The Public Media Stack

@matlock @storythings

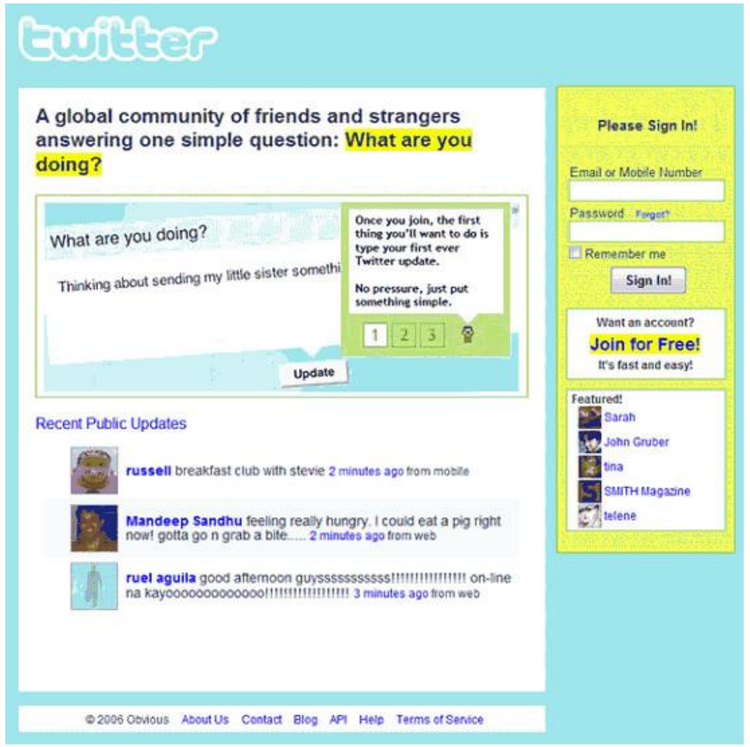
matt@storythings.com

STORYTHINGS

“The best time to plant a tree was 20 years ago.
The second best time is **now**.”

2006

Search
My Profile edit
My Friends
My Photos
My Shares
My Notes
My Groups
My Events
My Messages
My Account
My Privacy
Wayne's Profile
Facebook
Wayne
Facebook
Stanford Alum '05
Homestead High '01
Google
Silicon Valley, CA
Share
Mini-Feed
Displaying 10 stories.
See All
Today
Wayne plans to attend Fetterman's Belated Birthday Bash.
Wayne posted a video.
Share
YouTube - A Picture a Day Parody
A parody of all those 'a picture each day' videos you see everywhere :)
http://youtube.com/watch?v=PV6...
Wayne's comment:
pretty creative video...
Yesterday
Wayne plans to attend Facebook Halloween Costume Contest.
Wayne added new photos.
Added to
Autumn '06 - 25 Photos
View More Photos of Wayne (1,211)
Read Notes by Wayne (8)
View All Wayne's Friends
Send Wayne a Message
View Message History
Poke Him!
Report this Person
Remove from Friends
Status
Wayne is online now.


twitter
A global community of friends and strangers answering one simple question: What are you doing?
What are you doing?
Thinking about sending my little sister somethi
Once you join, the first thing you'll want to do is type your first ever Twitter update.
No pressure, just put something simple.
1 2 3
Update
Recent Public Updates
russell breakfast club with stevie 2 minutes ago from mobile
Mandeep Sandhu feeling really hungry. I could eat a pig right now! gotta go n grab a bite..... 2 minutes ago from web
ruel aguila good afternoon guysssssssssss!!!!!!!!!!!!!!! on-line na kayooooooooooooo!!!!!!!!!!!!!!!! 3 minutes ago from web
Please Sign In!
Email or Mobile Number
Password Forgot?
Remember me
Sign In!
Want an account?
Join for Free!
It's fast and easy!
Featured!
Sarah
John Gruber
tina
SMITH Magazine
lelene
© 2006 Obvious About Us Contact Blog API Help Terms of Service

Tomski.com - Tom Loosemore's Blog

Required verbage: These are my personal views and not those of Channel 4, my employer.

The BBC's Fifteen Web Principles

We developed these as part of the BBC2.0 project. I've been meaning to publish them for a while since they were signed off by the BBC board. They're perpetually draft.

1. **Build web products that meet audience needs:** anticipate needs not yet fully articulated by audiences, then meet them with products that set new standards. *(nicked from Google)*

2. **The very best websites do one thing really, really well:** do less, but execute perfectly. *(again, nicked from Google, with a tip of the hat to Jason Fried)*

3. **Do not attempt to do everything yourselves:** link to other high-quality sites instead. Your users will thank you. Use other people's content and tools to enhance your site, and vice versa.

4. **Fail forward, fast:** make many small bets, iterate wildly, back successes, kill failures, fast.

5. **Treat the entire web as a creative canvas:** don't restrict your creativity to your own site.

6. **The web is a conversation. Join in:** Adopt a relaxed, conversational tone. Admit your mistakes.

7. **Any website is only as good as its worst page:** Ensure best practice editorial processes are adopted and adhered to.

8. **Make sure all your content can be linked to, forever.**

BBC Personal Data Experience

It's your data

The experience of personal data

BBC, Autumn 2006

livelwork

FUNDAMENTAL CONCEPTS

Yours - it belongs to the users, not the BBC

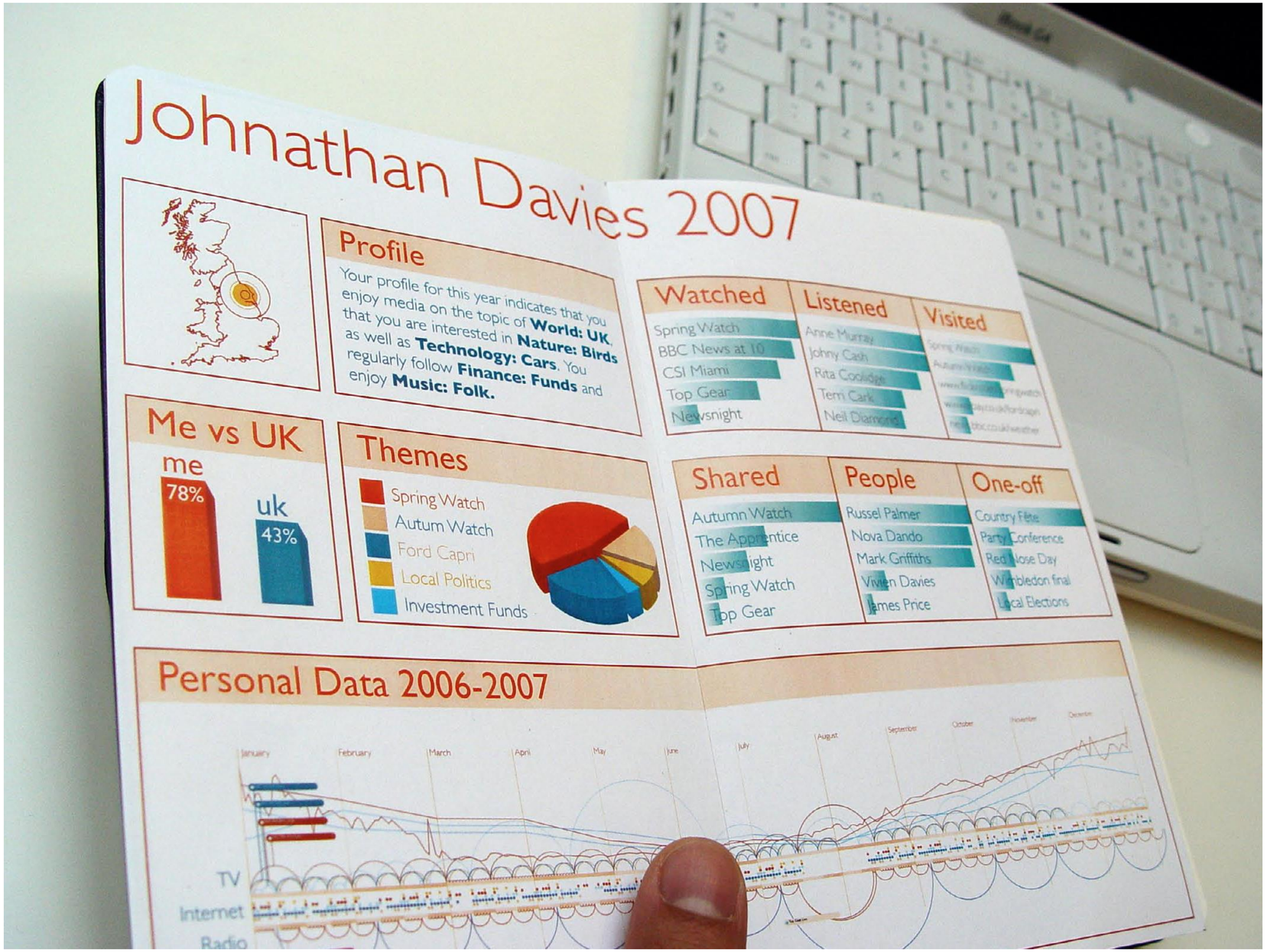
Visible - you can easily find out what data you are creating

Tangible - you can sense when you are creating data in interactions, and use this feedback to guide your interactions.

Tradable - you can use your own data in different contexts, either social or commercial

Disposable - you own your data, and can clear it at any time

Faceted - you can choose which parts of your data you use in which context


Johnathan Davies 2007
Profile
Your profile for this year indicates that you enjoy media on the topic of World: UK, that you are interested in Nature: Birds as well as Technology: Cars. You regularly follow Finance: Funds and enjoy Music: Folk.
Watched
Spring Watch
BBC News at 10
CSI Miami
Top Gear
Newsnight
Listened
Anne Murray
Johny Cash
Rita Coolidge
Terri Cark
Neil Diamond
Visited
Me vs UK
me
78%
uk
43%
Themes
Spring Watch
Autum Watch
Ford Capri
Local Politics
Investment Funds
Shared
Autumn Watch
The Apprentice
Newsnight
Spring Watch
Top Gear
People
Russel Palmer
Nova Dando
Mark Griffiths
Vivien Davies
James Price
One-off
Country Fete
Party Conference
Red Nose Day
Wimbledon final
Local Elections
Personal Data 2006-2007
January
February
March
April
May
June
July
August
September
October
November
December
TV
Internet
Radio

2

The Stacks

Bruce Sterling on Why It Stopped Making Sense to Talk About 'The Internet' in 2012

ALEXIS C. MADRIGAL DEC 27, 2012

Five simple reasons: Apple, Google, Amazon, Facebook, and Microsoft.

Component Design/Production
Cloud Storage
Content Distribution Networks
Device Design/Production
Operating Systems
Payment Systems
Identity Systems
Markets/Stores
Apps/Players/Browsers
Ad Networks
Social Networks

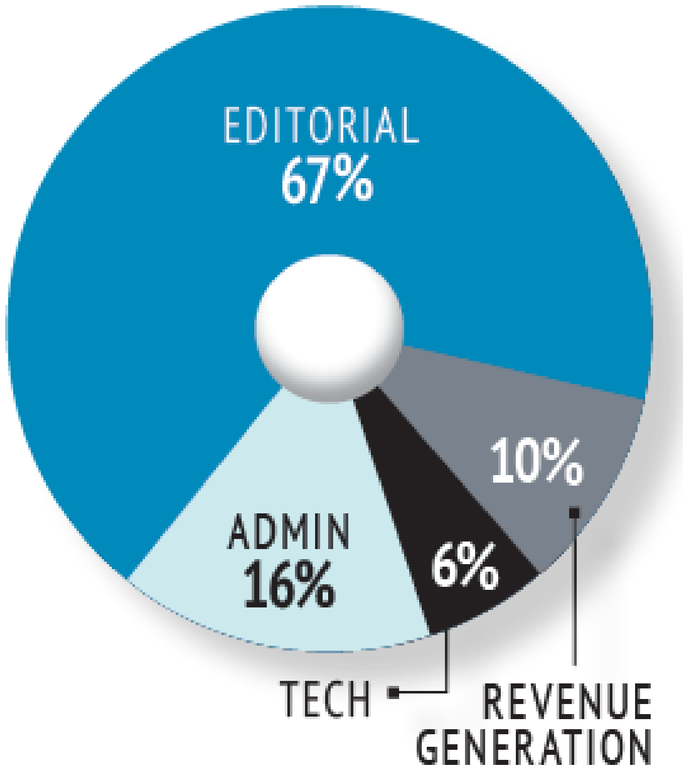
Component Design/Production
Cloud Storage
Content Distribution Networks
Device Design/Production
Operating Systems
Payment Systems
Identity Systems
Markets/Stores
Apps/Players/Browsers
Ad Networks
Social Networks

Public Media is now
discovered through social algorithms,
consumed on mobile devices,
and monetised by
Google, Amazon, Facebook or Apple.

The Public Media Stack

OPERATING EXPENSES

% OF TOTAL NONPROFIT NEWS SPENDING ON ___

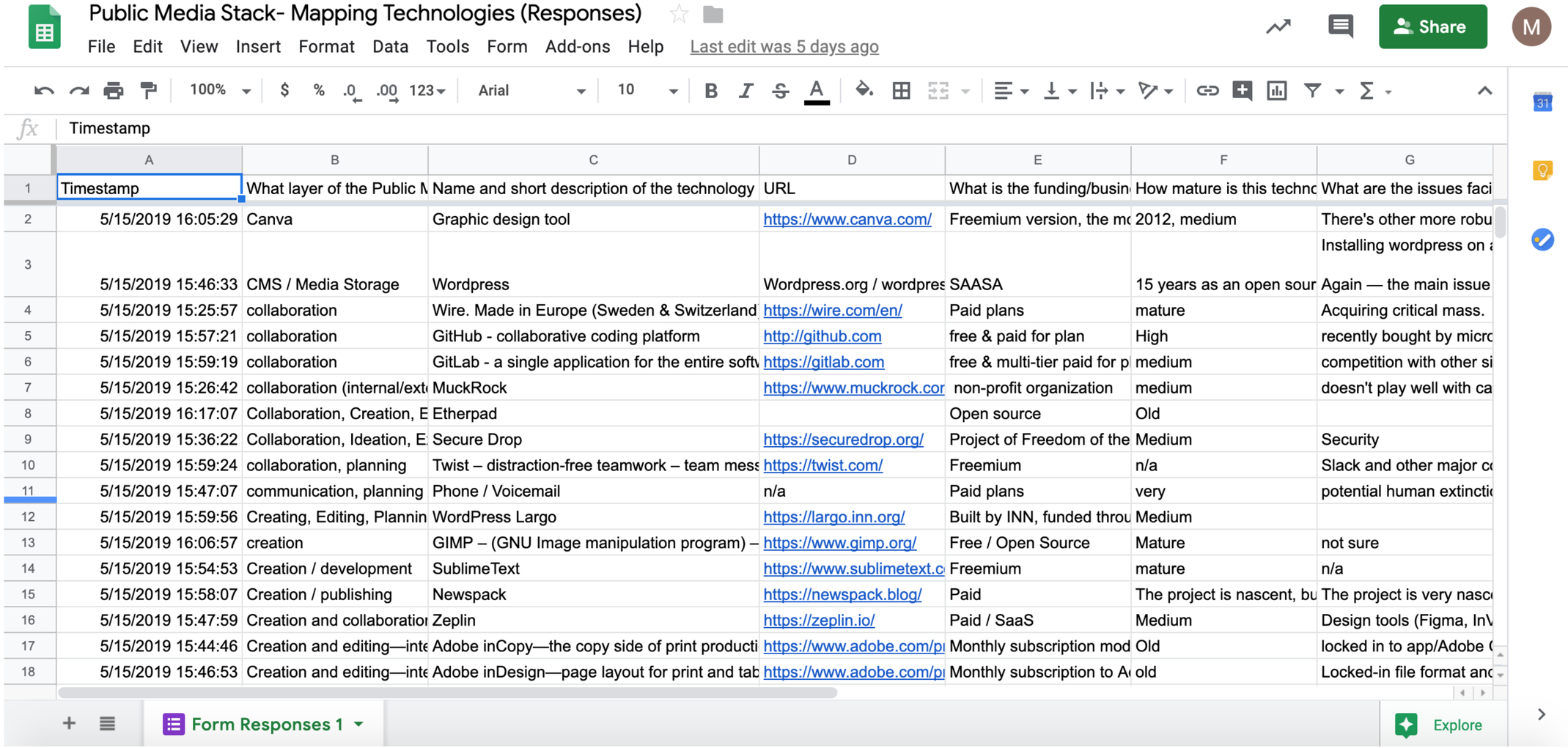


Institute for Non-Profit News 2018 Report

“If we were building a new digital public media project today:

What would be the major issues for our technology strategy?
What do we need to think about?
What solutions are already out there?”

IDEA
INTERNAL IDEAS
CORAL
SOCIAL COMMENTS
BANJO
EMAIL
SLACK
E-MAIL



Public Media Stack- Mapping Technologies (Responses)

File Edit View Insert Format Data Tools Form Add-ons Help Last edit was 5 days ago

Share

100% $ % .0 .00 123 Arial 10

fx Timestamp

	A	B	C	D	E	F	G
1	Timestamp	What layer of the Public M	Name and short description of the technology	URL	What is the funding/busin	How mature is this techno	What are the issues faci
2	5/15/2019 16:05:29	Canva	Graphic design tool	https://www.canva.com/	Freemium version, the mo	2012, medium	There's other more robu
3	5/15/2019 15:46:33	CMS / Media Storage	Wordpress	Wordpress.org / wordpres	SAASA	15 years as an open sour	Installing wordpress on a Again — the main issue
4	5/15/2019 15:25:57	collaboration	Wire. Made in Europe (Sweden & Switzerland	https://wire.com/en/	Paid plans	mature	Acquiring critical mass.
5	5/15/2019 15:57:21	collaboration	GitHub - collaborative coding platform	http://github.com	free & paid for plan	High	recently bought by micro
6	5/15/2019 15:59:19	collaboration	GitLab - a single application for the entire softv	https://gitlab.com	free & multi-tier paid for p	medium	competition with other si
7	5/15/2019 15:26:42	collaboration (internal/exte	MuckRock	https://www.muckrock.cor	non-profit organization	medium	doesn't play well with ca
8	5/15/2019 16:17:07	Collaboration, Creation, E	Etherpad		Open source	Old	
9	5/15/2019 15:36:22	Collaboration, Ideation, E	Secure Drop	https://securedrop.org/	Project of Freedom of the	Medium	Security
10	5/15/2019 15:59:24	collaboration, planning	Twist – distraction-free teamwork – team mess	https://twist.com/	Freemium	n/a	Slack and other major co
11	5/15/2019 15:47:07	communication, planning	Phone / Voicemail	n/a	Paid plans	very	potential human extincti
12	5/15/2019 15:59:56	Creating, Editing, Plannin	WordPress Largo	https://largo.inn.org/	Built by INN, funded throu	Medium	
13	5/15/2019 16:06:57	creation	GIMP – (GNU Image manipulation program) –	https://www.gimp.org/	Free / Open Source	Mature	not sure
14	5/15/2019 15:54:53	Creation / development	SublimeText	https://www.sublimetext.c	Freemium	mature	n/a
15	5/15/2019 15:58:07	Creation / publishing	Newspack	https://newspack.blog/	Paid	The project is nascent, bu	The project is very nasc
16	5/15/2019 15:47:59	Creation and collaboratior	Zeplin	https://zeplin.io/	Paid / SaaS	Medium	Design tools (Figma, InV
17	5/15/2019 15:44:46	Creation and editing—inte	Adobe inCopy—the copy side of print producti	https://www.adobe.com/pr	Monthly subscription mod	Old	locked in to app/Adobe (
18	5/15/2019 15:46:53	Creation and editing—inte	Adobe inDesign—page layout for print and tab	https://www.adobe.com/pr	Monthly subscription to A	old	Locked-in file format and

Form Responses 1

Explore

Our three part strategy:

Map
Assist
Invest

Map the existing ecosystems and evaluate individual services and products based on their suitability for public media projects

Survey Structure:
Financial
Technical
Strategic
Ethical

Assist public media projects with the practical issues involved in changing to more ethical and sustainable technology strategies

Invest and scale technologies that have the potential to become part of the ‘public media stack’

Luminate

About Work Grants & investments News & insights Contact

Building stronger societies

A world where people and institutions can work together to build just and fair societies.

If we want public media to survive, we need to think about **ecosystems**, not just apps.

This is important, not just for the future of public media, but for **culture** and **society**.

We don’t have the vast resources and investment of the FAANG stacks, but if we work together, we **can make a difference**.

We’ll have the first **map** of the public media stack ready for April 2020.

PUBLIC MEDIA STACK

WHAT IS THE PUBLIC MEDIA STACK? HOW CAN I HELP? MEET THE TEAM

AIRTABLE

BIO

Description: Airtable is a spreadsheet-database hybrid, with the features of a database but applied to a spreadsheet.
URL: https://airtable.com/
Parent Company: N/A
Year founded: 2015
Type of company: Private company
Profit-making? No, loss-making
Funded by: VC investment, subscriptions
Market share: One of the leading products

Financial 50%

Technical 100%

Strategic 30%

Ethical 60%

PROS

- Open Source alternative
- Skills needed: Plug play

CONS

- N/A product roadmap

60%

AIRTABLE

My Pledge:
to explore the idea of
Public GLAM Stack project!

“The best time to plant a tree was 20 years ago.
The second best time is **now**.”

Thanks!

STORY THINGS

www.storythings.com
matt@storythings.com
@matlock @storythings