Hackathon Orientation Call

1. **Review background on hackathon:**  
   The hackathon evolved out of The Media Consortium’s Moving into Mobile lab—part of our [Digital Innovation Studio](http://www.themediaconsortium.org/projects/digital-innovation-studio/" \t "_blank). Over the last few months, lab participants—The Uptake, *Yes! Magazine, Ms. Magazine*, American Independent News Network and AlterNet—came together for a slew of conference calls with experts in mobile, researched trends in mobile/journalism, and gathered for a one-day meeting to develop experiment ideas. The hackathon rose to the top of the list as an opportunity to do rapid prototyping of many mobile applications.
2. **Goals**   
   With the overall call to action centering on the frame of “News + Fun + Community,” (GET INTO THAT A BIT) all prototype apps created at the hackathon must be cross-platform (accessible via mobile web, tablet computer, smartphone, etc.). The Hackathon’s goals include:

* Developing ongoing connections to the mobile development community that foster news ideas and knowledge
* Creating a foundation for a strong mobile future for TMC members that allows for experimentation and development of new applications
* Providing test prototypes to serve as a proof-of-concept for potential support from funders/investors to help build out applications
* Having real chunks of open source code that can be used immediately by all participants in their mobile development

1. **What do we mean by News+Fun+Community?** 
   1. Diving into the relationship between news creation/delivery and gaming mechanics. This hackathon is going beyond just thinking about what a mobile app for your media organization will look like. Really think about how to expand/deepen your audience through new ways of bringing people in new ways. As we researched and studied current and future trends for mobile (+how people consume information) this area really stood out for us…
   2. Barnett gives overview of why gaming from what he learned, what it means, etc…  
        
      BigDoor's gamification API to automatically add tools to their prototype apps that increase user engagement and loyalty through the use of points, badges, levels, leaderboards, virtual currency and virtual goods. BigDoor's API basically provides all of the code to run engagement tools associated with an app.
2. **Hackathon Agenda overview**
   1. Who will be in the room
   2. How days will go: pitching to judging
      1. Who are judges
   3. PITCHING—how pitching will work.
      1. TVS will ask Barnett what he’s thinking.
      2. Get people to think or explain what they might be pitching.
   4. Role of journalists and programmers
3. **Judging criteria**  
   Overall: Best use of innovative  “gaming mechanic(s)” to enhance community interaction/engagement and engages new audience

* Bring app users back on daily or weekly basis
* Helps users create and/or share information + news with their networks
* Helps create conversation/interaction among users and/or users and media outlet(s)
* Help users have fun with the news

1. **Spreading the word—Jeanne**
   1. Press we’re doing
   2. Press we’re hoping to push to come out of this
   3. What groups can do
2. Questions?