CHALLENGE #20
Invent a way to instantly share public safety news with the public (WELW Radio)

iWITNESS NEWS

ENTRY #17
Nic Ruebel  |  Tyler Means
INTERNET vs RADIO

Where did you get news yesterday?

PEW RESEARCH CENTER 2012 News Consumption Survey.

Got online / mobile news:
39%
Americans received their news either online or by a mobile device in 2012

Listened to radio news:
29%
Americans received their news by radio in 2012
WELCOME TO iWITNESS NEWS

- Log in with Social Media Accounts:
  - Provides first verification for users
  - Helps with re-posting of news

- Terms and Conditions:
  Provides information regarding release of uploaded content and personal users privacy
REPORT

- **Emergency Slider:**
  Reminds users that safety comes first and public officials need to know

- **Topic:**
  Automatically assigns urgency level to reports based on their topic

- **Title:**
  Up to 120 characters

- Uses the GPS location where the news is reported from unless otherwise specified

- Ability to attach media to news reports

- Social media links allow for easy posting to a larger audience
Traffic is at a stand still on S.R. 126 W.
S.R. 126 W. Near exit 17
5 MILES AWAY 4 M

A semi-truck is flipped onto its side blocking 2 lanes
S.R. 126 W. Near exit 19
7 MILES AWAY 28 M

A house on Laura Street caught fire around 4pm
Laura St., Springfield
.75 MILES AWAY 58 M

Mailboxes were vandalized on 16th St. Thursday around 10pm
19th Street, Springfield
2 MILES AWAY

Severe T-Storms forecasted for later this afternoon

Traffic is at a stand still on S.R. 126 W.
Traffic is stopped on S.R. 126 near Exit 17. There hasn’t been any movement in over 15 minutes and whatever is halting traffic is to far up the highway to see.

POSTED BY: David G.

COMMENT:
Traffic is at a stand still on S.R. 126 W.
S.R. 126 W. Near exit 17
5 MILES AWAY

A house on Laura Street caught fire around 4pm
Laura St., Springfield
.75 MILES AWAY

Mailboxes were vandalized on 18th St. Thursday around 10pm
18th Street, Springfield
2 MILES AWAY

Severe T-Storms forecasted for later this afternoon

Traffic is at a stand still on S.R. 126 W.
Traffic is stopped on S.R. 126 near Exit 17. There hasn’t been any movement in over 15 minutes and whatever is halting traffic is to far up the highway to see.

POSTED BY: David G.

COMMENT: 

S.R. 126 W., Springfield
5 MILES AWAY
4 M

WARNING
The information contained herein may be time sensitive.

iWITNESS NEWS
ALERTS
LOCAL NEWS

REPORT
MAP
NEWS
PROFILE
SETTINGS

REPORT
MAP
NEWS
PROFILE
SETTINGS

REPORT
MAP
NEWS
PROFILE
SETTINGS

REPORT
MAP
NEWS
PROFILE
SETTINGS
A foreclosed house caught fire around 5pm Friday; No injuries were reported.

Laura Street, Springfield
.75 MILES AWAY 30 M

A foreclosed house caught fire around 7pm Friday; No injuries were reported.

At around 7pm Friday night a foreclosed home on Laura Street began to emit black smoke from the garage. I called Springfield FD after noticing the smoke, and they were able to put out the fire by 8pm.

Posted by: David G.
A foreclosed house caught fire around 7pm Friday; No injuries were reported.

At around 7pm Friday night a foreclosed home on Laura Street began to emit black smoke from the garage. I called Springfield FD after noticing the smoke, and they were able to put out the fire by 8pm.

POSTED BY: DAVID G.
A foreclosed house caught fire around 5pm Friday; No injuries

Laura Street, Springfield

At around 7pm Friday night a foreclosed home on Laura Street began to emit black smoke from the garage. I called Springfield FD after noticing the smoke, and they were able to put out the fire by 8pm.

Posted by: David G.
Gas station robbed at gunpoint; Fugitive still on the lose
2101 Marcola Road, Springfield
6 MILES AWAY 28 M

A foreclosed house caught fire around 5pm Friday; No injuries
Laura Street, Springfield
.75 MILES AWAY 42 M

AMBER ALERT: Springfield child missing since late Thursday
Tyson Parkway, Springfield
3 MILES AWAY 2 H

4 car crash up on S.R. 126 E. EMT and FD are en route
S.R. 126 E. by N. 5 th Ave.
1.5 MILES AWAY 6 H

A foreclosed house caught fire around 7pm Friday; No injuries were reported
Laura Street, Springfield
.75 MILES AWAY 42 M

At around 7pm Friday night a foreclosed home on Laura Street began to emit black smoke from the garage. I called Springfield FD after noticing the smoke, and they were able to put out the fire by 8pm.

POSTED BY: David G.
BENEFICIAL FOR ALL

Radio Station -> iWN Network

iWN Network -> Safety Officials

iWitness Users
BENEFICIAL FOR ALL

Radio Station <-> iWN Network

iWitness Users <-> iWN Network

Safety Officials <-> iWN Network
BENEFICIAL FOR ALL

Radio Station → iWN Network → iWitness Users

iWN Network → Safety Officials
BENEFICIAL FOR ALL

Radio Station

iWN Network

iWitness Users

Safety Officials
USER TESTING

RADIO SOURCES

Tim Sharp
News Director
WOUB Public Media

Gabe Ross
Assistant News Director
WOUB Public Media

Atish Baidya
Digital News Editor
WOUB Public Media

SAFETY OFFICIALS

Thomas D. Pyle II
Chief of Police
Athens Police Department

Steven Gallagher
Assistant fire Chief
Chillicothe Fire Department
MARKETING

IN APP ADVERTISEMENTS:

Pay-per-click: Advertisements placed inside full report coverage

Impressions: Amount of time an ad is featured on a screen

OTHER ADVERTISEMENTS:

Local promotions: Coupons/deals located in local newsfeed.

Radio Broadcasts: Advertisements over the digital radio feature

Social Media: Create iWN Network presence amongst social media networks, and promote through cross reporting
# Financial Budget Proposal

**iWitness News**

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<thead>
<tr>
<th>Number</th>
<th>Steps for iWN completion</th>
<th>Number of Hours</th>
<th>Hourly Price</th>
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**Projected Launch Date:**
April 2014

**Budget Plan:**
$55,000 - $60,000
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