

Want to shape the future of news?

Join the Knight-Mozilla Challenge!
This event will explain how.

MoJo Beerstorm - Boston, May 2 2011



YOU could build the
next **game changing**
web app for news.

We want to help.



DocumentCloud

DocumentCloud

http://www.documentcloud.org/home

Overview
A tool for journalists, a document catalog, both.

Search
Our catalog has thousands of public documents.

Open Source
Our work is open source. Contribute your ideas.

Get Help
Learn about DocumentCloud's advanced features and API.

Who We Are
Meet the people making this happen.

Search Help

Deepwater Horizon

project: "Deepwater Horizon"

Open Edit Projects Analyze Publish

Advance Chapter on BP Well Blowout Investigation - 14 notes

Oil Spill Investigators' Letter to Commissioners

Report Shows Spill Poses Little Additional Risk

March 2010 BP Strategy Presentation

Wall Street on BP

Deepwater Horizon Statement

DocumentCloud
Analyze, Annotate, Publish.
Turn documents into data.

1 Know more about your documents.

... Captured terrorists turned over to the CIA, for interrogation may be subjected to a wide range of legally

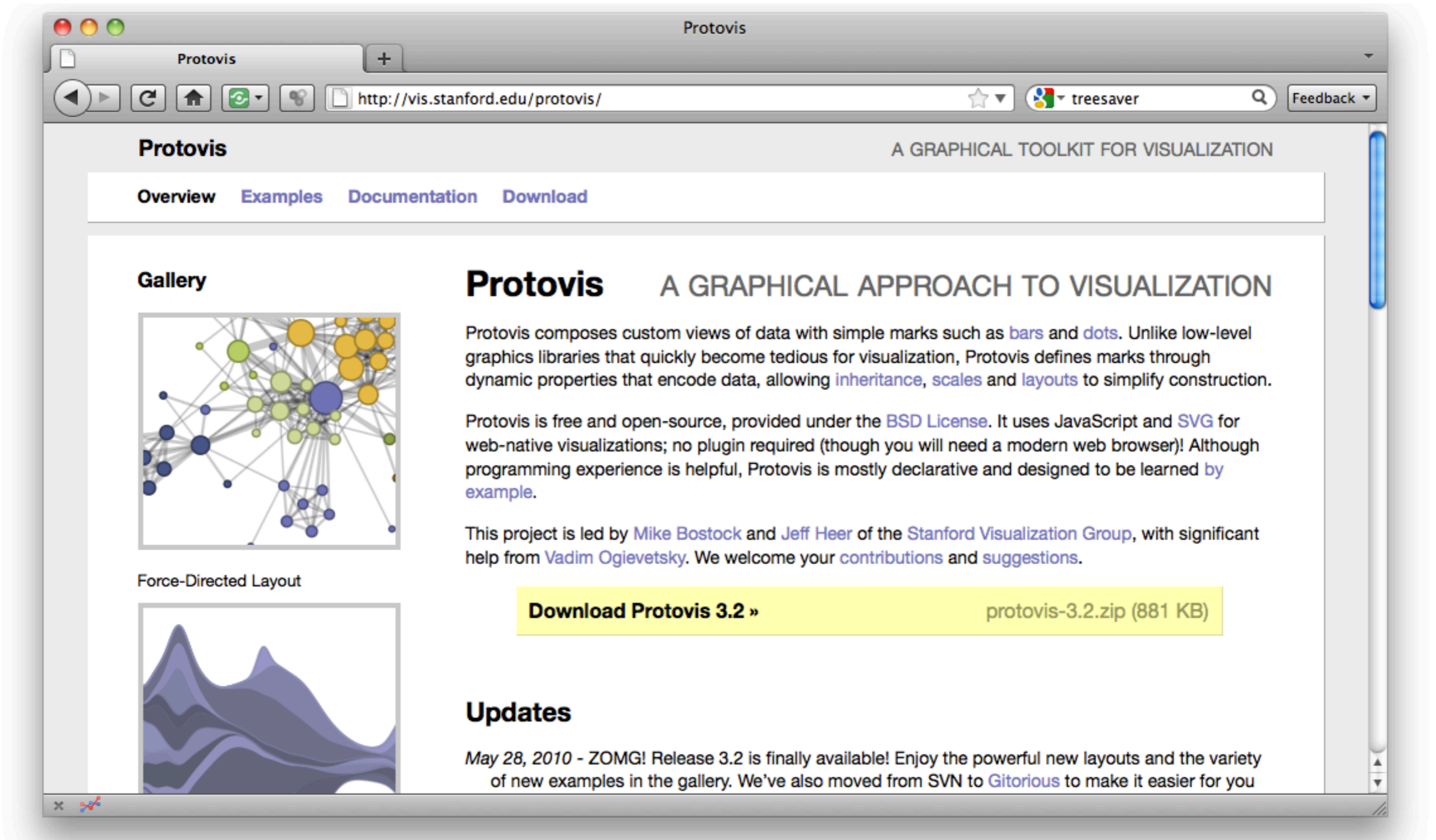
DocumentCloud runs every document you upload through [OpenCalais](#), giving you access to extensive information about the people, places and

Search thousands of public documents from newsrooms across the country:

Search...

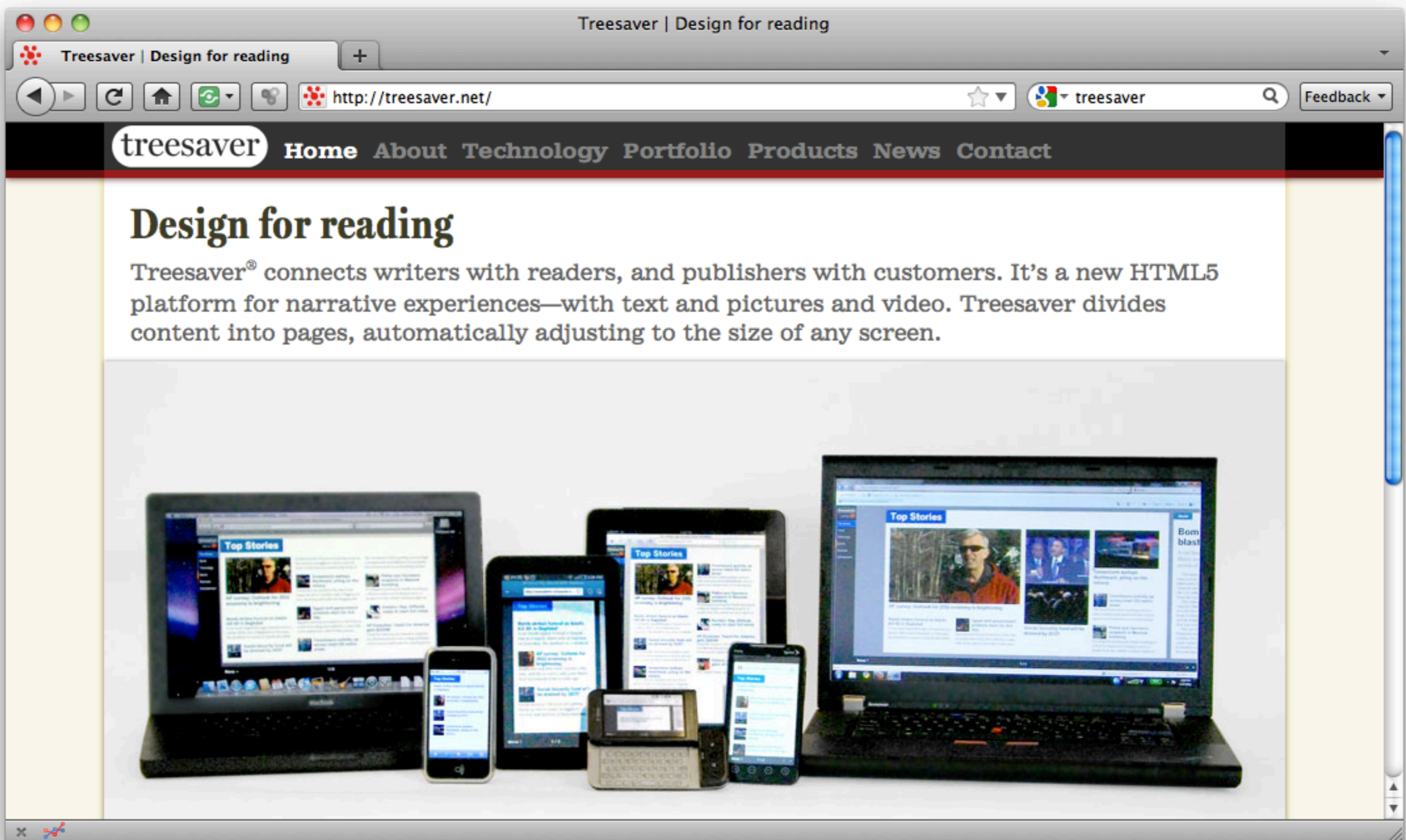
inspiration: open tech for primary-source documents





inspiration: open-source data visualization toolkit





inspiration: HTML5 platform for narrative experiences



What inspires you?

put up your hand



Knight and Mozilla want
the **open tech** and **culture** of
the web to become a core
part of how news is made.



MAGNETIC ATTRACTORS

mozilla®

 John S. and James L.
Knight Foundation

NEWS PARTNERS

 ALJAZEERA

BBC

guardian.co.uk

boston.com

ZEITUNGLINE

AND...

You!



How?

1. Find five **talented developers and designers**.
2. Put them in **innovative newsrooms** for a year.
3. Build **open web apps** that shape the field.





Challenge No. 1

How can new **web video** tools
transform **news storytelling**?





PBS NEWSHOUR

Annotated State Of The Union 2011

Take another look at President Obama's 2011 State of the Union address with the added insight of policy experts and NewsHour correspondents.



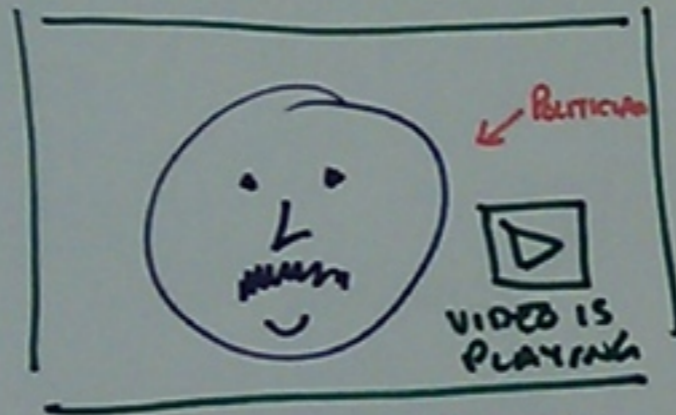
What to do:

1. **Submit an idea** (or many).
Just a sketch will do.
2. If it's good, **we help you prototype**.
We might fly you to Berlin.
3. If it's great, you may end up in a newsroom for a year where **you get to build your app**.



Start right now!

MY IDEA (For Now!)



SUBTITLE: WHAT I PROMISE
TO DO FOR TREES IS...

POLITICIAN'S
VOTING
RECORD

POLITICIAN'S
WIKIPEDIA
PAGE



Mozilla Drumbeat | My idea is to re-mix recorded interviews with politicians and ...

Mozilla Drumbeat | My idea is t... x GovTrack.us: Tracking the U.S. ... x +


https://drumbeat.org/en-US/challenges/unlocking-video/submission/12/ govtrac Feedback

Unlocking Video

MoJo (Mozilla + Journalism)

Start date: April 25, 2011
End date: May 06, 2011

[View Full Details](#)



Get your byline on the future of news.

How can new web video tools transform news storytelling?

Video is a central part of many people's daily news experience. But most online video is still stuck in a boring embedded box, like "TV on a web page," separated from the rest of the page content. This

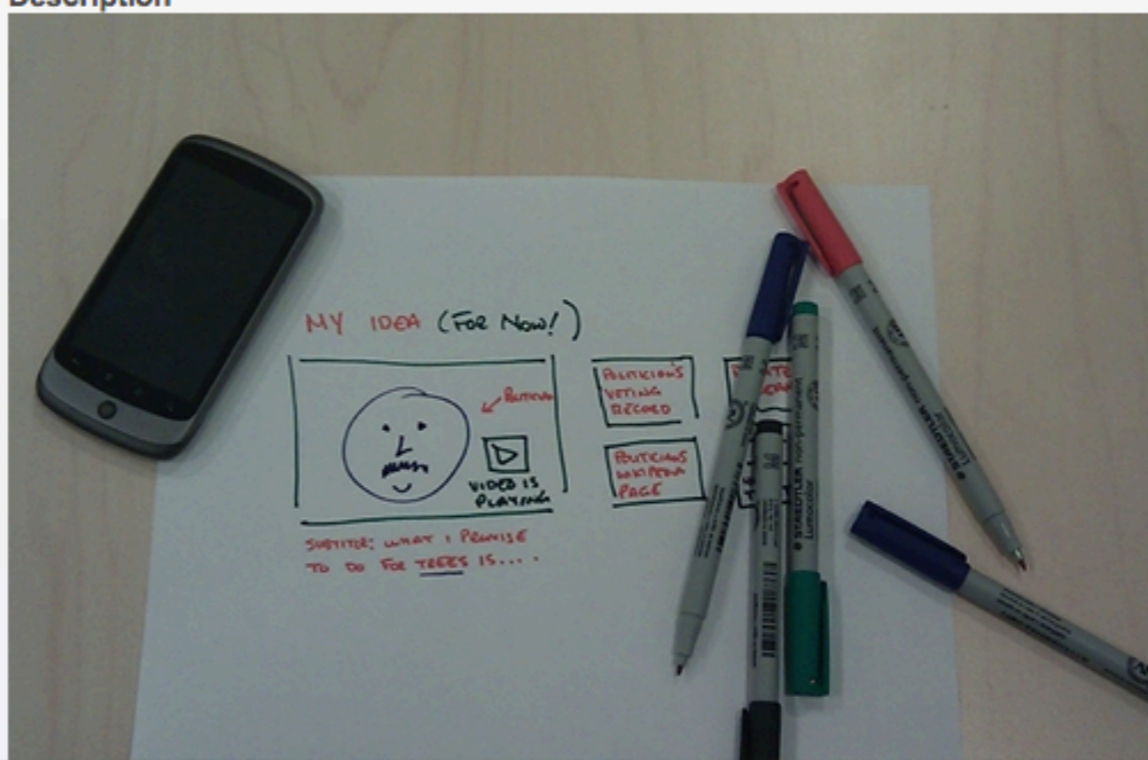
My idea is to re-mix recorded interviews with politicians and ...

Mark Surman 5 minutes ago

Summary

My idea is to re-mix recorded interviews with politicians and other public figures with open data. The objective is to put the interviewees' comments into the context of their affiliations, and to provide the news user with more understanding of the motivations behind the person's comments. Specifically, the app will use data from sources like Politifact, Sunlight Foundation, LittleSis, and GovTrack.us. The data will appear in sync with the interview video, and will highlight noteworthy connections relating to the person, their comments, the actions, or the issue being discussed.

Description



MY IDEA (For Now!)

VIDEO IS PLAYING

POLITICIAN'S VIDEO RECORDED

POLITICIAN'S BACKGROUND PAGE

SUBTITLE: WHAT I PROMISE TO DO FOR TEENS IS...

Start **right now!**



Next steps

1. Find three people you don't know.
2. Brainstorm ideas with them. Make a sketch.
3. Take a photo of your idea and submit it to drumbeat.org/journalism



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