

Bringing the Newsroom into the Cloud

Vanessa Franko and Jim Miller

THE PRESS-ENTERPRISE 

Overview

- Maps and storytelling
- Maps and hard news
- Maps and features
- Maps and the future

Part One:
**Maps and
storytelling**

What's the best way to tell a story?

- Traditional story forms:
Text, photo, flat graphics
- Online offers more tools: Video, interactive infographics, maps

Hover below to view interactive content.

Independence Day fireworks above Mount Rubidoux would be canceled if Measure A fails, the city's top administrator says.

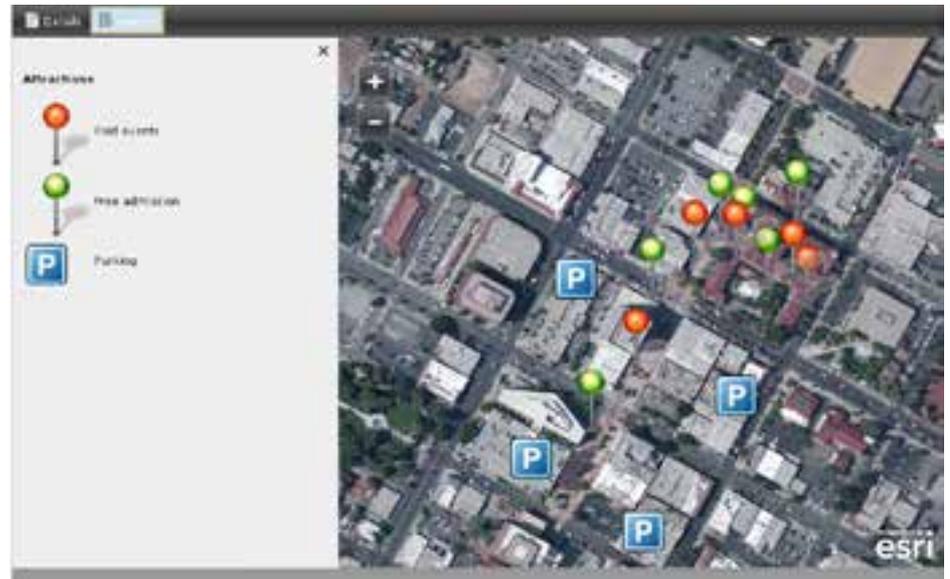
POSSIBLE CUTS

Riverside City Manager Scott Barber has recommended what to eliminate if voters reject Measure A on June 4 and the city loses \$6.7 million in expected revenue. His suggestions would require layoffs and shrink or end visible public services. Examples include:

CROSSING GUARDS	SWIMMING POOLS	FREE CITYWIDE WI-FI	LIBRARY MATERIALS
ANIMAL CONTROL	GRAFFITI REMOVAL	JANET GOESKE SENIOR CENTER FUNDS	FIRE DEPARTMENT MEDIC SQUADS

Why maps?

- Instant my “back yard” context
- Ease, flexibility of information navigation
- Allows and encourages the reader to go as deep into the data as they want
- Aesthetically graceful, elegant mapping



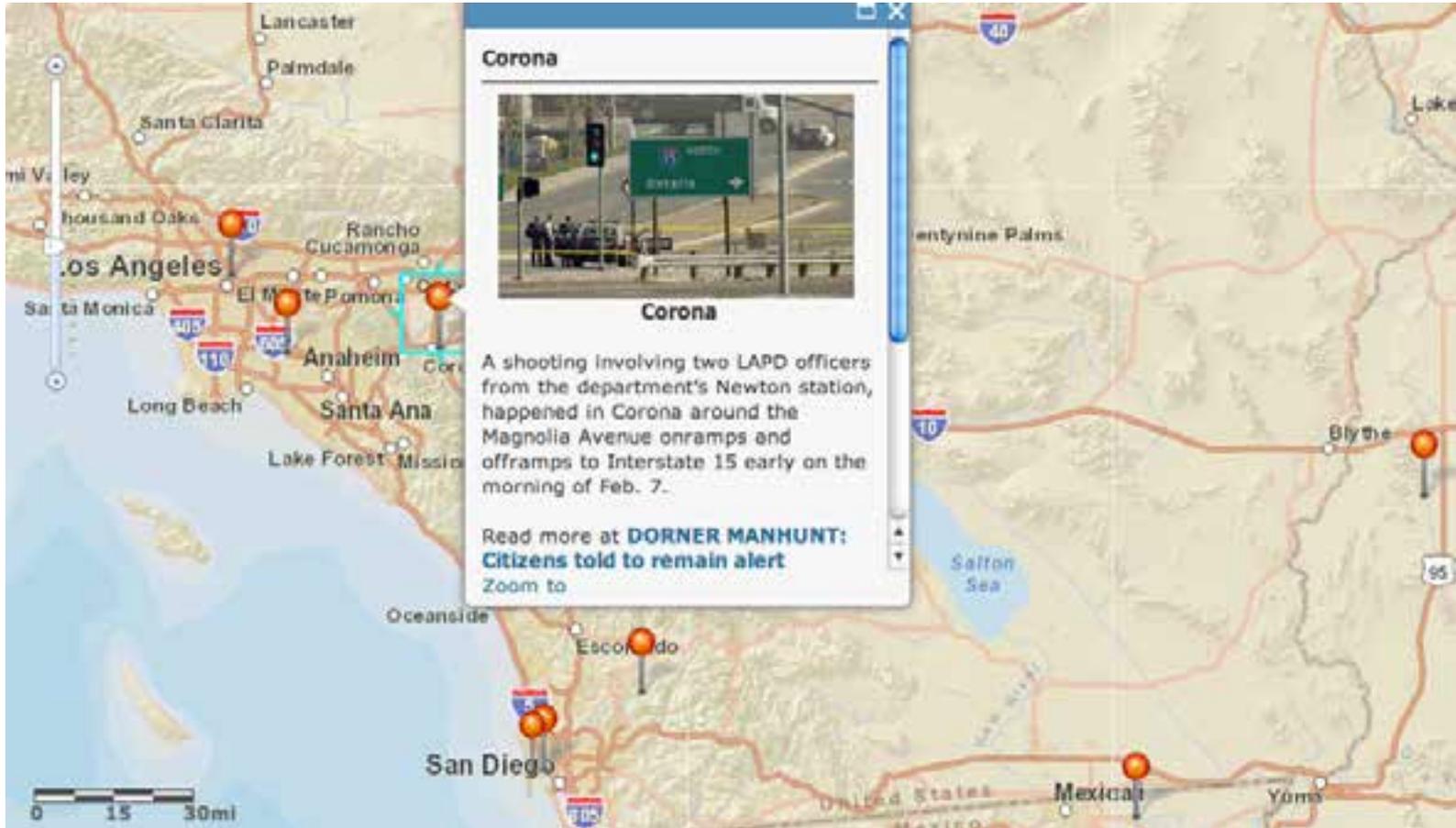
Part Two:
**Maps and hard
news**

Breaking news

- Feb. 3, 2013: Former LAPD officer Christopher Dorner is sought in connection with a homicide in Orange County, Calif.
- Feb. 7: Early in the morning, Dorner gets in shootout in Corona, Calif., wounding an LAPD officer.
- Minutes later, Dorner fires on Riverside Police officers, killing one and critically injuring another.
- Sightings of Dorner are reported everywhere from San Diego to Nevada.



Christopher Dorner manhunt map

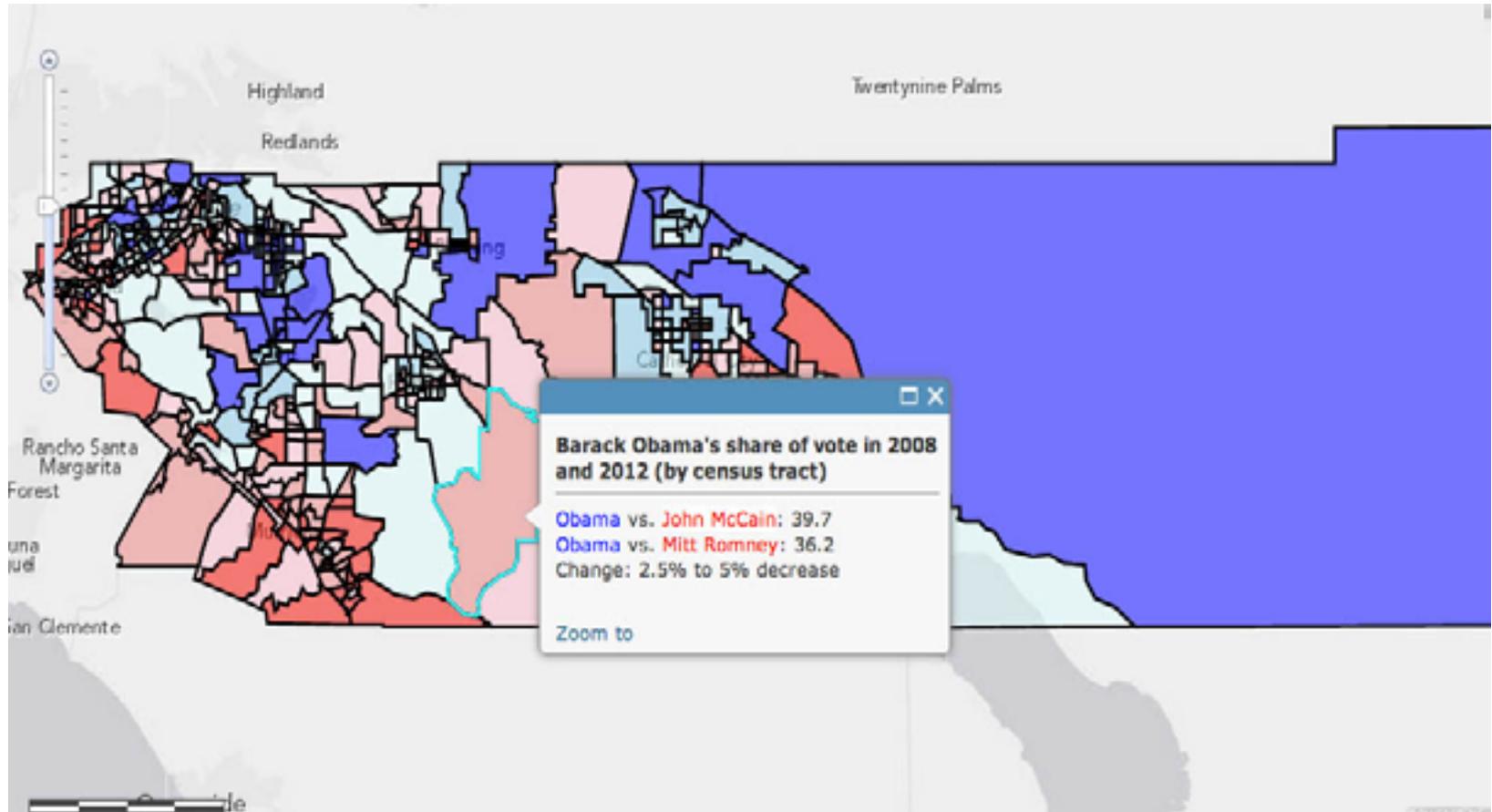


Politics

- Can illustrate changes in election cycles
- Report detailed election results
- Allows reader to hone in on specific places



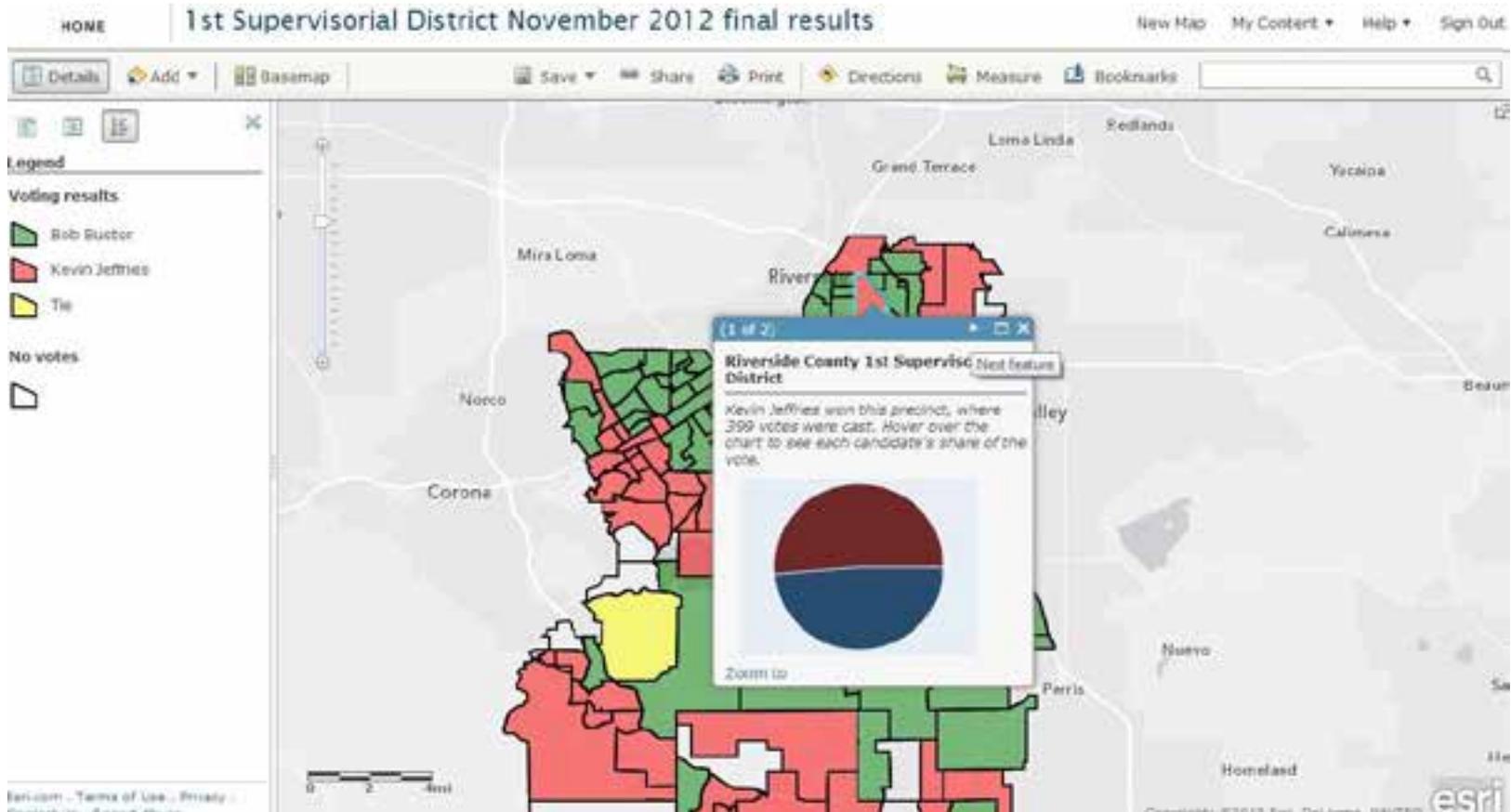
Change in Barack Obama's share of Riverside County vote 2008-2012



Change in Latino percentages by congressional district, 2008-2012



Riverside County Board of Supervisors race, 1st District, 2012



Esri User Conference | July 9, 2013

Part Three

Maps and features

Bringing the Newsroom into the Cloud

Maps outside traditional news

- The map can be the story
- Don't have traditional data? No problem!
- Use maps to give readers information about events, things to do
- Work with other departments to use online and in print to monetize



2013 Coachella Valley Music and Arts Festival artist origins



Temecula Valley Restaurant Month

The screenshot displays a map interface with a sidebar on the left titled "Restaurants". The sidebar lists seven categories, each with a colored circular icon: "Lunch and dinner specials" (orange), "Lunch specials" (light blue), "Dinner specials" (green), "Breakfast and lunch specials" (yellow), "Dessert specials" (purple), and "Other specials" (dark green). The map shows the Temecula Valley area, including Murrieta Hot Springs and the River Ridge. A purple line highlights a route along the valley. Several restaurant locations are marked with colored pins corresponding to the sidebar categories. A pop-up window for "The Flame Broiler" is open, showing a photo of a dish and the following information:

The Flame Broiler
40573 Margarita Road, Suite G, Temecula
951-296-1313
[Website](#)
Lunch:
\$5, Regular bowls
Dinner:
\$15, Two regular plates with beverages
[Zoom to](#)

Part Four:
**Maps and the
future**

Maps and the future

- Key staff builds the maps with ArcGIS.
- Layer data with Esri's Thematic Atlas app.
- Use maps to create evergreen content.
- Continue to find the best way to tell the story.



Links

Festival of Lights 2012 map: <http://www.pe.com/tools/maps/20121121-interactive-map-riverside-festival-of-lights.ece>

Christopher Dorner Manhunt map: <http://www.pe.com/local-news/local-news-headlines/20130208-interactive-map-the-manhunt-for-christopher-dorner.ece>

Change in votes for Barack Obama, 2008-2012: <http://www.pe.com/local-news/politics/jim-miller-headlines/20121109-2012-election-obamas-support-dropped-in-inland-area.ece>

Tracking the trends of Latino voters <http://www.pe.com/local-news/politics/politics-headlines-index/20121130-politics-latino-organizations-not-resting-after-election.ece>

Links

Riverside County Board of Supervisors election, 2012:

<http://www.pe.com/local-news/politics/jeff-horseman-headlines/20121130-supervisor-race-southwest-votes-helped-jeffries-win.ece>

Coachella 2013 artist map:

<http://x.pe.com/coach2013>

Temecula Valley Restaurant Month:

<http://www.pe.com/iguide/temecula-restaurant-month/20130108-temecula-explore-temecula-valley-restaurant-month.ece>

Contacts

Vanessa Franko

vfranko@pe.com

<http://blog.pe.com/audio-file>

Jim Miller

jmiller@pe.com

<http://blog.pe.com/political-empire>