

2010 Sustainable Journalism Concept-2-Reality™ Competition!

Great Ideas for New Journalism Products or Services!!



The mission of the Center for Sustainable Journalism is to ensure that high quality, ethically sound journalism remains a part of our democracy.

**Friday, April 30, 2010
Coles College of Business, Burruss Room 114**

Reviewers	Dr. Kirby S. Black, Principal, Chamberlin Associates Dr. F. Russell Denton, MBA, JD, Patent Attorney Ray Sams, Creative Director of Programming & Production, The Weather Channel Catherine Shen, VP, Strategic Communications, Points of Light Institute
Time	Finalists Presentations
01:45 – 02:25	On Line Credibility & Ethics Seal [Suzanna Capelouto]
02:30 – 03:10	My Green ATL.com [Ken Edelstein]
MINI-BREAK	MINI-BREAK
03:30 – 04:10	Visual Talking – Say It with Pictures [Mark Grace & Allison Hill]
04:15 – 04:55	Fourth Estate Mobile [Jesse J. Villanueva]
05:00 - 05:15	REVIEWERS' DECISION MAKING
05:15	ANNOUNCEMENT OF RESULTS

2010 Spring Sustainable Journalism Concept-2-Reality Competition Finalists

Fourth Estate Mobile

Fourth Estate Mobile provides a Content Management System (CMS) platform that allows newspaper publications to submit content onto an application accessible across multiple smart phones. Through our proprietary CMS, accessible from the **Fourth Estate Mobile** website, editors can easily upload content onto their application straight from their computer. Thousands of publications will be provided a new medium of publishing news, as well as a new source of advertising revenue, without the significant time and costs of developing an application themselves. **Fourth Estate Mobile** enables app users to access news directly from their pockets and enables access to additional features, such as multimedia, top worldwide headlines, and deals from local businesses. Advertisers now have an incentive to invest their money to advertise in one of the fastest growing industries of this time: mobile advertising. Advertisers can instantly update their offerings directly through **Advibez**, our unique online portal, and also track the direct benefits of their ads.

My Green ATL.com

My Green ATL connects Atlanta residents who care about the environment with credible information about the environment and with local businesses that sell or rent green products and services. Our most basic role is to serve as the region's most comprehensive environmental news and event listings site. **My Green ATL** will be funded with an affinity-based discount network that connects green consumers to the products and services they want. The credibility we acquire in the process of "convening" our green audience will provide a foundation for enterprise journalism which we'll fund a la carte through foundation grants and NPR-style fund-drive efforts. Our aim is to scale up either horizontally (expanding to other cities) or vertically (deepening our audience in such specialized fields as energy and recreation). A third route for growth could be to broaden the marketing services that we offer to local green businesses beyond just discounting and into branding and social marketing.

Online Credibility and Ethics Seal

On-line journalism is in a crisis of credibility. Can we trust bloggers to be objective when they write about a product they may have gotten for free? What about those on-line only newspapers with hardly any staff? What do we know about their journalism credentials and ethical standards? The first amendment is very clear about freedom of speech and freedom of the press. It's also the reason journalists can't be "licensed", like lawyers or hair stylists. Without a solid large media institution as a backdrop, where are the checks and balances? Enter the **Credibility and Ethics Seal**. It's a registry with an ethics pledge. It's an on-line course on standards. It's a widget to be used on blogs and web sites as a "seal of credibility and ethics". This seal would be self sustaining through a nominal annual registration fee.

Visual Talking – Say It with Pictures

Visual Talking's™ mission is to get rich journalistic content to the reader on demand by means of any electronic device. The goal is to give journalists a platform to send visually stimulating and informative stories across all digital means simultaneously to any reader. Journalists just login into **Visualtalking.com** and use their visual dictionary and their visual library of templates to tell their story and send via the PC, the cell phone, or TV. In an instant they are the new Walter Cronkite of the online digital age. We do charge for sending and storing messages, that allows **Visual Talking** to be an up and coming media outlet of the future. News is changing. According to Pew research, News is increasingly online (77%). And we are there! We uniquely use concrete visual content in an exciting new way for journalists to attract and hold readers on computers, on mobile devices and on screens.

The Ethics and Credibility Seal

Concept-to-Reality Executive Summary



©

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The Ethics and Credibility Seal

By Susanna Capelouto

Why this product/service is needed

According to Pew research 71% of Americans now feel most news sources are biased in their coverage and 70% feel overwhelmed rather than informed by the amount of news and information they see.

The First Amendment is quite clear.

*“Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or **abridging the freedom of speech, or of the press**; “*

The turmoil experienced in journalism today is reminiscent to the early days of our Republic, according to Brandeis University’s Dr. Maura Farrelly. It could be argued that the emergence of advertising was responsible for the establishment of journalistic standards. Defaming someone in print, would negatively reflect on the advertiser who in turn demanded standards like truth, fairness or objectivity from the publisher.

A modern day example of this could be Red State blogger Eric Erickson’s remarks about President Obama. He wrote *“Is Obama shagging hookers behind the media’s back? I assume not. I assume that Obama’s Marxist happy wife would go Lorena Bobbitt on him should he even think about it.”*

He had to denounce his own writing on CNN as he is now employed by the established network, which still relies on advertising.

The landscape of on-line journalism is fruitful, energetic, dynamic and creative. It has also shaken up what NYU Professor Jay Rosen refers to as a cloistered media elite.

Yet established media still has the “upper hand”, because its institutions remain high in the public trust . They still have guidelines for their reporters. News search engines like Google are still leaning heavily towards well established media outlets.

There are hard-working ethical journalists publishing their work on-line, willing to arm the public with the information necessary to participate in our democracy. They need to be recognizable by readers and search engines through the Ethics and Credibility Seal.

How the seal will work.

Journalists, bloggers, citizens, on-line publishers and major news organizations can apply for the seal. Its distribution will be administered by non-profit journalism organizations like Press Clubs or chapters of the Society of Professional Journalists, or women in media etc. They will set up a peer review system for the seal.

Geography will be key to proper distribution. The Alaska Press Club, should administer seals only for journalists in Alaska, for example. The Atlanta Press Club should serve only Georgia based journalists etc. The goal is to have at least one authorized organization in each state.

The applicant will need to sign an ethics pledge. An ethics and standards on-line course will be made available. Applicants, are not required to take the course, but will be encouraged to do so. This course material can also be made available to journalism students.

The signed pledge becomes part of a national registry.

Ethics pledges can vary depending on media used by the journalist, but the seal will remain constant.

The ethics pledge and course material will be developed by an established journalism program with input from working journalists and journalism professionals.

Why journalists want this seal.

Many new journalism funding models break apart because the reader/viewer/listener can't verify the journalist's credentials and ethics.

- With this seal on-line journalists with their own publication can display it as a sign of credibility on their site.
- Journalists looking for jobs on-line can use it as a reference.
- It could solve the credibility issue for new funding models.
- Bloggers who have the seal will become a credible source and can be quoted by other media.
- The seal could be a filter for news search engines. Google and Yahoo news could decide to make it a search criteria, which in turn would grow the journalist's reach.

Funding and sustainability

Journalists pay a reasonable application fee and an annual renewal fee. This fee will pay for administrative costs and can serve as a revenue source for the non-profit organizations administering the seal. Grant funding will be pursued to start up the program.

Why this idea is innovative

In “The State of the News Media 2010” The Pew Center finds that
“Power is shifting to the individual journalist and away, by degrees, from journalistic institutions.”

It talks of sets of freelancers who may report for various outlets. However, the research points out one persistent problem.

“The movement offers the possibility of more skilled reporting from the field. Yet it would also require consumers to be discriminating and raises questions about how news organizations would ensure quality and reliability.”

This is where the Credibility Seal can help. There are other journalism seals being offered like the “TAO of Journalism,” by the Washington News Council, which is completely voluntary and does not have a registry. It has a valid place for those who would like to let their audiences know that they have standards. Yet, there are no peer reviews or other measures of accountability.

My Credibility Seal is administered by journalists for journalists.

The National Registry would become its own non-profit institution, with a board of working journalists.

It would connect non-profits around the country interested in journalism standards and ethics. The goal is for the seal to be associated with the highest ethics standards in the industry.



[Establishing the “Ethics and Credibility Seal”.](#)

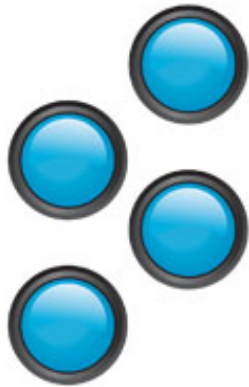
Further funding will be my top priority. If I win this competition, I will look for further grant funding to establish the non-profit and develop the content for the registry as well as a pilot program.

I would like the Atlanta Press Club to become the pilot site in Georgia. I am currently a member to the board of the Atlanta Press Club as well as a working journalist.

Journalists who are breaking away from the traditional media model, are searching for a way to market themselves without the ethical and credible backing of a media corporation. This is where the Credibility Seal can help.

I look forwards to your feedback.

Susanna Capelouto



Fourth estate

M o b i l e



Prepared by
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Executive Summary



Fourth Estate Mobile has developed a platform that makes publishing to mobile apps affordable, fast and easy.

The Problem

Newspaper advertising is a \$37.85 billion dollar industry. This is a 10-year low that continues to decline as subscribers cancel their print newspapers and instead look toward the Internet as their main news-source. As subscriptions decline, less is spent to advertise in newspapers. Newspapers will not be able to continue to operate if at least one of these two sources of revenue starts increasing once again. As a result, many newspapers have chosen to provide content online, where readers are viewing their news; however, newspapers need to continue to follow the increasing trend of using smart phones to receive news information. News and current events searches from Smartphones rose 57 percent in 2009 (Adweek). Currently, mobile phones outnumber PCs by 4:1 worldwide, and according to Wireless Expertise, the number of smartphones sold each year will grow to 422.96 million in 2013. By 2013, US mobile advertising will become a \$3.1 billion industry. With the strain of revenues, newspapers cannot afford the \$30-50K costly setup of creating a smartphone platform to enter this industry.

Solution

Fourth Estate Mobile (FEM) provides a Content Management System (CMS) platform that allows newspaper publications to submit content onto an application accessible across multiple smart phones. Through our own proprietary CMS, accessible from the Fourth Estate Mobile website, editors can easily upload content onto their application straight from their computer. Thousands of publications will be provided a new medium of publishing news, as well as a new source of advertising revenue, without the significant time and costs of developing an application themselves. Fourth Estate Mobile enables app users to not only access news directly from their pockets, but also enable access to additional features, such as multimedia, top worldwide headlines, and deals from local businesses. Advertisers now have an incentive to invest their money to advertise in one of the fastest growing industries of this time: mobile advertising. Advertisers can instantly update their offerings directly onto the applications through Advibez, our unique online portal. This benefit not offered with print newspapers. Advertisers can also track the direct benefits.

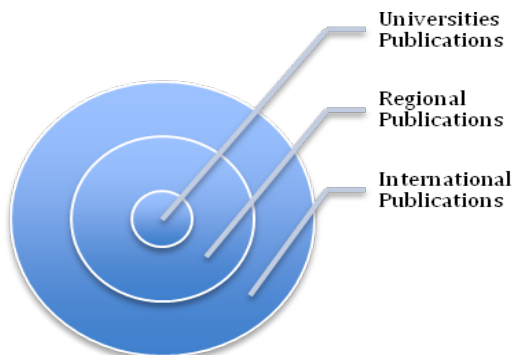


The Market

FEM is joining the \$300 billion advertising industry by incorporating mobile advertising onto each application. U.S. mobile ad revenues will grow from 160 million in 2008 to \$3.11 Billion in 2013 according to the Kelsey Group. Over 165.2 million smart phones were purchased in 2009, and 81% of owners use their mobile devices while shopping, offering retailers tremendous multi-channel marketing opportunities (Universal McCanns Study).

Initially, Fourth Estate Mobile will target college newspapers. There are currently over 4,000 college publications serving the 15.9 million students who are currently the trend leaders of reading web based news content and are the fastest growing smartphone segment. FEM will then expand to the 2,648 regional publications nationwide, and eventually worldwide.

Fourth Estate Mobile has already made verbal agreements with 15 schools and is currently finalizing service agreements. Over 200 university publications have applied for our pilot program in the past four months. In addition to print newspapers, FEM is also targeting regional online publications such as San Diego News Network, and other print publications that have been forced financially to provide content solely online



Stage of Development

FEM uses Amazon's Elastic Compute Cloud as the cloud computing platform for the web-based applications. FEM owns the rights to all of its code & applications.

Technology components:

- Proprietary Content Management System: allows publications to populate application with content.
- Proprietary custom Ad-Server: allows publications and advertisers to manage and track advertising campaigns across all applications
- Smartphone Application: wireframe provided to all partner publications

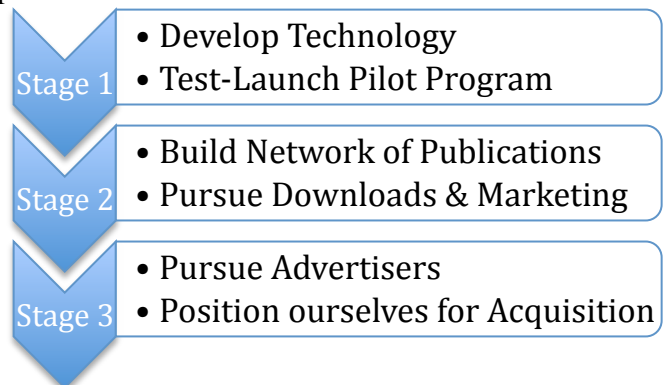
Completed:

- Development of the CMS
- iPhone application wireframe

Currently in development:

- Ad-Server & J2ME clients
- Several key features of the platform are currently being reviewed for provisional patents.
- Alpha clients are currently testing the systems, and set to launch early February.
- Ensure successful launch through continued marketing to 200 university publications that have applied to the pilot program

Patent attorneys are currently reviewing FEM components and services to identify any potential patents

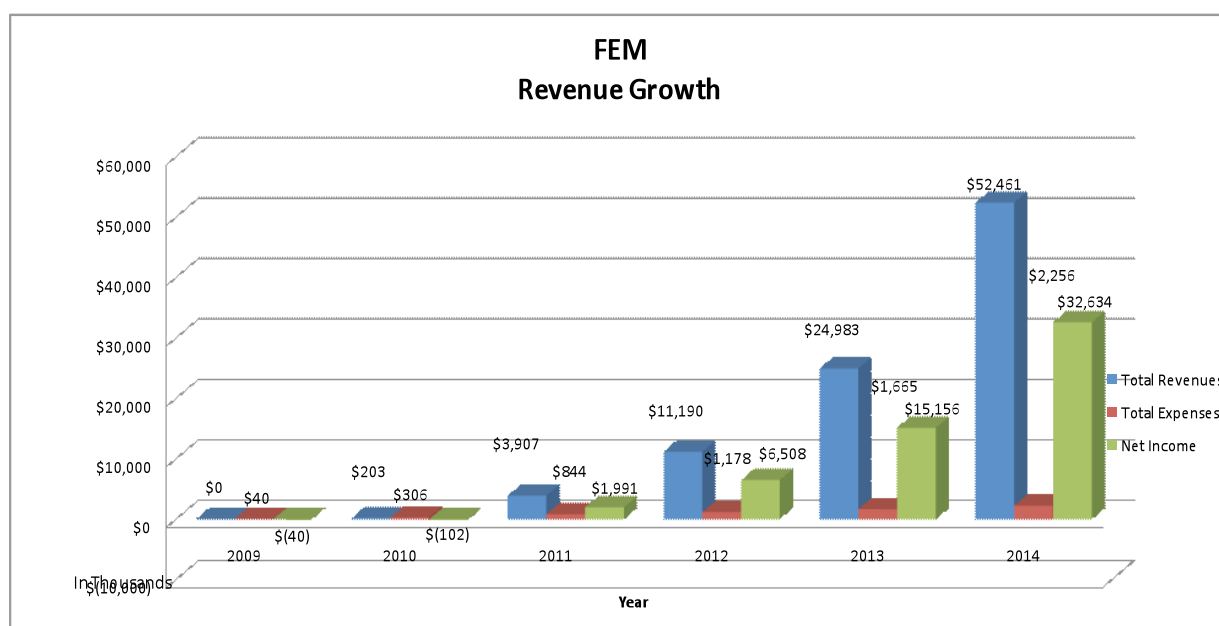


Competitor Landscape

Direct Competitors	Product	Price	Main Differentiator	Competitive Advantage
AMUZU	Mobile App	\$1,250	Only pulls RSS feeds from publications website	<ul style="list-style-type: none"> No top headlines Cannot save articles No CMS Co ad server More expensive
iSites	Mobile App	\$1,000	Only pulls RSS feeds from publications website	<ul style="list-style-type: none"> Only for iPhone No CMS No ad server No license agreements wih publications No revenue stream
Kanchoo	Mobile App	\$88	Offers only very basic application features	<ul style="list-style-type: none"> Not targeting U.S. market Very basic features (just articles) Only for iPhone No ad server
DoApp	Mobile App	N/A	Works primarily with broadcast television networks	<ul style="list-style-type: none"> Locked into partnership w/ tv networks and mobile ad provider Does not host own content

Financial Highlights

FEM is seeking \$350K in early stage funding to bring all technology development in house and to expand the network of publications. Thus far, FEM has been funded by the profits of another advertising venture started by the same team. FEM expects to be cash-flow positive early 2011.



Management Team

Founder

Jesse J. Villanueva

The Entrepreneur – SDSU business student, with expertise in the advertising & newspaper industry holding the title of Advertising Director at The Daily Aztec. He also has successfully started a previous venture in the advertising industry.

Chief Operations Officer

Rob Gilman

The Ops-Specialist - Business and Finance student at SDSU, with expertise in sales and newspaper advertising. Currently the National Sales Manager of The Daily Aztec and works with various national advertising agencies.

Chief Financial Officer

Leanne Criswell

The Financial Guru - Bachelor's degree in Finance and is currently getting her MBA at SDSU with a specialization in entrepreneurship. She currently works as a financial analyst.

Kris Fukuda: Chief Information Officer- *The Engi-Nerd* – Information and Decision Systems MBA student at SDSU.. Currently Kris works as a software engineer at Northrop Grumman. Received his Bachelor's in Computer Engineering at UC San Diego.

Supreeth Shanthakumar: Chief Technology Officer- *The Techno-Bot* – SDSU Graduate Student in Computer Science. Worked as a programmer

analyst and has expertise in mobile app development. Supreeth received his Bachelor in Computer Science Engineering at Visveswaraiah Technological University in Bangalore, India.

Advisory Team

Technology Advisor

Sateesh Chandrashekhar

The Tech Nerd – CTO at Ideavate solutions, has developed over 75 applications currently in app stores and winner of Deloitte's Technology fast 50 award two years running.

Business Development Advisor

Brad Duquette

The Biz Dev Professional – Founder & President of Media Mate Inc. a media service company, specializing in national advertising, with established relations with publications across the nation. Assists in customer acquisition & preparing FEM for acquisition.

Industry Advisor

Mark J. Davis

News Industry Expert – Former VP of Strategy & Interactive Media for The San Diego Union-Tribune. Assists FEM in its strategy as it tackles the regional & national publications.



EXECUTIVE SUMMARY... PAGE 2

HOME PAGE MOCK-UP ... PAGE 5

KEN EDELSTEIN

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EXECUTIVE SUMMARY

I. Mission, Values & Objectives

Mission

To inform and empower Atlantans on environmental issues confronting their community, their nation and their world

Values

- **Journalistic:** My Green ATL is committed to accuracy, fairness and transparency. We strive to be timely and relevant. We correct errors, credit other news sources, avoid conflicts of interest, are open about perceived conflicts and treasure feedback.
- **Community:** We view ourselves as the communications nexus of a larger community. We *are* a part of the community. We welcome and seek community involvement and contributions. But we have a specific role: To enrich the community with credible information.
- **Environmental:** We value Atlanta's natural resources and the environment; both are critical to our quality of life and standard of living. We strive to act consistently with those values.

Objectives

We are dedicated to solving two fundamental problems.

- *A community problem:* Environmentally conscious individuals, businesses and groups in metro Atlanta have few ways to become informed of local environmental news and topics, as well as few mechanisms to help them get involved should they wish to do so.
- *A business problem:* The growing number of metro businesses with green messages have few cost-effective, targeted ways to distinguish themselves, or to connect their products, services, organizations and opportunities to consumers who share their values.

II. Our business strategy

- We will build our audience by becoming a compelling source for breaking news and community information on environmental topics.
- We will contact connect green consumers with companies that reflect their values.
- Through special enterprise projects, we will regularly break stories that generate impact or serve as a resource for the community.

III. Operational approach

Build MyGreenATL audience base

- Target broad audience, essentially 18-44 year old, college-educated individuals in Cobb, DeKalb, Fulton and Gwinnett counties with an expressed interest in the environment.
- Establish audience reach through broad "ecosystem" of media: Website (includes blog, "breaking Tweets," MyGreen You Tube channel, green group feeds and enterprise journalism [*see below*]); Twitter; Facebook; e-mail newsletters; mobile app; breaking news widget (to distribute to environmental groups and other interested sites).
- Establish website's blog as temperate, intelligent voice on local environmental issues and events. Posts will make running reference to nearly all of site's content, effectively peaking ongoing interest in the region's environmental "narrative."

- Become known as the region's most dependable source of local and national environmental information, by combining the blog/narrative with enterprise features, aggregation, non-enterprise reporting (off press releases, press conferences, etc.), feeds from environmental groups and user-generated content.
- Market actively, but simply and inexpensively, by using ad button for sites that run MyGreen news widget; social media, especially Facebook, Twitter and LinkedIn Groups; e-mail newsletters; turnkey involvement in local events.

Fund My Green ATL's basic operations

- Operate a "Green Bargain Club," an affinity-based discount service that connects consumers to green businesses, products and services via MyGreenATL
- Here's how it works: My Green ATL approaches restaurants and other local retailers with an offer to drive customers to their businesses in exchange for an inventory of coupons. *No cash is required.* My Green ATL then markets both the Green Bargain Club and the coupon deals to My Green ATL users through My Green ATL's various media. Users must register to buy coupons, which helps My Green ATL build a valuable, psycho-graphically targeted list. My Green ATL keeps the payments from the coupon sales, and the restaurant gets the new customers. My Green ATL will develop a mobile app for the discount club within one year of beginning operations.
- My Green ATL will explore partnering with other discounting organizations to operate pieces of the Bargain Club but is capable of developing all functions on its own.
- Secondary sources of revenue will include traditional banner ads and marketing services for clients that go beyond advertising

Publish enterprise journalism as discrete projects with targeted funding

- Projects may be wide-ranging in form, but will focus on:
 1. long-shelf-life guides to such topics as how to report pollution problems, Georgia rivers and "eating green," and
 2. investigative stories on such traditional veins of environmental coverage as pollution problems, failure to enforce regulations, and battles over proposed facilities.
- Projects, which are expected to cost \$1,000-\$5,000, will be funded in one of two ways:
 1. Where possible, MyGreenATL will report and produce many of the "long-shelf-life guides" and some timely enterprise stories out of its budget where possible.
 2. MyGreenATL will obtain funding through experimentation with a variety of targeted funding mechanisms, including the possibility of using: foundation grants, sponsorships, fundraising drives, Spot.us and representative journalism.
- Projects will be viewed as separate narrowly defined sites, with their own more narrowly defined target audiences, budgets, subdomains (on the MyGreenATL site), masked and redirected URLs, SEO campaigns, and marketing efforts.

Competition

- Audience competition
 1. The AJC, suburban newspapers, TV stations, radio and alt-weeklies have reduced environmental reporting (AJC no longer has an environmental reporter). While this creates an opening among readers who value environmental information, it also limits the amount of news available to aggregate.

2. National online news enterprises built on hyper-local applications (Patch.com, EveryBlock) are attempting to build audiences by deeply penetrating specific neighborhoods). While their impact hasn't been entirely felt because of their relatively recent appearance, their potentially broad audience can be used to complement My Green ATL's audience building efforts.
 3. National general environmental news sites (Mother Nature Network, Treehugger, Grist) have enjoyed some success building audiences with general interest in the environment. Despite some effort by MNN, they don't have the capacity to report on local news in a robust fashion or to build community at the local level.
 4. Local environmental news sites: SoutheastGreen.com has effectively networked with the environmental community by sponsoring events, reporting announcements and just showing up. It has built an audience around aggregation, with a little bit of reporting. The lack of strong social media presence, a poorly designed website and a dearth of hard content limits the scope and potential audience of this site. A handful of other local environmental blogs and sites seldom acquire original information.
 5. Local environmental organization sites are likely to draw audience members with deep interest in specific issue areas (e.g. Upper Chattahoochee Riverkeeper for people interested in the river, Georgia Organics for those interested in local food, Southface for green building). My Green ATL hopes to turn those potential competitors into partners that direct audience to our site (via My Green ATL news widget) and provide content (via Green Group Feed).
- Sales competition
 1. Discount purveyors (including HalfOffDepot and ScoutMob) have proliferated over the last two years. They use a wide range of processes and applications. Two recently launched projects based on environmental affiliation (GreenHalf and Local Planet) are unproven but represent potential partners (*see above*)
 2. A handful of local publications and websites target environmentally themed advertising. I believe we'll offer more value, either through our green buyers' club or traditional banner ads, by providing a more targeted audience and by operating very efficiently
 3. Direct online marketing seems to me a significant threat to narrowly focused news and information sites. Savvy companies (or their ad agencies) are using social media to skip the step of buying access to eyeballs by assembling those eyeballs themselves. My Green ATL will position itself as a yet another social tool for businesses that are pursuing such a strategy. Over the long term, however, building a capacity to offer our clients the same kinds of online marketing services that we use to expand our audiences seems fundamental to My Green ATL's future.



Join the Green Bargain Club! Green your wallet. Green your world. CLICK HERE for GREAT DEALS!

- clean energy
 - climate change
 - green schools
 - local food
 - sprawl
- get our e-lets

breaking news

Perdue: DOT board 'irresponsible,' costs state \$22 million [http://bit.ly/dsqH6G](#)

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VIEW ALL TWEETS HERE

eco-events

FEB. 3, 8 pm: Green concert at the Earl w/ Megadoses.

FEB. 8, 7:30 pm: Sierra Club holds seance with John Muir.

FEB. 19-20, 8 am-5pm: 2009 Georgia Organics annual conference.

FEB. 25, 7:30-9 am: Sustainable Atlanta Roundtable.

FEB. 26, 8 am-5pm: 2009 Georgia Organics annual conference.

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120 X 600 pt skyscraper ad goes here

environmental news blog

01/30/2010 • 2:49 PM

Georgia appliance rebates start Feb. 12

Wait at least two weeks before buying that new refrigerator, stove, dishwasher or other appliance. On Feb. 12, Georgia initiates a rebate program for the purchase of EnergyStar-rated appliances.

[READ MORE](#) • 6 COMMENTS

01/30/2010 • 12:33 PM

Southern Co. 1st in line for nuke loans

Southern Co.'s proposed expansion of Plant Vogtle near Augusta is expected to become the first nuclear power plant out the gate today with a federal loan guarantee in an expected rush toward more nuclear plants spurred by need to cut greenhouse gas pollution.

The Associated Press reported over the weekend that President Obama is likely to offer loan guarantees to the \$14.5 billion project. And the [A/C reported](#) this morning that the announcement is scheduled for today.

[READ MORE](#) • 11 COMMENTS

Join the Green Bargain Club! It's entirely free!

50% off at Zeus Cafe
2-for-1 at Thor's Thunder Shop
25% off at Eco-fabrics
50% off at Hera's Cafe
2-for-1 at Odin's Green Spa
25% off at Eco-fabrics
— and many more


UNDERGROUND

CLICK HERE for DEALS!

Green your wallet. Green your world.

01/30/2010 • 10:37 PM

VIDEO: Now, now. Is BPA so bad?



[READ MORE](#) • 11 COMMENTS

01/30/2010 • 2:49 PM

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01/30/2010 • 10:37 PM

GALLERY: Making solar panels in Norcross



MyGreenATL's Sam Shooter from inside Suniva.

[READ MORE](#) • 2 COMMENTS

01/30/2010 • 2:49 PM

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exclusives

The great Georgia coal rush

Investors push for 3 new plants just as burning coal becomes pricier



[Are you threatened by a coal ash dump?](#)

[Coal puts mercury in Ga. creeks and rivers](#)

[Lawmakers make coal burning easier](#)

The great Georgia coal rush: Investors push for 3 new plants just as burning coal becomes pricier

The great Georgia coal rush: Investors push for 3 new plants just as burning coal becomes pricier

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guest columns

JENETTE BAYER says green power is growing

ALICE MAYS says Ag Dept. could do better job certifying organic produce

JENETTE BAYER says clean energy is the next thing

ALICE MAYS says Ag Dept. could do better job certifying organic produce

JENETTE BAYER says tree farms aren't natural

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my green tv








CRASHING A TEA PARTY: Rumors get going at tea party on cap-&-trade.

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CRASHING A TEA PARTY: Rumors get going at tea party on cap-&-trade.

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green group news feed

-  GO sponsors Urban Chicken Coop Tour, May 1: A look at different types of chicken coops in and around Atlanta ...
 -  The Longleaf is Generation Green's award for emerging environmental leaders. [This year's award will ...](#)
 -  Last evening at Southface's 12th annual Visionary Dinner, Jigar Shah, CEO of the Carbon War Room ...
 -  GO sponsors Urban Chicken Coop Tour, May 1: A look at different types of chicken coops in and around Atlanta ...
 -  The Longleaf is Generation Green's award for emerging environmental leaders. [This year's award will ...](#)
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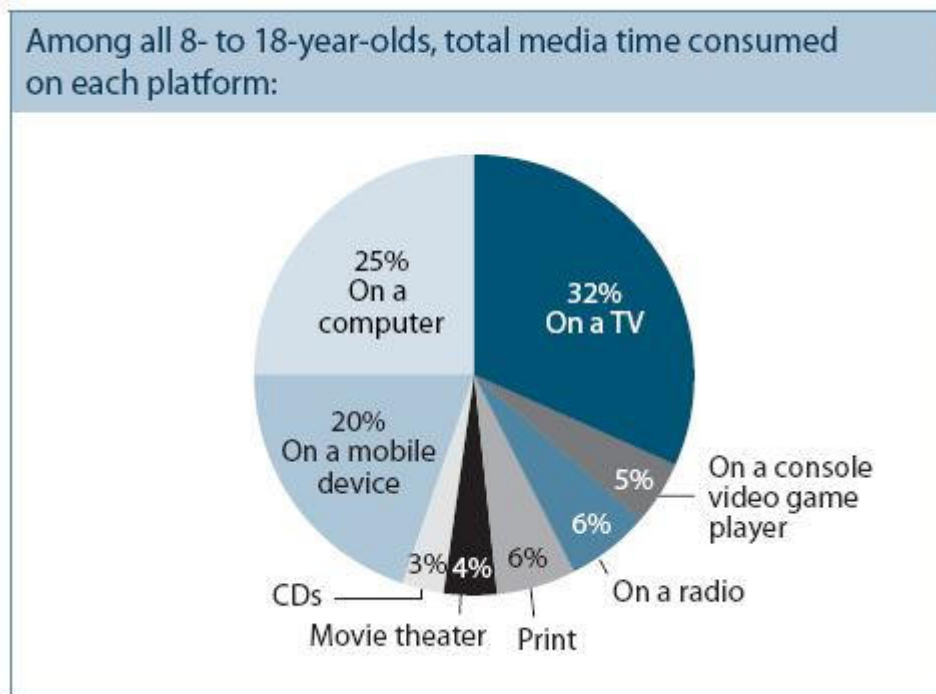
PLEASE NOTE: Any mention of companies, individuals or organizations in this mockup are for demonstration purposes only and do not represent the participation of the examples in My Green ATL.

EXECUTIVE SUMMARY

The mission of Visual Talking™ is to get rich journalistic content to the reader on demand by means of any electronic device. The goal is to give journalists a platform to send visually stimulating and informative stories across all digital means simultaneously to any reader. Journalists just login into Visualtalking.com and use their visual dictionary and their visual library of templates to tell their story and send via the PC, the cell phone, or TV. In an instant they are the new Walter Cronkite of the online digital age. We do charge for sending and storing messages, that allows Visual Talking to be an up and coming media outlet of the future.

News is changing. According to Pew research News is online (77%). And we are there! We uniquely use concrete visual content in an exciting new way for journalists to attract and hold readers on computers, on mobile devices and on screens.

Media Hardware



Picture Our Easy to Use Product

Our patent pending story creation system operates faster than text messaging for both the sending journalist and the replying reader. The journalist grabs their story elements from their visual dictionary or library and adds them to their template and then send to their digital readers. This is the only media outlet that allows pictures to do the talking.



In this small example, the journalist told a simple local story of interest related to a fire in a local neighborhood. The journalist can take pictures on their cell phone and instantly upload or they can use pictures from their visual dictionary or they can get images from the web for free or purchase. The word content can be added below each picture and the number of images is unlimited—here it is short, but it could easily be 100 or 1000 or 1,000,000 images. Images can also be videos, and the images and videos can have sound or music. Instead of mere words, pictures tell the story, and bring the reader with you as the story occurs and readers to see the news as it develops. This story was viewed by a cell phone.

Global Journalists Already Successful

We organized a contest and 1,000 journalists wrote their visual messages to their audience and they reached over 450,000 people. The audience they reached had four characteristics: technology digital, educated, on the move, and distributed around the United States.

Visual Talking “Connected” User Profile

- Top ways of using Visual Talking:
 - Tell Your Story
 - Connect to you Audience

Young, Technology Savvy

Age %
21-25 35%
26-30 30%
31-35 10%
36-40 9%

Educated Decision Makers

Graduate Degree 16%
College Degree 61%
Some College 10%
High School 12%

On the Move

Single 66%
Married 28%

Male 44%
Female 56%

Distributed Throughout USA

Northeast 37%
South 26%
West 21%
Midwest 16%

Visual
TALKING

We surveyed many of the journalists and readers, and here are some of their comments:

“Site where you can say anything with pictures”

“A new way to communicate by using pictures from your database”,

“Visual Talking is a site which offers visual communication. Here we can express and send our feeling through pictures as message. This site is the best one in its kind. You will definitely love it once you use their service”,

“It is a breakthrough in spatial communication”.

Our Visual Talking product is already in version 3.0 with full capabilities to write a visual story of any length and send via email, or via browsers on PC or cell phone.

Where We Fit- High Journalist Value

The news stories of today and the future are not about just viewing on-line, they are about interacting on relevant and specific content, that is easy to get to, or better yet, sent to you periodically. In a recent poll, 64% percent of online news consumers do not go to news organization sites, but instead find their stories or have them sent to them on line. They want to interact with their news providers, and they need the easy tools to do that, making Visual Talking possibly the choice news outlet of the future.

Readers or viewers are visual, meaning they want to “see” their news stories; words are not enough. So, Journalists use images and videos...like Visual Talking. It is a program where the news is no longer limited to just words and a few attached pictures. Now the pictures tell the story.

Readers also want to easily comment back to the Journalists, such as adding more detail content or their opinion; this is another benefit of Visual Talking.

The cost to the journalist is minimal. They can collect their imagery and write and edit their stories for free. They only pay two cents per story of any size they send. They can receive reader input for free, and carry on a conversation.

A Large Market

There is a tremendous market for Visual Talking. As the recent Pew Report suggests, 26% of Americans Read News on Mobile Devices and according to that same report nearly 70% of journalists surveyed are using social networking sites, such as Visual Talking. An example is the New York Times has doubled its online readership. Print media job cuts in the USA have surged 88 percent in the past 3 years, so those journalists that lost their jobs can now turn to Visual Talking and directly connect to their audience in an effective and informative manner.

There are currently no other visual competitors, much like the Apple iPod, Facebook, or Twitter, when all of these services started from an idea or a desire to either listen to music or share information more effectively. This could also be said about Visual Talking, the news outlet of the future.

Our Business Strategy

We protect our market advantage by having specific intellectual property where applicable. We have a pending patent filed which covers the method of creating image dictionaries, combining images into stories in libraries, and sending the stories via any electronic means. We have a registered trademark on the words Visual Talking and we have trademarked related imagery as well. We own the domains visualtalking.com, .org, .net and .pi and are paid up for 12 years. The actual visualtalking.com website is now in version 3.0 and we own all copyrights and user submitted content.

Our revenue is based on user fees for sending messages. We charge two cents per message, and also make money on storage of images and story templates.

For Example here is a break down of what the cost might be to a journalist:

- News Writers and Bulk Sending
 - Small: 1000 messages/ week = \$1040/yr
 - Average: 100,000 messages/week = \$104,000/yr
 - Fortune 500: 1M /week = \$1M/Yr
- And below we combine small , average and fortune 500 users into a sales plan

Our Financial Projections

Usage Sales Only

SM	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Revenue	2.3	16.1	46.2	111	279
Expense	1.7	10.0	24.6	39	94
EBITA	0.6	6.1	21.6	72	185



Our target users are EVERYONE, but in terms of this presentation we primarily target web journalists and their followers. Anyone that wants to *see* their news could be a target user for Visual Talking.

Our Experienced and Successful Team

The Visual Talking team is comprised of many innovative, motivated leaders. Mark Grace is our CEO/President. He is a business builder for large (Exxon and GE) and small (Thinkage, LLC) companies, and has built and sold startup company Thinkage and closed deals with top consumer brands. He has spent thirty years creating Visual Talking like systems.

Our Marketing team includes Tom Barnes, who serves as the Vice President Channels Partner Management (after leading Intergraph and Seagull software channels), and Allison Hill, who serves as the Director of Journalism, who obtained her BS from Kennesaw State University, from the Communications Department, Summa Cum Laude.

The Operations team consists of Dave Ausman, President Triplesource, who leads as Server management; Ariel Silverstone, President Practical Computing who works Security for Visual Talking; Mike Demartin, President Design Site, is in charge of Artistic Design; and John Croft, President Scalable Development, creates the Applications Software.

Spring 2010 Sustainable Journalism Concept-2-Reality Reviewers Bios

Dr. Kirby H. BLACK, Principal, Chamberlin Associates

Kirby Black received a BS in Mechanical Engineering from UCLA, a PhD in Immunology & Cell Biology from UC-Irvine, and his Professional Engineering Certification from the California Board of Registration. From 1978 to 1990, he was Director of the Transplantation, Immunology, & Burn Laboratories at UC-Irvine. He then served as President & CEO of EPIX Pharmaceuticals Corporation focusing on the development of site specific immunosuppressant technologies. Later, he co-founded and served as COO of AuraZyme Pharmaceuticals (a subsidiary of CryoLife) developing novel conjugated anti-body drug chemistries for cancer and, before joining Chamberlin Associates, was Senior Vice President of CryoLife responsible for all new product development.

Dr. F. Russell DENTON, J.D., MBA, Ph.D., Adjunct Professor, UGA School of Law

Dr. "Rusty" Denton received a BS in Biochemistry, a BS in Botany, and a BA in German, from the University of Massachusetts in 1980. In 1989, he earned an MS in Chemistry and in 1991 a Ph.D. in Chemistry also from the University of Massachusetts. From 1992 to 1998, he served as Technology Manager for Motorola's Energy Products Division, where he helped create the Division's first R & D based products. He then returned to school, and earned a JD in Intellectual Property law, and an MBA in Strategy & Entrepreneurship in 2001. From 2001 to 2004, he served as COO of ZymeX Pharmaceuticals, a bio-technology startup that had developed an innovative new technology for developing protease inhibitors as potential candidates for new drug development. He is licensed to practice law in the State of Georgia, and is a licensed U.S. patent attorney. His areas of expertise include the valuation and licensing of patents.

Ray Sams, Creative Director of Programming and Production, The Weather Channel

Ray currently visualizes and maintains a design vision for The Weather Channel© network programming as it pertains to weather graphics and traditional broadcast graphics and maximizes communication and overall productivity, design and use of graphics across all National, Local and Interactive Television platforms. Prior to joining The Weather Channel Inc. over a decade ago as an Interactive Designer for its Weatherscan network, Ray worked as a Broadcast Designer with AGL Resources, owned and operated his own computer design business, and was the Art Director for Upscale Magazine after obtaining his undergraduate degree from Michigan State University in Telecommunications and Design

Catherine Shen, VP, Strategic Communications, Points of Light Institute

Catherine is a media executive with a national reputation for innovation. As Publisher of the Honolulu-Star Bulletin, she realigned news coverage to better address issues in the state. In the Seattle area, she directed the King County Journal Newspapers, pioneered their Web sites, and started a community journalism site. She held key editing and leadership positions at USA Today and the San Francisco Chronicle. Most recently, Catherine was Senior VP, Human Resources for the Atlanta Journal-Constitution. In her current role at Points of Light Institute, she leads and executes CEO communications, media relations, social media, and strategic messaging across the organization." Catherine earned her BA at Wellesley College and her MA at Claremont Graduate School. She has served as a Pulitzer Prize juror, a founding member of the Asian-American Journalists Association, and was awarded a McCormick Fellowship to attend the Advanced Executive Program at Kellogg Business School, Northwestern University.