The Knight News Innovation Lab

ILLINOIS CONGRESSIONAL PRIMARIES

Tools for enhancing coverage of March 20 election





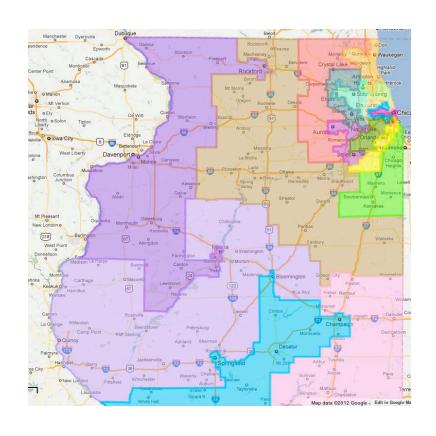
What are we trying to accomplish?

- For publishers: Provide innovative technology for election coverage
 - The Knight Lab's charter includes helping local publishers adopt new technologies and spark additional development
 - Our focus is on real-world deployments, with services that publishers will find useful immediately and we can continually develop to improve utility and flexibility
- For consumers: Provide information and insights that add new resources for learning about candidates
 - Knight Foundation mission: Build engaged and informed communities



Why the Congressional primaries?

- The "wave" elections of 2006, 2008 and 2010 make this year's primary races particularly interesting
- The 10-year redistricting amplified the drama of some races—and increased the need for information
- The meandering shape of districts makes it harder to cover campaign news from throughout the district





Core objectives

- Utilize social media like Twitter and Facebook to offer new perspectives on candidates
- Showcase the potential of databases to enhance coverage in easy-to-understand applications
- Encourage local sites—some of whom are traditional competitors—to utilize links to each others' content for the benefit of their readers?

To meet these objectives, the Lab is monitoring digital media activity associated with the 25 contested races across all 18 Illinois congressional districts



Candidates use social media

- Almost all candidates are now actively managing their social media presence.
 - They're tweeting and posting on Facebook, and cultivating "likes" and "followers"







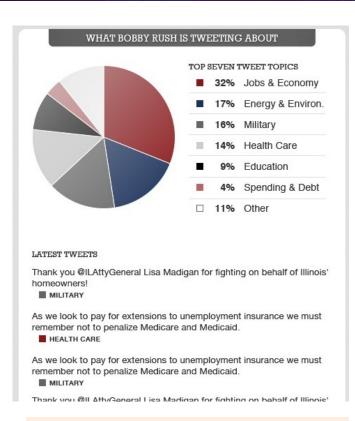
How we are using social media



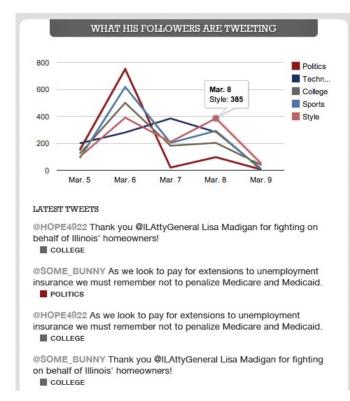
454 Twitter Followers

FULL PROFILE

Building
candidate
profiles that
extract data
from Twitter,
Facebook and
candidate sites



Capturing, categorizing and displaying what <u>the candidates</u> are tweeting about



Capturing, categorizing and displaying what their followers are tweeting about

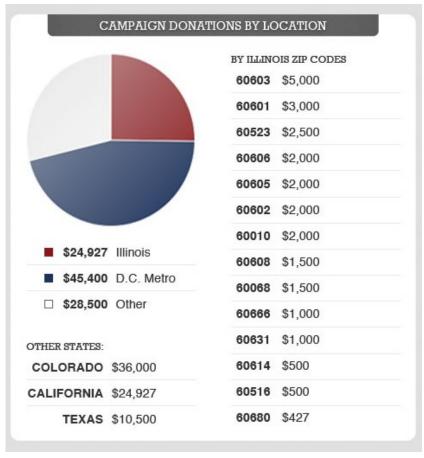


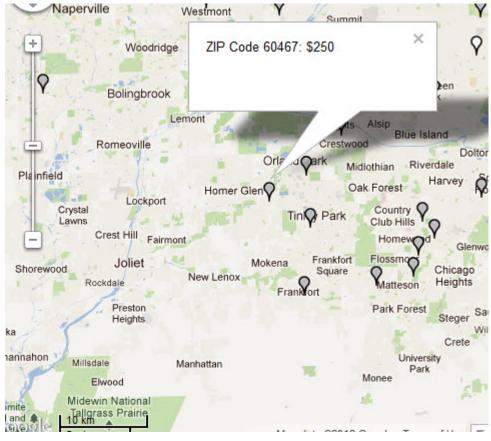
Online access to contributor data

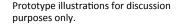
- Access to data about contributors in federal elections is available online and through APIs
 - Can be explored down to the individual contributor name, address and employer.
- Relatively few local sites show the data online
 - It's not hard to show the raw information, but it's harder to tell a story merely by displaying or mapping the data
- Our approach: use the data to tell a simple narrative of the geographical profile of a candidate's funding
 - How much comes from within Illinois? The DC region?
 - Where is the in-state money coming from?



Our data focuses on geography









Links build stronger local media

- A vibrant local information community will thrive through active and frequent linking among sites of varying sizes, focus and ownership
 - This grows in importance as traditional newsrooms shrink and new entrants create more niche content
 - Resistance to showcasing "competitive" content is fading
- Consumers are less interested in obtaining all information from one particular site—but appreciate curated recommendations and selective aggregation
- Creation of aggregation tools will be an ongoing focus of the Knight Lab



Our aggregation tool

1ST DISTRICT RACE: ON THE WEB

WHAT'S THIS?

THE DAILY BEAST

Eight Surprises in Jodi Kantor's Book 'The Obamas'

Even after he won the 2008 election ... Rep. Bobby Rush for his House seat. The move was ill-advised—he lost handily—and Michelle felt it showed how self-absorbed her husband was. He was taking on too many things: running for ...

12:57PM 1/12/12

PATCH

Long shadow of Jon Burge: City adopts anti-torture bill

Find more information on torture on the Illinois Coalition Against Torture website ... Danny Davis (D-Chicago) said he will introduce a federal antitorture bill in Congress along with Reps. Bobby Rush ...

11:58PM 1/12/12

INTERNATIONAL NEWS JOURNAL

US delegation meets First Lady on Health and Development

Briefing the media after the closed door meeting, US Congressman, Bobby Rush, commended the First Lady for her efforts in addressing maternal and reproductive health issues in Ghana. ...

11:56PM 1/12/12

SAUK VALLEY

Manzullo denounces earmarker label

Members of Congress ... Illinois delegation. It was more than two other GOP members in the state. The state's top earmarker was Rep. Jesse Jackson, D-Chicago, whose appropriations of \$35.6 million ...

7:27PM 1/11/12

NEWS 9

Dean's Blog: Whitney Hand Could Help Sooner Football

But a Dem congressman from Illinois just did—in typical politico hyperbole-speak ... while in the meantime making themselves look foolhardy. Representative Bobby Rush compared the NCAA to the Mafia over how it controls the lives of student athletes.

6:22AM 1/9/12

ABC LOCAL

Dr. Martin Luther King, Jr. Scholarship Breakfast

Illinois Attorney General Lisa Madigan, Cook County Board President Toni Preckwinkle, Congressman Danny Davis and Congressman Bobby Rush. The Rainbow PUSH Coalition ...

2:26AM 1/8/12

CHICAGO MAROON

Public policy professor launches Congress bid

The lecturer is the next U of C lecturer to challenge Representative Bobby Rush for the ... primary. His congressional bid marks a return to politics after a decade in teaching and research. His decision to run for Congress is rooted in what ...

6:28AM 1/10/12

SOUTHTOWN STAR

New state rep from Orland will consult his bagel guys

Bobby Rush (D-1st) for three years ... Although he worked for liberal members of Congress, Krezwick said his views have moderated with age. "For example, I would probably vote for a concealed-carry law," Krezwick said. "Most of my friends have ...

6:28AM 1/10/12



Presented in 3 formats

Partner-branded "white label" pages

- Served by the Lab with partner-designated branding and navigation
- Enables sites to have complete pages devoted to each race and each candidate

Widgets

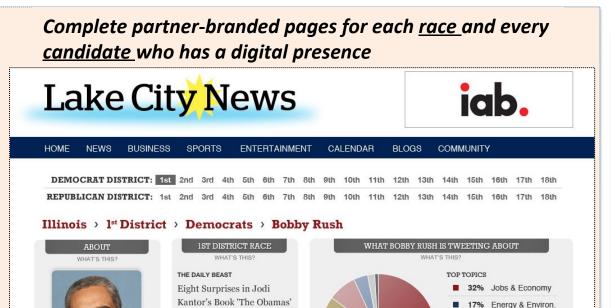
- Offer snapshots of data for inclusion on existing partner elections pages
- Showcase site (congessionalprimaries.org)
 - Operated by Northwestern as a home for all of our work on this project, including blog posts with tech and political insights.
 - Will include work still under development that may not be ready/ appropriate for partner deployment



Examples of 3 Formats

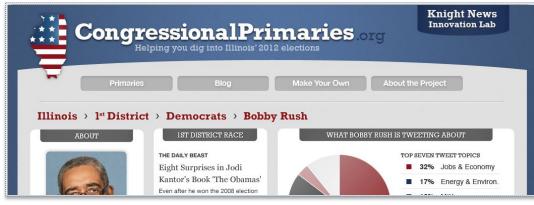
Even after he won the 2008 election

... Rep. Bobby Rush for his House seat. The move was ill-advised...h.





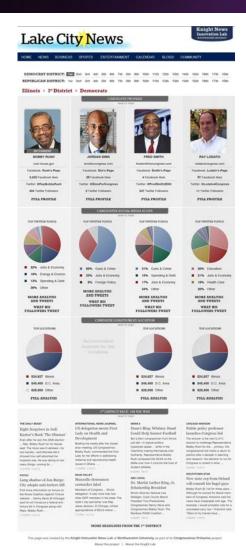
Prototype illustrations for discussion purposes only.



Showcase site operated by Knight Lab will also contain blog posts explaining the applications and exploring the data

13% Spending & Debt

Partner-branded pages

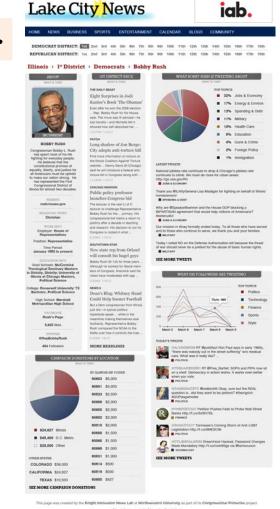


CANDIDATE page >

< RACE page

Complete pages served by Knight Lab with partner logo and top navigation.

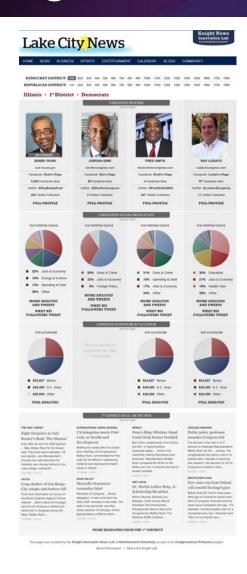
Top area is under partner control and may include ad instead of Knight co-brand.



Prototype illustrations for discuss



RACE pages



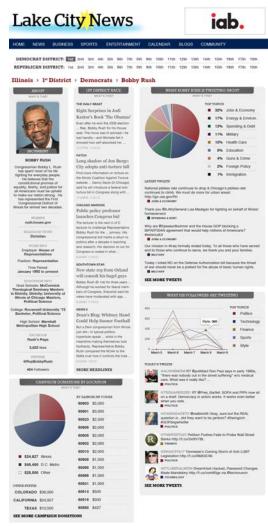
Brings all candidates with a social media or web presence onto a single page

Provides a jumpingoff point to candidate pages

Enables comparison between candidates



CANDIDATE pages



Provides a profile for each candidate

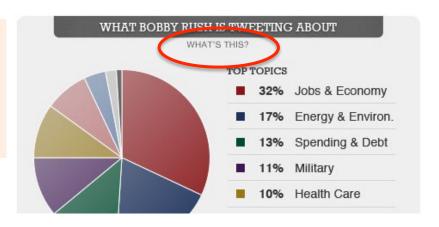
Designed to be linked directly from other pages in your site, or from the RACE page

The page was created by the Knight tenevation News Lab at Northwestern University as part of its Congressional Primaries project. | About the project. | About the Knight Lab.



Details on features

"What's this" offers detailed explanation of the feature, posted on the Lab's showcase site



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Content and format of aggregation service may be customized to partner needs

remember not to penalize Medicare and Medicaid.

HEALTH CARE

As we look to pay for extensions to unemployment insurance we must remember not to penalize Medicare and Medicaid.

MILITARY

As we look to pay for extensions to unemployment insurance we must remember not to penalize Medicare and Medicaid.

HEALTH CARE

SEE MORE TWEETS

More info is provided on partner-branded DETAILS pages



What's next?

- Live partner pages, and widgets available for partner review and customization
- Showcase site, partner pages and widgets released for live display to consumers
- Knight Lab begins creating blog posts offering insights into races gleaned from applications. Staff available for interviews.
- Services will be turned off after the primary. Post-mortem review.
- Expanded services for November election!



