

Situation

The way public conversations happen has changed. Mainstream media outlets and large companies are no longer the primary messengers. People now have access to the megaphone through the internet, and they are using it to share news, ideas, and opinions on just about everything.

People are feeling overrun with information, for good reasons. There are hundreds of millions of blogs, niche websites, community forums, videos, and photos online. More conversations move online every day and increasingly people are turning to them to get their news and information. Your team at the Knight Foundation understands this, and so do many other organizations. But how can anyone possibly listen in and make sense of it all? Where do you start?

Proposed Solution

We want to provide a tool that helps people identify, digest, and use the news and conversations that matter for their work. To do this we want to open source our news tracker, Managing News, and make it easy to download and install by creating an installer profile.

Managing News is a news aggregator built on Drupal that can be used collaboratively by teams to read and respond to the news. It's currently used by organizations such as the United Nations in New York, Oxfam in the United Kingdom, and public relations firms in Washington, DC to listen to conversations happening online and identify which need a response or other action.

Drupal Wins

The Drupal community stands to benefit greatly from this. Funding for this project will spur new development in aggregation and messaging in Drupal, as well as other key modules that will be used in tens of thousands of websites in the coming year.



AGGREGATION

Drupal's aggregation tools are some of the most powerful available, and they're only getting better. We continue to improve FeedAPI for Drupal 5 and Drupal 6, while working to lay the ground work for a new core aggregator for Drupal 7.



NOTIFICATIONS AND MESSAGING

Drupal can be trusted for secure and timely message delivery, whether public health organizations need to receive survey results via email or PR executives need to get an SMS when a story breaks. This year we've focused on developing these two frameworks to allow you to send, receive, and subscribe to notifications – via Drupal – in a variety of ways, including email, IM, and SMS.



Bigger Picture Wins

To get the full story about their issues and brands, organizations need to follow the full conversation and they need to step in and engage these new messengers to influence the conversation. Managing News helps people make sense of social media. Just enter a topic, a company, a brand, or a part of the world and Managing News will track the chatter for you within minutes of it appearing online.

While it's pulling in news, Managing News analyzes it to identify hot topics and emerging trends, and helps prioritize which stories matter most. With a tool like Managing News, organizations will be able to digest more news, focus on what's important, and then jump into the most relevant conversations to better communicate with their stakeholders and the public at large.

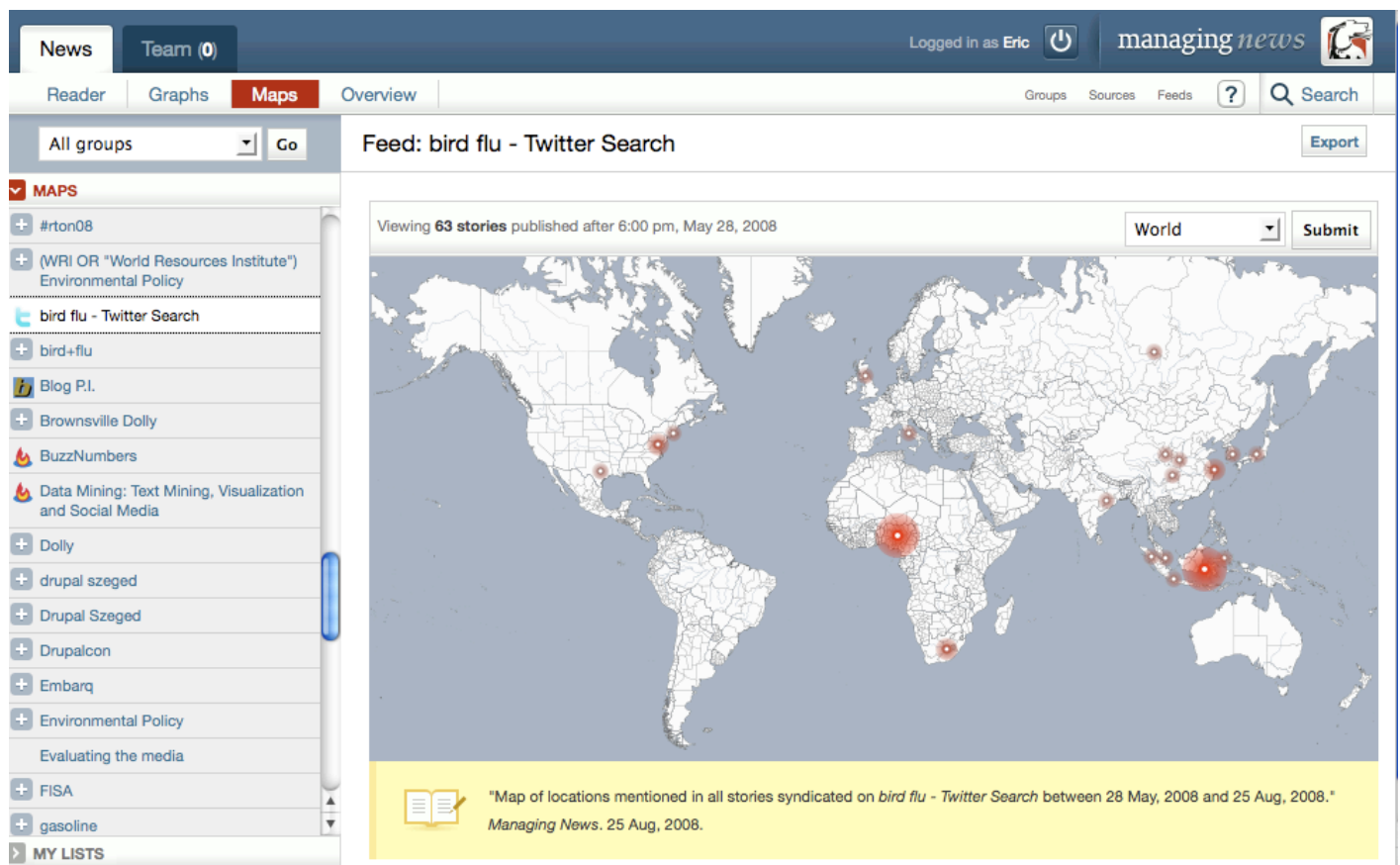
Budget

Here are our basic budget projections for this project:

- ▶ Timeline: two months
- ▶ Cost: \$165,000

For more detailed budget information, please contact Eric at eric@developmentseed.org.

Managing News Tracking Bird Flu



The screenshot displays the Managing News web application interface. At the top, there is a navigation bar with 'News' and 'Team (0)' tabs. The user is logged in as 'Eric'. The main content area is titled 'Feed: bird flu - Twitter Search' and shows a world map with red circular markers indicating locations mentioned in news stories. The map is set to 'World' view and shows 63 stories published after 6:00 pm on May 28, 2008. A sidebar on the left contains a list of filters and categories, including '#rton08', '(WRI OR "World Resources Institute") Environmental Policy', 'bird flu - Twitter Search', 'bird+flu', 'Blog P.I.', 'Brownsville Dolly', 'BuzzNumbers', 'Data Mining: Text Mining, Visualization and Social Media', 'Dolly', 'drupal szeged', 'Drupal Szeged', 'Drupalcon', 'Embarq', 'Environmental Policy', 'Evaluating the media', 'FISA', 'gasoline', and 'MY LISTS'. A caption at the bottom of the map reads: "Map of locations mentioned in all stories syndicated on bird flu - Twitter Search between 28 May, 2008 and 25 Aug, 2008." Managing News. 25 Aug, 2008.



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