### The News is Dead. Long Live the News. Re-thinking the article and news presentation

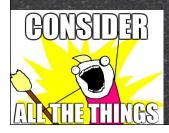
## Editors don't know what we read

Same front page for everyone!
 Legacy of print
 Articles focus on narrative, not news
 News doesn't understand its readers



# Front pages have all the power

- Social media is great at deep-liking
   Reporters spend time lobbying for homepage features so they can make numbers.
- Does that sound like journalism?
  So front pages get more noisy.



### One Front Page

"All the news that's fit to print"
Really?
Lack of diversity and analysis
Democracy needs more voices, more opinion, more engagement



# Aggregation is not the (entire) answer

I love Techmeme. Great aggregation.
Why not take it one level deeper?

Aggregate at a news level, not at the subject matter level.

EG: Tech Industry > Jobs Death

**NOT SURE IE TROLLING** 



## Have all the Pixels, use just a few

We're still designing for 800x600.
 There are tons of real estate if we can think of varying the levels of engagement

#### Each Page = A News Item (Broad or Specific)

< Breaking News Home		Contribute	Photos Links	Video	Text Discussion									
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#### Synopsis

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#### Discussion

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## Moby Dick Project

- More Hackathons
- Raising Support for Open-Source, Hosted Software
- Looking for YOUR prototypes

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