

THE VANCOUVER PROJECT

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The Vancouver Project is a chance to prove you're cutting-edge.

We'd like to cover the Vancouver Olympics with a "new media" approach. We want people to have a "behind the scenes" view of the games, rather than the standard audience view point. This desire comes from a growing demand for greater access, better understanding of events, and fewer barriers placed between journalists and viewers.

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What is the Vancouver Project?

Like many good ideas, the Vancouver Project came into existence thanks to two things: (1) good conversation and (2) a few beers.

In this case, it all started with the recognition that journalists now have an unprecedented number of tools to tell stories in cool, new ways (think: instant Twitter updates; behind the scenes, multimedia blog posts; audience-journalist communication; live, viewer photo editing; etc) – yet the journalism community has yet to truly put these unique forms of story-telling to use in one collective effort. That's where we come in.

This project outlines a 'new media' approach to in-depth, visual journalism that we hope to execute at the [Vancouver 2010 Olympics](#). We are looking to partner with various journalism, multimedia and visual organizations to get the to gear, talent, and access needed. Throughout the proposal, we reference numerous sources, inspirations and platforms, by way of example. These show how various parts of this plan have been successfully done before. **This project is not invention, but innovation.**

Purpose of this Document

We hope to introduce you to our idea with the goal of finding partners, sponsors and supporters. This rough draft can, and will, be refined as much as necessary. **Please consider this a starting point for discussion.**

Overview

The Vancouver Project is a web-based, multimedia production (Las Vegas Sun's [For Want of Water](#)) with an emphasis on 'behind the scenes' and live updates. The final product would be a single multimedia production which covered the Vancouver Olympics from unique perspectives (MediaStorm's ['Driftless'](#)). Moreover, it would be constructed of various, individual stories, broken into chapters, which share unique and untold and behind the scenes perspectives on the games (Luceo Images' ['Still Hoping'](#)).

Specifically, chapters would be built around different stories of individuals involved with the Olympics: athletes, press members, employees, local citizens and general audience members as they experience the Olympics.

This would differ from the standard TV presentation, which simply shows the viewer the general audience perspective. Moreover, the entire production process would be blogged and tweeted so that the audience could witness and participate in the construction of the piece (Newsweek's [Visions of China Blog](#)). We believe this would be a first of its kind, pulling ideas from numerous websites and building off multimedia platforms established by other multimedia groups.

The team would be made up of approximately 15 multimedia journalists with a special focus on photojournalism and 'new media' (twitter, blogs, etc). Ideally,

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the team would be a group of photojournalists who are looking to bring a unique eye to the Olympics (Luceo Images' [Kevin German](#)) and the various perspectives covered. The team would need to be 'new media' saavy (ie: blog, twitter capable), passionate about the project and united in the project's goal.

Why Do It

The Vancouver Olympics are positioned at a unique point in time. It will be the first Olympics in which multimedia creation (video, photo, audio, motion graphics) is easy to accomplish thanks to video-capable DSLRs, small audio recording devices and the increase of online multimedia (à la [MediaStorm](#), [Story4](#), and [Weyo](#)).

Furthermore, we believe that there is a demand from the Millennial Generation for this type of behind the scenes access. This is the first generation to grow up with the web and adopt social media sites such as Facebook and Twitter. We are trend-setters in social media, and as our generation leads, others around the globe follow (comScore [Twitter Traffic Explodes](#)).

This new, social media paradigm has brought the demand for participatory, conversational, product creation. [Customers now expect](#) explanations for how and why things were created, along with immediate connection to the creators of content. This demand for behind the scenes branches out into all forms of media; movie sets now require entire making-the-movie documentary crews, etc. We believe this demand comes from an audience desire to break down barriers between the viewer and creator – making content more, raw, available and personal, while still producing at a professional level.

Furthermore, these demands are particularly prevalent in the photo industry. The instant success of The New York Times photojournalism blog, '[Lens](#),' proves this. We desire to create the same type of 'this-is-how-we-are-doing-it' feel to this project (another excellent example of LA Times' Photographer Rick Loomis' [Iraq: News In Transition](#)).

We believe the Vancouver Olympics will offer a unique window to explore and test these beliefs.

Our Target Audience

Our target audience is net-savvy, internet users (of any age) who we expect to engross themselves in our product as the Olympics progress. We will compete with any other media outlet, but our product will offer a substantially different point of view. Asking the viewer to 'come along for the ride,' and 'help in the creation,' while offering new content, is a strong customer pitch.

Moreover, we will create a loyal fan base, which will act as active participants during content creation. An example of excellent fan loyalty can be seen through [NPR](#).

On an individual level, photographer [Chase Jarvis](#) has created a phenomenal fan base solely out of his own love for social media. His blog is ranked in the top ten photo blogs, where he consistently encourages outside-the-box thinking, daily (iPhone) shooting and user input. We want to do the same.

For this project, an active fanbase includes: Commenting on recent blogs and work; Flickr Editing; Posting links on blogs, twitter, etc; Paying for premium services, etc.

Distribution

Our initial plans for spreading the word on the Vancouver Project's website includes guerilla marketing, "press release" emails/blogs/tweets aimed at media-industry-websites and contacting magazines, blogs and industry experts.

If successful, we also believe the final product could be produced and sold as a DVD.

Potential Obstacles

Video Rights

NBC has air-tight video rights worth millions of dollars. They have every right to restrict the recording of video, but they're going to find that very hard to do with the swath of new DSLRs that can record HD video quickly and easily. This is an issue which will be worked out during the Vancouver Olympics.

Budget

A problem, considering we have no money, right now. We are going to need something in the neighborhood of \$400,000 to pull this off.

Time

We've got about half a year to pull this off. That's no small feat. Everything from media passes to training a team still needs to happen.

Advertisers

This is unproven ground. Advertisers need to be convinced that this is a viable chance for unique advertisement opportunities.

THE VANCOUVER PROJECT INNOVATIONS

Daily Site Content

Daily Review Blog Posts

Daily wrap-ups from the team. A good example of this is Newsweek's [Visions of China Blog](#) that was created for the Beijing Olympics. These reviews would also vary between writing and multimedia videos and interviews (Ex: [Kashi, Kashi, Kashi](#)).

Twitter

Keeping audiences up to speed on what events the team is covering, production timelines, sneak peaks and general musings, all at the speed of thought.

TwitPic

Pictures to the audience via Twitter for images seconds after they happen. iPhones make this easily available, as is demonstrated by Chase Jarvis' [Daily iPhone Photo](#).

Raw Takes

Live photos streamed via WiFi CF cards, uploaded to [Flickr](#) by backroom editors, then edited to viewer-rank preferences. A good example of this is [Ed Kashi's Mediastorm](#) piece.

Flipbook

Use the flickr favorite system to allow the crowd to edit. Encouraging users to look through a raw take, and using Flickr's 'favorite' system to pick their selects. The photos with the most 'favorites' are the take. We've not seen this idea tried before.

Social Bookmarking Integration

Integration with [Digg](#), [delicio.us](#), [Twitter](#) links/other social bookmarking sites. Painting the internet with our coverage.

Q/A time (live chat)

Vancouver Project team chats with paying customers at set times during the day (more details below).

Final Site Content

The goal is to have one package with many chapters that show unique and different aspects/view of the Olympics. This could be organized chronologically ([Choosing A President](#)) or topically. This package would be constructed of photography, video, audio and motion graphics ([Little Red Riding Hood](#)), which would combine to tell a unique and innovative story of what the 2010 games were.

Athlete's View

Stories of athletes should encompass all aspects of their Olympic experience. Ideally, we would like to tell the stories of athletes

"We have no shortage of good inventions. What we need are better ways to bring them to customers."

- [Michael Schrage](#)



who are compelling for both their physical ability and their own personal and emotional journeys. Building off the idea that athletes are first humans with personal stories, then athletes. Bringing the viewer into an athlete's training schedule (Magnum's Paolo Pellegrin's [Magnum in Motion](#)), traveling to the games, living in the Olympic village, preparation for competing, after parties, etc. A more complete look at the Olympics athlete which goes beyond simple event coverage and a 15-second life story.

Photojournalist's View

This chapter would be very similar to our daily activities, and would show what it is like to be a member of the press (Newsweek's [Visions of China](#), at a multimedia level such as LA Times' Photographer Rick Loomis' [Iraq: News In Transition](#)). There is a proven demand for this type of content. How do photographers make their images? How did they visualize the shot? When does luck come in?

Citizen's View

What is it like to be a town local? What does it look like for your town to be transformed?

Pre/during/post Olympic Experience

The town being built up, torn down: seeing local life transition in and out of the event. (Luceo Images' [Kevin German](#))

Audience/Family Member's View

What is it like to be the parent of an athlete? When your child succeeds? When your child fails? What is it like to be a child and watch your favorite athlete?

Less time needs to be invested in these stories.

Employee's View

The underbelly of the Olympics How does the host town handle crowd flow? Garbage?

Security Issues

Were there any threats? What is being done to prepare for such an event?

Less time needs to be invested in these stories.

Want to know where we're at?
Want to give us some feedback?

Follow our progress on our website
vancouverproject.com

THE VANCOUVER PROJECT TEAM

Team Schematics

It may be beneficial to work with a team of photographers who are already established as a team ([Contact Press Images](#), [Luceo](#), etc). As such, it might not be necessary to have a team that is known for sports photography. This could add to the unique view of the project. Still, traditional sports photography should be produced. Here's how (in the best case scenario) our team could look:

Executive Team (6 People)

President

IT Director

Executive Editors (x2)

Developers (x2)

Production Team (9 People: 3 Teams of 3)

Editor

Shooter

Shooter

Editor

Shooter

Shooter

TOTAL: 15 People

Editor

Shooter

Shooter

THE VANCOUVER PROJECT MONETIZATION PLANS

Showing the Money

We believe there are numerous solutions to funding this project which are all equally possible and available. As the project evolves, these will become more refined and tailored to the demands of the project.

Nonprofit

[Donations](#) a'la [NPR](#), [St. Petersburg Times](#); create loyal fan base

Advertising

Pre-roll ads; Banner ads that are geo-aware, targeted to sports fans; "Sponsored by..." messages.

Partnerships

Partnerships with any number of innovative news orgs or news desks: [MediaStorm](#), [NYT Lens](#), [Story4](#), [Washington Post](#), [ESPN](#), [Associated Press](#), Etc.

Freemium Content

Live (video?) chat with photographers on location; Prints (posters?); Input into which events the photographers shoot; iPhone app that uses OS 3.0 to charge for freemium features.

Swag

Create brand around team, sell shirts and other items? DVD copies; iTunes sales.

"In marketing parlance, the main idea is to have members of a community participate in the advertising experience and to involve the brand well beyond the traditional sales pitch mechanics."

- [Frédéric Filloux](#)

THE VANCOUVER PROJECT BUDGET

Where the Money Will Go

Our budget was constructed using rough estimates, with the understanding that this is a preliminary plan which will need to be refined. While attempting to stay conservative, this budget was also constructed with a gold-standard in equipment and reasonable wages for the workers. Still, the creators recognize many changes would occur in the pre-production phase to make this budget more factual.

Item	Quantity	Total	Grand Total
Team	3 (All team calculations x3)		\$225,000
Shooter	2	\$30,000	
Editor	1	\$15,000	
Nikon D3 (Rented)	4	\$8000	
5D Mark II (Rented)	4	\$8000	
Glass (Rented)	1	\$8000	
Digital Storage	1	\$1000	
WiFi	4	\$200	
Misc.	1	\$5000	
Home Base			\$96,000
Producer	1	\$15,000	
Editors	2	\$30,000	
Developers	2	\$30,000	
Computers (Editing Stations)	3	\$10,000	
Computers (Developers)	2	\$7,000	
Storage	1	\$11,000	
Misc.	1	\$1,000	
Travel			\$75,000
Shipping	3	\$30,000	
People Travel	16	\$13,000	
Hotel	160	\$30,000	
Rental Cars	3	\$2,000	
			~ \$400,000

THE VANCOUVER PROJECT is:

The Creators

This document was created by Andrew Burton and Joey Baker. They see a unique opportunity to combine numerous new-media tools which have previously been used individually.



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Andrew Burton is a photojournalist and multimedia producer with a passion for in-depth, long-term journalism. He has worked and lived internationally, covering topics ranging from [immigration in the United States](#) to the 2008 Olympics. Previously, Burton attended Oregon State University where he worked as the photo editor at the student paper, [The Daily Barometer](#). He has interned at [Bloomberg News](#)' photo desk and been an assistant to [Vincent Laforet](#). His work has been recognized by [CPOY](#) (2008, 1st Place Sports Portfolio, 1st Place Sports Single) the [Hearst Foundation](#) (2008, 4th Place, Multimedia) and the [Oregon Newspaper Publisher's Association](#) (Numerous). Currently, Burton is a rising senior at Syracuse University, where he is a [Carnegie Knight Fellow on the News21 fellowship](#). His work can be viewed at his personal website, [AndrewBurtonPhoto.com](#)

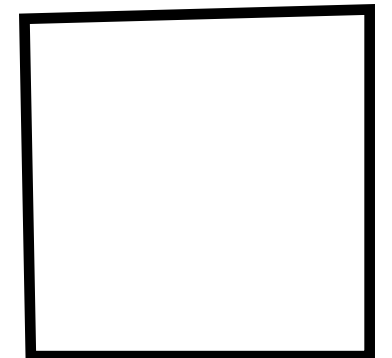


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Joey Baker is 'new media' advocate. He currently serves as the Business Director for [CoPress](#) a non-profit group dedicated to expanding the use of the web in college newsrooms. He also serves as the communications intern for [NewsTrust](#), a non-profit centered around evaluating journalism and promoting media literacy. A self-proclaimed geek, Baker grew up on the web and first began working in the dotcom industry by designing user-experience and user interface customization for a small web design firm.

Joey is an avid consumer and debater in the new media revolution. His acclaimed and convincing blog posts and tweets have been recognized by many. He is equally interested in the creation of good content as he is with sustainable web-business models which will restore the journalism industry.



You

This crazy experiment won't be possible without the support of fellow cutting-edgers. Help us show you the 2010 Olympics in a whole new way.

Ready to be part of the team? Just click the donate button below to visit our site and help fuel innovation.

Donate!

Live updates need reason. We don't want a meaningless information overload. Photographs, blog posts, tweets, etc. are all useless or irrelevant if the content does not progress the story. For example, tweeting "ski event today. it's cold out."

The Vancouver Project is about an entire team working together to create a unique experience. It's not about a couple photographers tweeting. It's not about a couple bloggers posting links on social networking sites. The Vancouver Project is a bold experiment about event coverage on the cutting edge, and we need your help to make it happen.

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<http://vancouverproject.com/>

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