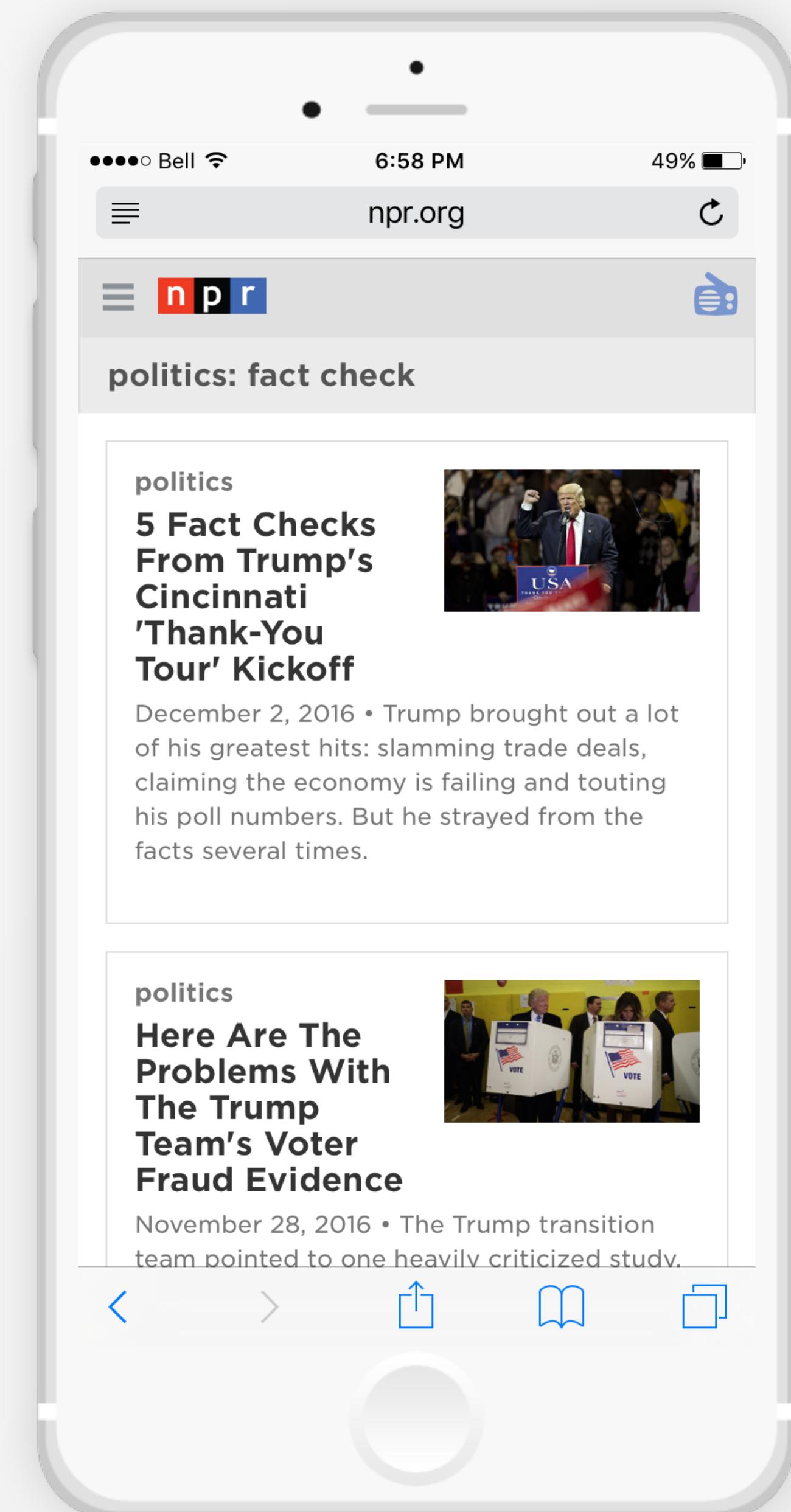
final iteration

REDEFINING FACT CHECKING

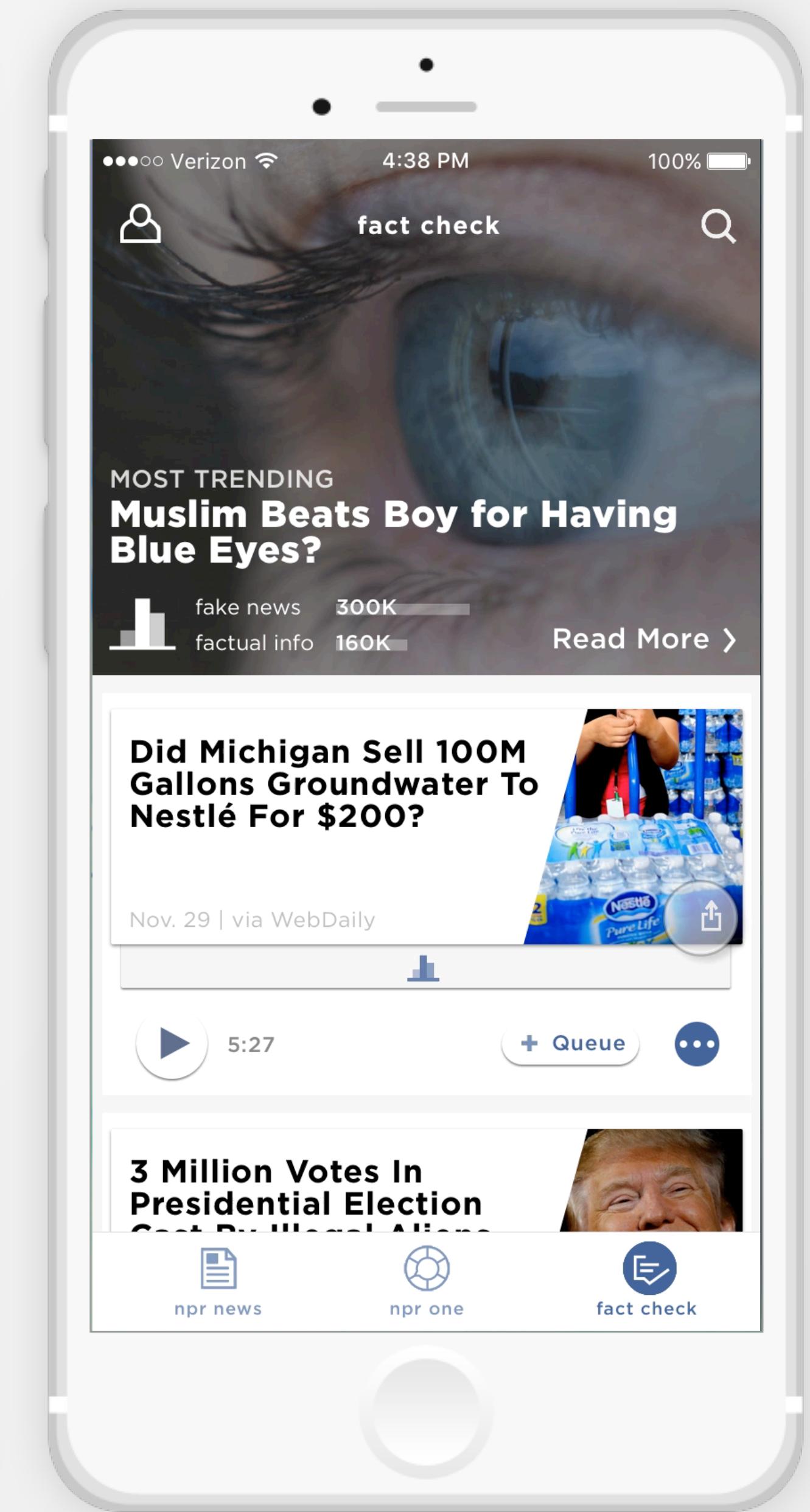
redefine the traditional concept of digital fact checking into a more engaging experience in order to increase perceived value

One of the primary reasons for fact-checking is to satisfy the curiosity of people who hear a political claim and wonder if it's true. The claims will continue long after today's election. The fact-checking should, too.

Michael Oreskes | 2016



npr.org



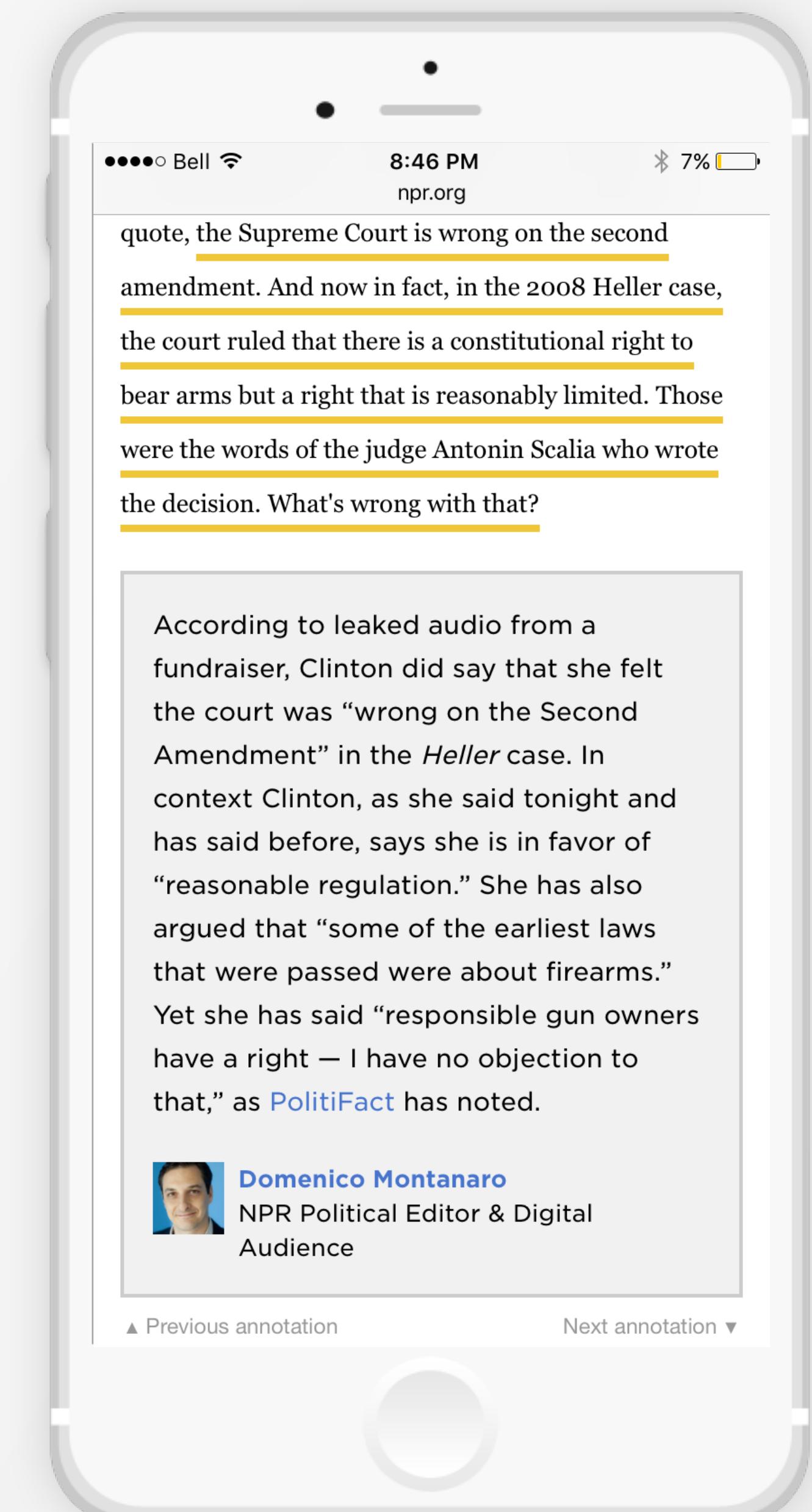
npr plus

NAVIGATING WITH ANNOTATIONS

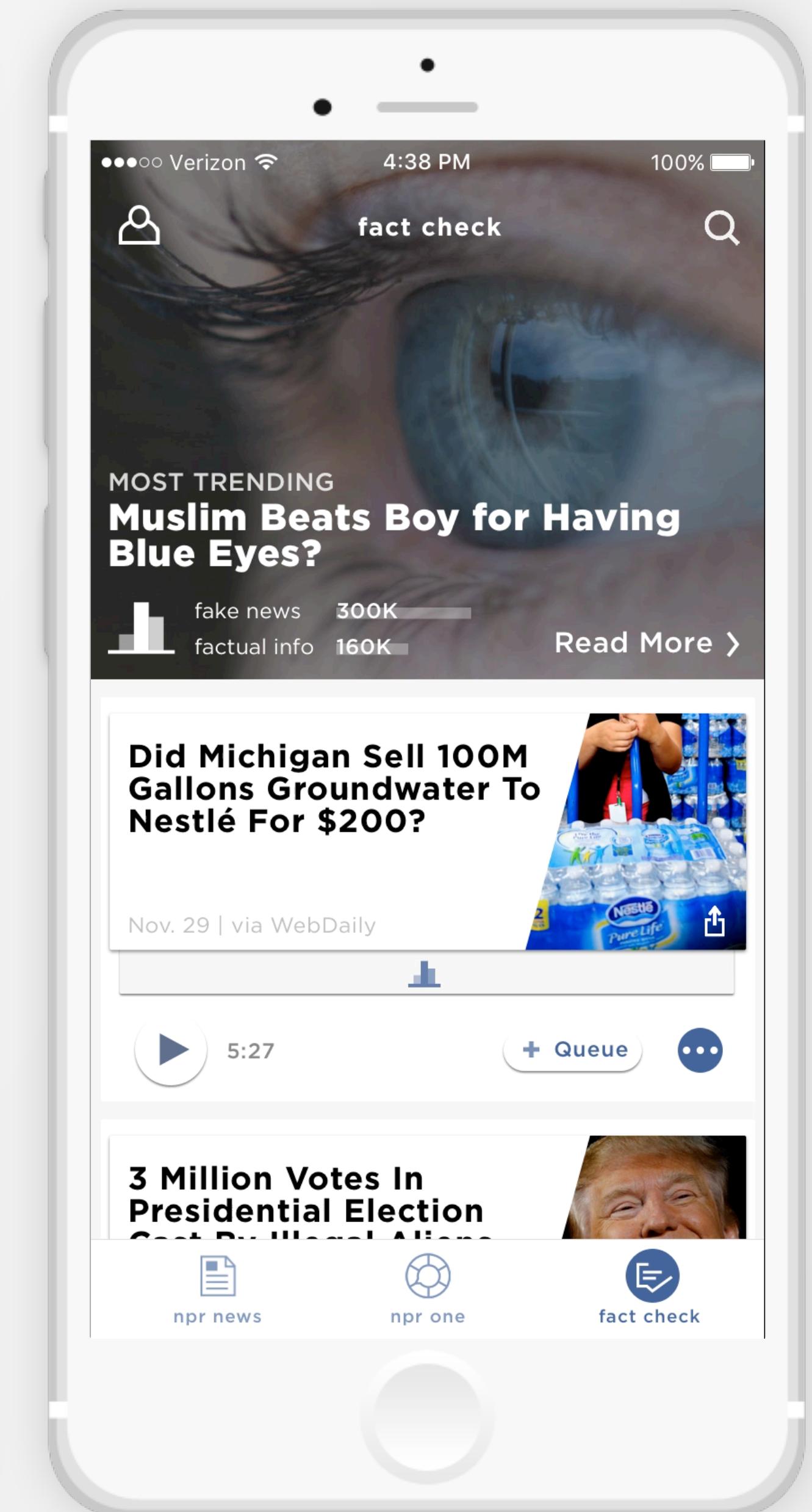
adapting NPR's use of annotations, in order to reduce the cognitive overhead of having to read a lengthly article

Many of the **people who responded suggested that they trusted individual writers** — or the judgment of individual people passing along stories — more than the trusted specific institutions

Washington Post | 2016



npr.org



npr plus

fact check

3 Million Votes In Presidential Election Cast By Illegal Aliens

via Infowars
Nov. 14, 2016 | 4:38 pm

overview

Reports claim 3 million "illegal aliens" cast votes in this year's election. The articles point back to tweets from Greg Phillips, who has worked for the Republican Party and has a voter fraud reporting app. But Phillips will not provide any evidence to support his claim, which happens to be

npr news npr one fact check

annotations

- No Affiliation With VoteFraud + Queue
- No Proof From Phillips ✓ Added
- No Credible Evidence ✓ Added

3 Million Votes In Presidential Election Cast By Illegal Aliens

via Infowars
Nov. 14, 2016 | 4:38 pm

Three million votes in the U.S. presidential election were cast by illegal aliens, according to Greg Phillips of the VoteFraud.org organization.

If true, this would mean that Donald Trump still won the contest despite widespread vote fraud and almost

npr news npr one fact check

fact check

Three million votes in the U.S. presidential election were cast by illegal aliens, according to Greg Phillips of the VoteFraud.org organization.

There is no report from VoteFraud.org, however, and Phillips told NPR he is not affiliated with that website. The information comes from tweets made by from Phillips on Nov. 11 and Nov. 13.

No Affiliation With VoteFraud

0:29 + Queue

npr news npr one fact check

fact check

"We have verified more than three million votes cast by non-citizens," tweeted Phillips after reporting that the group had completed an analysis of a database of 180 million voter registration.

Greg Phillips
@JumpVote 11/13/16

We have verified more than three million votes cast by non-citizens.

We are joining @TrueTheVote to initiate legal action.

#unrigged

908 9.6K 9.1K

The articles point back to tweets from Greg Phillips, who has worked for the

npr news npr one fact check

final iteration

CONNECTING TOUCHPOINTS WITH DISCOVERY & CURATION

through recommending podcasts we can give users the opportunity to explore relevant content, and gain a more in-depth understanding of related topics

"There's no question that there's a lot of new money sloshing around in the infant podcast economy. According to Bridge Ratings, which sizes the podcast ad market, sales, should reach 167 million this year, a 48 percent year over year increase.

Politico | 2016

