



Web 333: User Experience, Content Ecosystems, and the Open Source Universe

TODAY'S AGENDA

1. A journalist's view of Internet history
2. Disruption and the digital media landscape
3. Why User Experience is the frontline of the digital media war
4. A Case Study: C-VILLE Weekly's annual Power Issue
5. Analytics: Impressions vs. Influence
6. Vibethink's Open Source Products and Solutions

the village VOICE

article search

home features columns arts listings classifieds personals eats letters

may 31 - june 6, 2000

Writers on the Verge

Eight New Authors Set to Soar

columns

features

work at the voice

the village VOICE

AMERICA'S LARGEST WEEKLY NEWSPAPER

SEARCH

keyword category all articles

home features columns arts listings classifieds personals eats letters

february 3 - 9

EMBRACE THE DARK SIDE

CLASSIFIEDS

LISTINGS

COLUMNS

PERSONALS

LETTERS

ARTS

Club Calendar, Gay & Lesbian Listing sections now online!

the village VOICE

PERSONALS MOVIE CLOCK REAL ESTATE ENTERTAINMENT LISTINGS

special

breaking story

weekly ink

VILLAGE VOICE THROUGH THE YEARS

forbiddenplanet

NEWS CALENDAR MUSIC

WHAT'S LIVE THIS WEEK

Pamela Geller Has Lost Her War

Why Future is the Future of Rap

New York

Top Stories

Slideshow

November: The Month in Photos

Calendar

Things to do This Weekend

music

Sound of the City

The Ten Best Concerts in New York This Weekend, 11/30/12

Brittany Spanos

food

Fork in the Road

Q&A: Chef Suzy Singh on Her Favorite NYC Restaurants, Part 2

Clarissa Wei

news

Runnin' Scared

Four More Hasids Arrested In Orthodox Sex Abuse Case

James King

food

Fork in the Road

Microwaves Can Prolong the Life of Bread

Robert Sietema

comment

La Daily Musto

Country Star Will Be Maria Von Trapp In TV's

Kill Julian Assange!

Daily Blogs

Slideshows

Most Popular Stories

Cover Story

Calendar

News

the village VOICE

keyword search News NYC Life Music Film Arts People Classifieds About U

Daily Voice

Today's Headlines

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Places & Spaces

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White Power Field Trip

David Lynch Made a Man Out of Me

Most Emailed

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The New York Times

Innovation

March 24, 2014


BuzzFeed

THE
HUFFINGTON
POST




“We are focused on building tools to create Snowfalls everyday and getting them as close to reporters as possible. I’d rather have a Snowfall builder than a Snowfall.”

“This is typical of industries facing a disruptive technology,....The leading firms in the established technology remain financially strong until the disruptive technology is, in fact, in the midst of their mainstream market.”



THE BUSINESS OF LOCAL DIGITAL MEDIA

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JOURNALISM/CONTENT


How Local Can Do 'Snow Fall' On A Budget

Late last year, *The New York Times* made waves with its interactive feature "[Snow Fall: The Avalanche at Tunnel Creek](#)." The Pulitzer Prize-winning feature spawned a number of similar big-budget projects at other publications. But Charlottesville, Va., alt weekly *C-Ville Weekly*, with its newsroom staff of five, teamed up with Vibethink to use the "Snow Fall" treatment on the story of a proposed bypass in Albemarle Co., Va., and successfully pulled it off, even with its tiny budget.

By [Meg Heckman](#)
NetNewsCheck, August 30, 2013 6:59 AM EDT

Every local newspaper has one: The story that just won't end. For *C-Ville Weekly* it's a decades' old fight over a planned bypass, but the newsroom decided to treat the topic not as a source of headaches but as a chance for digital innovation.

The *Weekly*, a 23,000 circulation newspaper in Charlottesville, Va., spent the summer collaborating with a local digital agency to build an interactive experience akin to *The New York Times*' Pulitzer Prize-winning "Snow Fall" project. The finished result — [called "The Road"](#) — is more than just a lovely arrangement of video, text and maps. Instead, its creators hope it will become a platform for civic engagement



The Road
Albemarle County's three-decade fight over the Western Bypass isn't over yet

COLUMBIA JOURNALISM REVIEW

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POLITICS

THE
United States Project

Politics,
policy, and
the press

06:50 AM - October 15, 2013

How C-Ville traveled the multimedia 'Road'

A video conversation about pulling off a wonky 'Snow Fall-lite' on a hyperlocal budget


By Corey Hutchins

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When *The New York Times* published "[Snow Fall](#)," its celebrated multimedia narrative extravaganza, in late 2012, the project sparked a ton of future-of-news buzz (along with the inevitable [backlash](#)). But in the months that followed, other projects that looked and felt like "Snow Fall"—from *The Washington Post*, *Grantland*, and the *Times*—followed a similar pattern: they focused on stories about sports, or some sort of outdoor adventure. And they came from big, or at least well-resourced, newsrooms.

But if there were assumptions taking hold about what this sort of storytelling is good for, or what sort of newsroom can pull it off, they were upset earlier this fall when

<http://www.c-ville.com/the-bypass/>



Instead of talking about print dying, we have to think in terms of the content market exploding and print not growing. Who is going to fill in the gap created in the market?

POWER ISSUE CASE STUDY

The Power Issue: 15 under 40

If you haven't heard of these folks yet, you will soon.

C-VILLE WRITERS

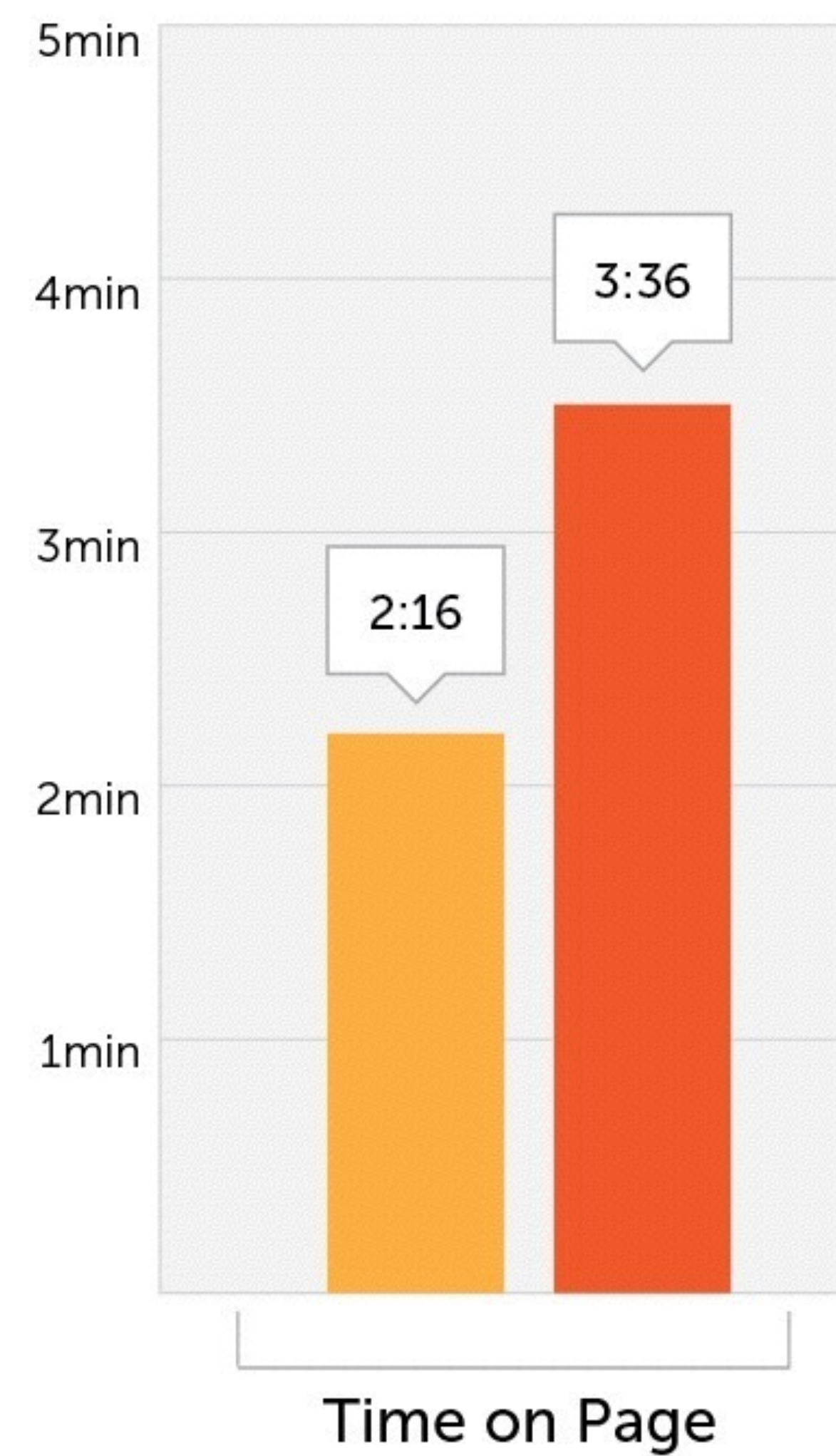
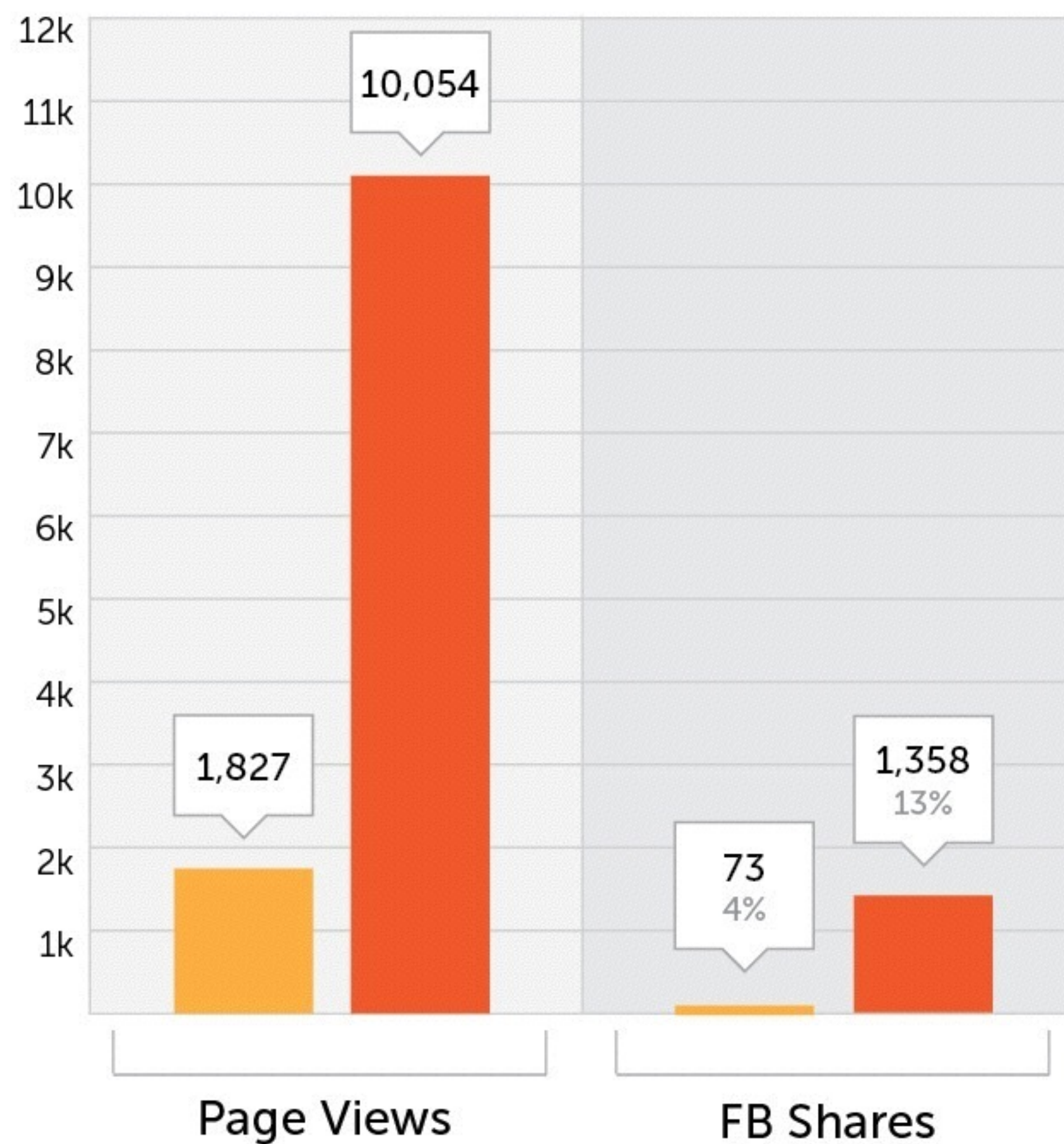
Engagement Analytics

2013

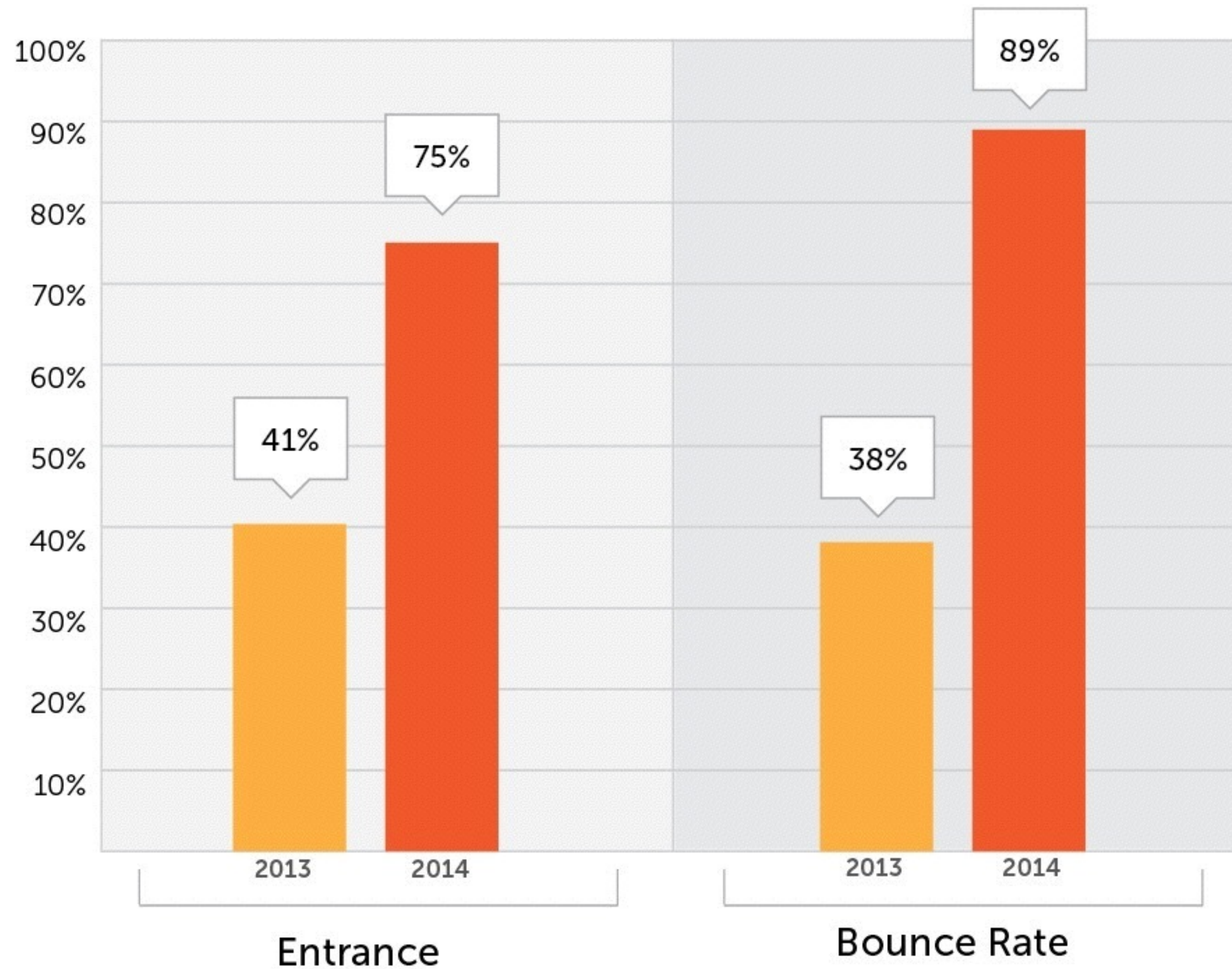
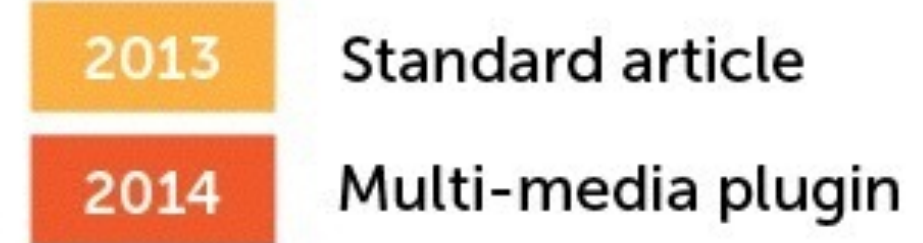
Standard article

2014

Multi-media plugin



Context Analytics



IMPRESSION VS INFLUENCE

What's more valuable to you? A story with 30,000 impressions at an average of 10 secs or a story with 8,000 impressions with an average time on page of 4 minutes?

A NEW UNIT

**IIU= Impressions x (Time on Site + Shares)/
Unique Visitors per Month**

Power Issue 2013

$$\mathbf{9.5\ IIU} = 1827 \times (136 + 73) / 40,000$$

Power Issue 2014

$$\mathbf{395\ IIU} = 10054 \times (216 + 1358) / 40,000$$

WHAT YOU SHOULD REMEMBER ABOUT TODAY

- UX is the front line of the battle for market share
- Open Source code is the future for small papers
- Your brand doesn't live on your homepage; it lives in content ecosystems
- You need to sell influence not impressions, because local audiences are valuable

VIBETHINK SOLUTIONS

- Multi-Media Storytelling Builder
- SceneThink Events Calendar
- AAN Paper WP-Theme Prototype

vibethink

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