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Bringing the Newsroom into the Cloud

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THE PRESS-ENTERPRISE PE.com

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

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.

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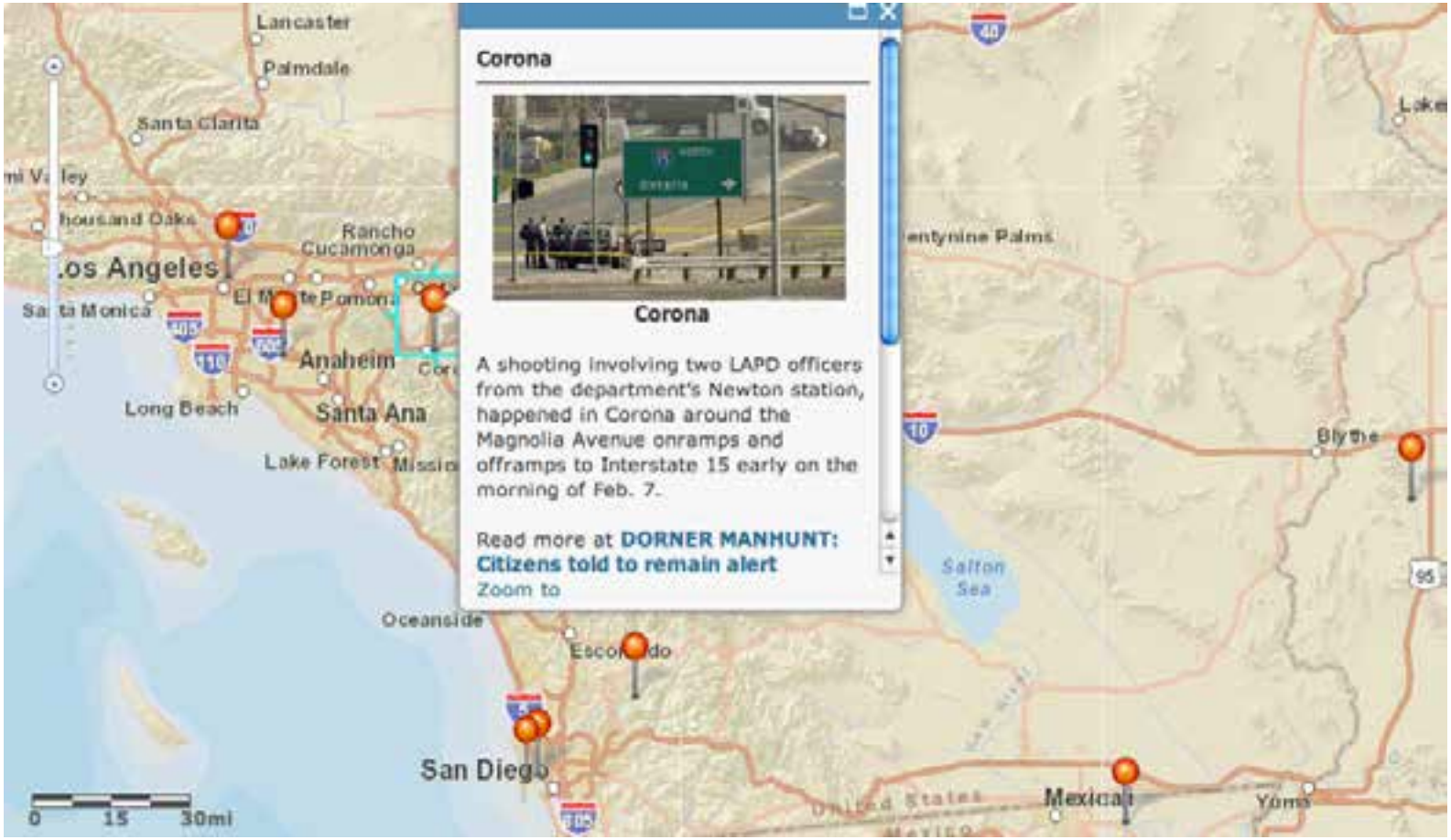
Christopher Dorner manhunt map



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Politics

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

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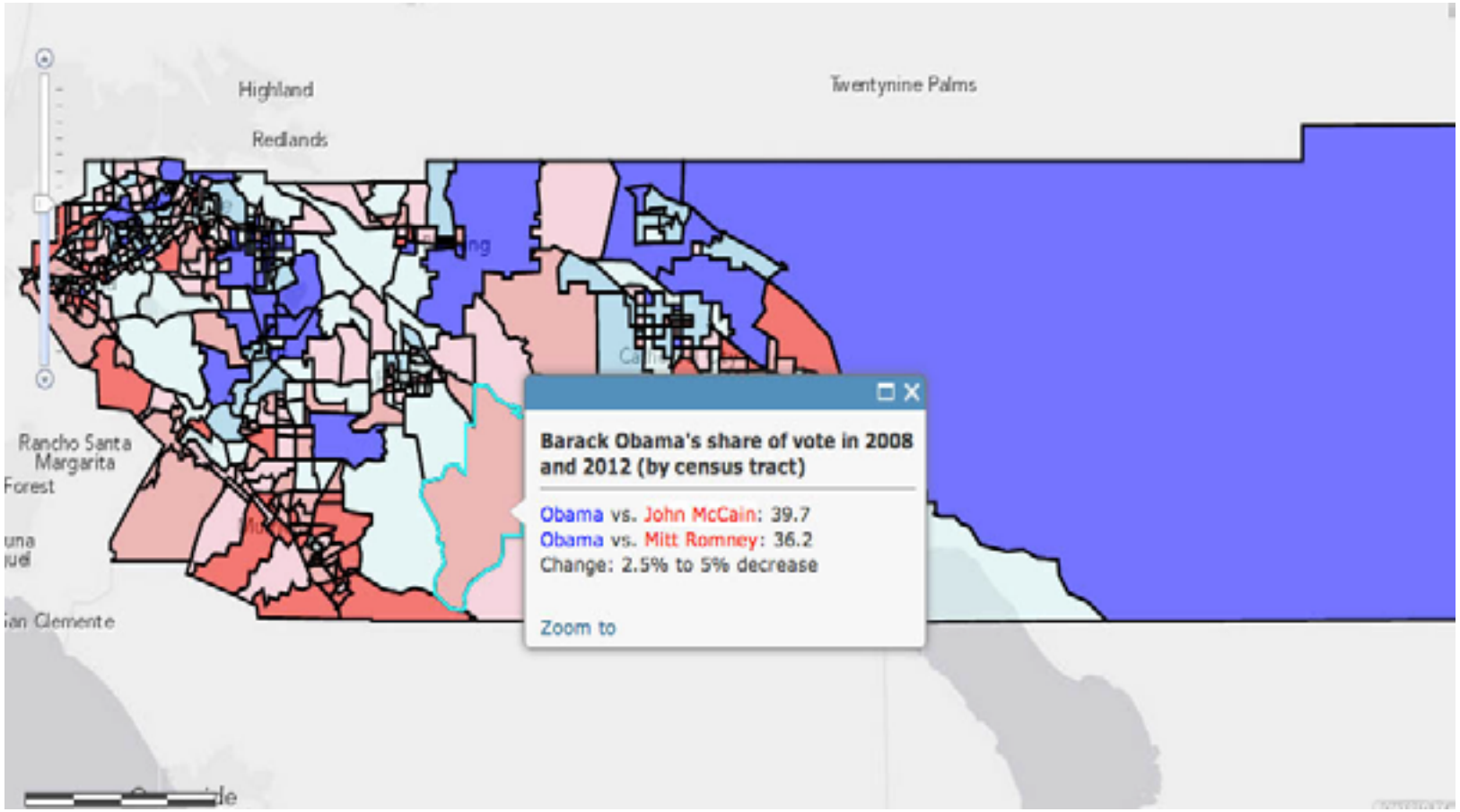
Change in Barack Obama's share of Riverside County vote 2008-2012



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Change in Latino percentages by congressional district, 2008-2012

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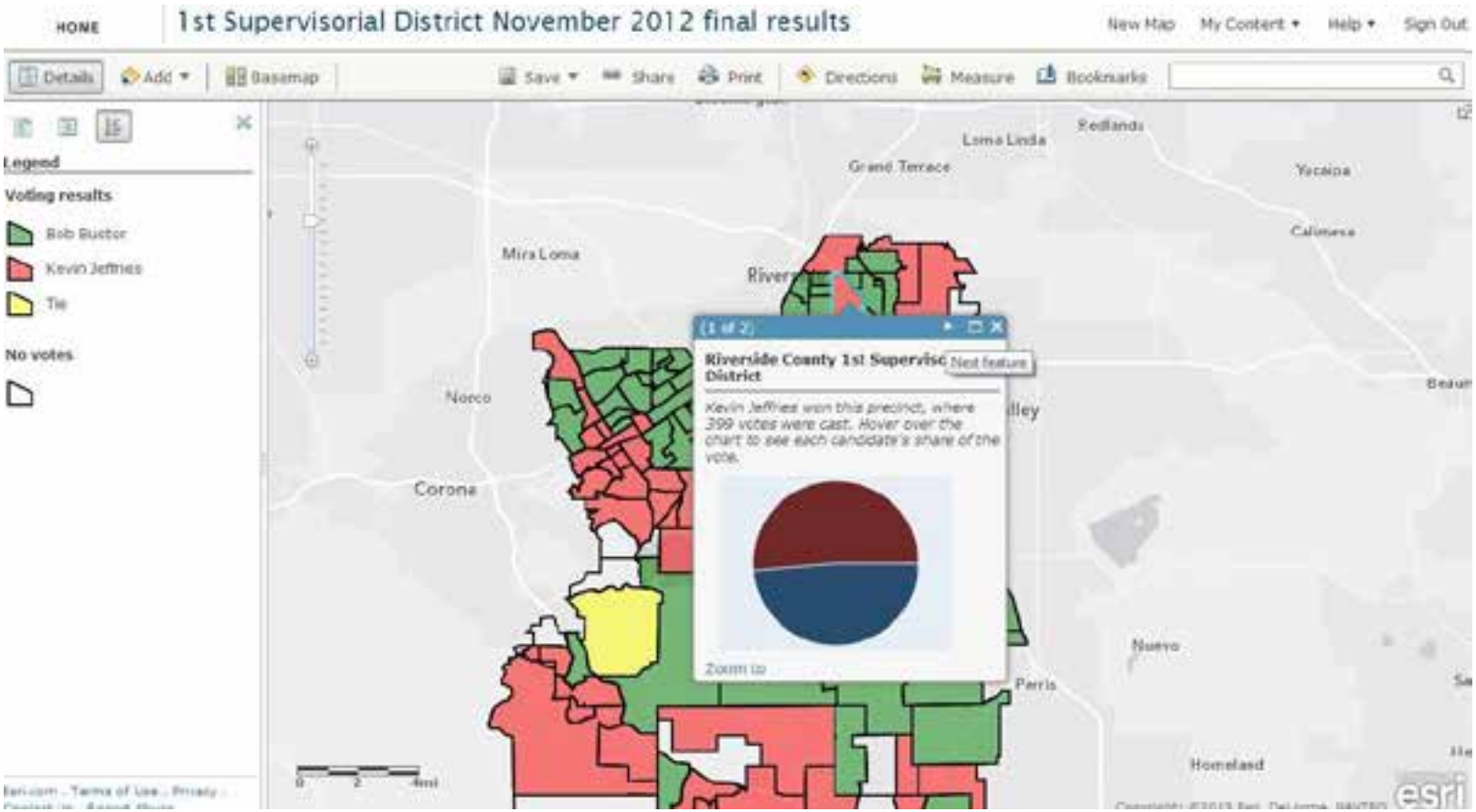
Riverside County Board of Supervisors race, 1st District, 2012



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Part Three

Maps and features

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

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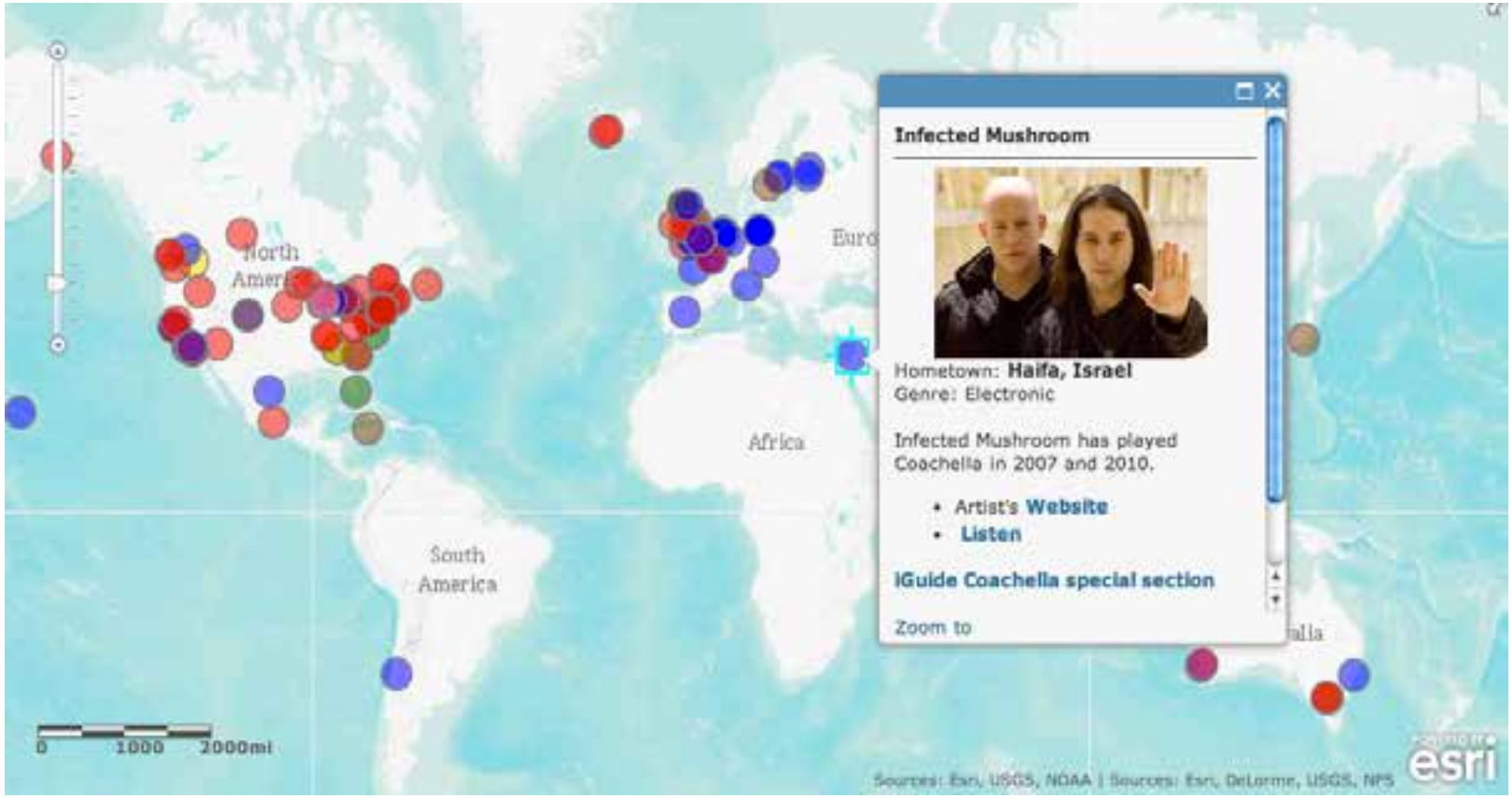
2013 Coachella Valley Music and Arts Festival artist origins



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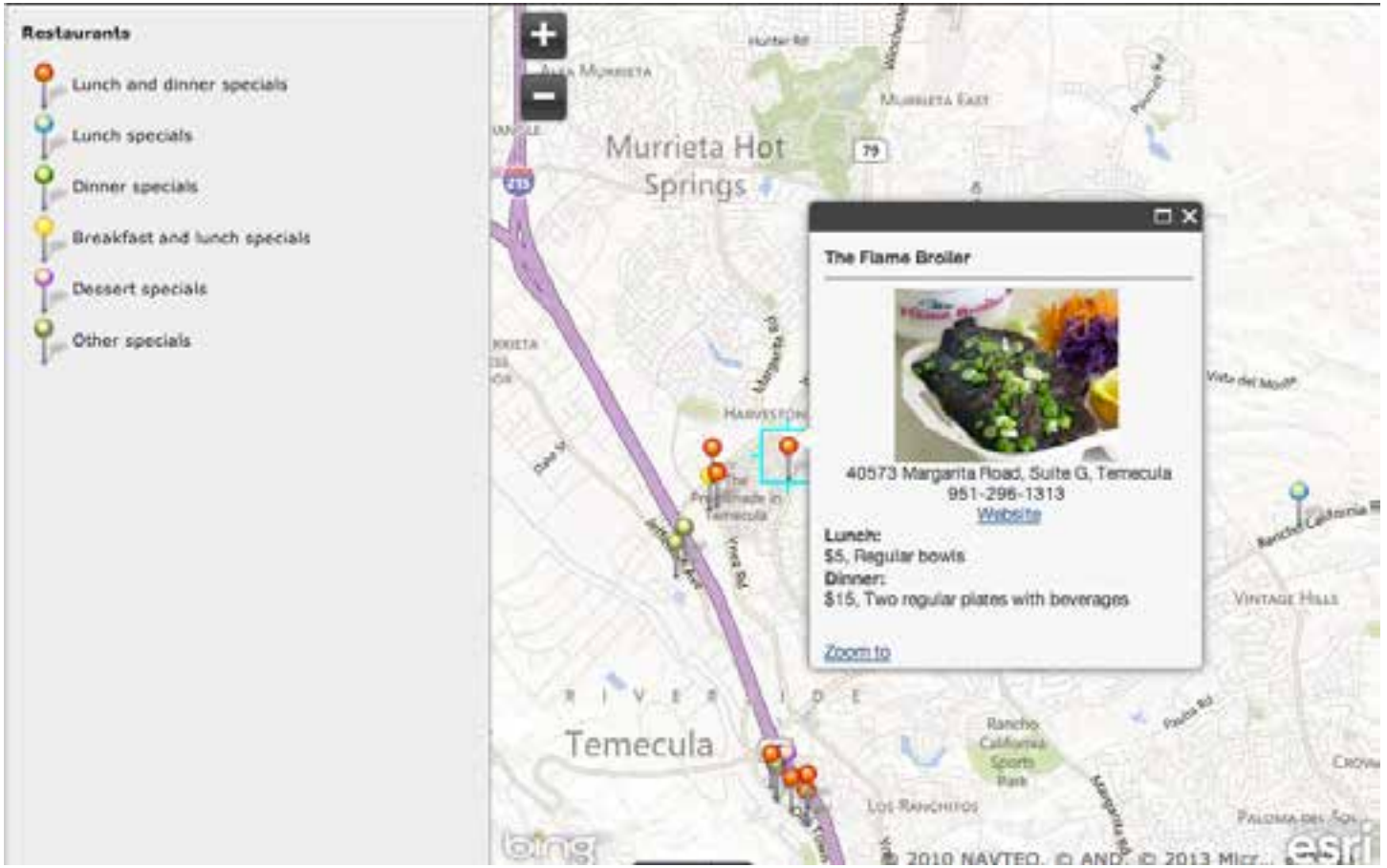
Temecula Valley Restaurant Month



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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

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