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**SECOND-ANNUAL**

# JOURNALISM SCHOOL HACKATHON

**CRONKITE SCHOOL AT ASU**

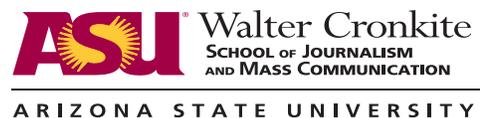
REACHING UNDERSERVED COMMUNITIES

**FEBRUARY 27- MARCH 1, 2015**

Produced by



Hosted by



Mixer Sponsored by



**WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION**  
555 N. CENTRAL AVE., PHOENIX, AZ 85004  
SECOND FLOOR

# Schedule

## Friday, Feb. 27

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6–8 p.m. **Mixer — Co+Hoots**, 1027 E. Washington St. #107  
Sponsored by Alan Lobock and MyBeeble

## Saturday, Feb. 28

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8 a.m. **Light breakfast/gathering — First Amendment Forum**

8:30 a.m. **Kickoff**

Welcome: **Mark Glaser and Kristin Gilger**

Explain rules and logistics

Presentation of challenges

9 a.m. **Speaker Session 1 — First Amendment Forum**

Design Thinking & Brainstorming: **Retha Hill**

9:30 a.m. **WORK** – See list of room availability

12:30 p.m. **Lunch (boxed lunch) and Speaker Session 2 — First Amendment Forum**

Framework for Turning Your Idea into a Product or Service:

**Mike Alonzo**

1:30 p.m. **WORK** – See list of room availability

5:30 p.m. **Dinner and Speaker Session 3 — First Amendment Forum**

Venture Capitalism and Funding Media: **Alan Lobock**

7:30 p.m. **WORK** – See list of room availability

**Faculty and professional social gathering — Province**

**Restaurant**, The Westin Phoenix Downtown, 333 N. Central Ave.

10 p.m. **Day one ends**

## Sunday, March 1

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8 a.m. **Light breakfast — First Amendment Forum**

8:30 a.m. **Speaker Session 4 — First Amendment Forum**

Pitching Your Idea: **Elizabeth Mays**

9 a.m. **WORK** – See list of room availability

11:30 a.m. **Lunch is ready for judges — First Amendment Forum**

Deadline for pitch deck submissions

Noon **Lunch — First Amendment Forum**

Pitches (4 mins each)

Judging (30 mins or less)

Wrap Up/Next Steps: **Mark Glaser**

2 p.m. **Program ends**

The following are Cronkite rooms available for working sessions:

Classrooms: 252, 256, 314

Conference rooms: 355, 444

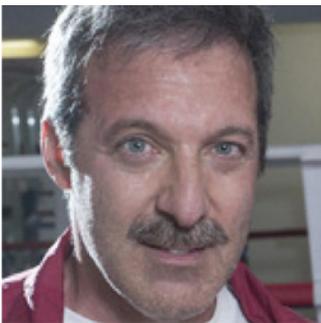
Computer labs: 316, 318, 351, 352, 354, 356



**Mike Alonzo** is a founding partner at User10, helping entrepreneurs take the right action through idea development, concept validation, and MVP development. Alonzo also serves as the chief operating officer at Storybyte, a mobile platform that automatically turns phone photos into Web stories. Passionate about the Phoenix entrepreneurial community, he continues to give back with other projects including PHXMADE and #yesphx. Follow him on Twitter: @mikealonzo.



**Retha Hill** is the executive director of the New Media Innovation and Entrepreneurship Lab at the Walter Cronkite School of Journalism and Mass Communication at Arizona State University. Hill is a 2012 AEJMC/Knight Innovations Award grant winner and a 2010 Knight News Challenge winner for creating SeedSpeak, a platform for location-based collaboration, and a 2010 J-Lab Women Entrepreneurs grant winner for a mobile app that uses augmented reality to find black history in cities across the country. Hill is a fellow for the ASU Center for Games and Impact, where she is helping to develop news game modules for the news industry. She joined the ASU faculty in 2007 after eight years at BET, where she was vice president of content for BET Interactive. Follow her on Twitter: @rethahill.



**Alan Lobock** is a serial entrepreneur and angel investor best known for co-founding SkyMall. He contributes to WSJ Accelerator and other publications. Lobock previously was co-founder of Convrrt, Inc., a SaaS focused on quick and economical landing page creation and optimization to improve the conversion of leads into sales. He has served as an advisory board member for several startups and has mentored startups through Seed Spot and ASU's Entrepreneurship and Innovation Group. Follow him on Twitter: @alanlobock.



**Elizabeth Mays** is the assistant director for the Donald W. Reynolds National Center for Business Journalism at the Cronkite School. In that capacity and in her previous role as Cronkite outreach director, she has been an intrapreneur leading special digital projects, marketing and sales efforts. Mays is a Cronkite alumna, with her mid-career master's degree in digital media entrepreneurship. Prior to Cronkite, she was the executive editor of a lifestyles magazine and the owner of a business providing editorial services to custom and consumer publications. In her spare time, she is a writer and self-published author who is passionate about content marketing and self-publishing, particularly in the digital space. Follow her on Twitter: @theeditress.

# Speakers

# judges

**Elvia Díaz** is editor of La Voz and TV y Más. She has more than 20 years of journalism experience at English and Spanish language publications. She has held various reporting and editing positions at The Arizona Republic, covering the State Legislature, Phoenix City Hall and breaking news. Diaz is an adjunct professor at the Cronkite School and has a master's degree in journalism from the University of California, Berkeley.

**Steve Doig**, the Cronkite School's Knight Chair in Journalism, is an international expert in computer-assisted reporting and data journalism. Doig, a former newspaper journalist, was part of an investigative team at The Miami Herald that won the 1993 Pulitzer Prize for Public Service. In his current role, he actively consults with news media outlets around the world on computer-assisted reporting problems.

**Dr. Michelle Ferrier** is the associate dean for innovation, research/creative activity and graduate studies at the Scripps College of Communication at Ohio University. She is the founder and publisher of LocallyGrownNews.com, a hyperlocal, niche online community for local food advocates and a New Media Women Entrepreneur grant recipient. Ferrier is also one of the 2012 inaugural fellows for the ASU Scripps Howard Journalism Entrepreneurship Institute. Ferrier is vice president of Journalism That Matters and is active in research around the changing media ecosystem and curriculum change. Her current research agenda includes media entrepreneurship and the media deserts project that examines places where fresh news and information are lacking. She is the chief instigator behind "Create or Die," a series of media entrepreneurship startup events hosted by Journalism That Matters in June 2010 and June 2011.

**Alan Lobock** See speakers bio.

**Brandon Quester** is the co-founder and executive director of the Arizona Center for Investigative Reporting. He is an investigative reporter and multimedia journalist who in 2012 completed a master's degree at ASU's Cronkite School. Previously, Quester worked for various newspapers and journalism projects here and abroad. He has focused on issues such as children living along the U.S.-Mexico border, U.S. soldiers serving in Kuwait and Iraq and street children living in Santo Domingo, Dominican Republic. His work has appeared in news organizations such as The New York Times, The Washington Post, The Center for Public Integrity and El Nuevo Herald.

**Ben Reichert** is a professor of game studies at the University of Advancing Technology. He is co-founder and CEO of Abeona Games and founder and CEO of Game CoLab, a video game incubator and community advocate. His interests include user engagement, fundraising and the business side of games.

**Terry Greene Sterling** is the Cronkite School's writer-in-residence and is a three-time winner of Arizona's highest journalism honor, the Virg Hill Journalist of the Year award, and the recipient of more than 50 national and regional journalism awards. She was a staff investigative reporter at Phoenix New Times for 14 years. Her stories have appeared in The National Journal, Rolling Stone, The Atlantic, The Washington Post, The Daily Beast, Newsweek, Arizona Highways, The Arizona Republic, The Nieman Narrative Digest and many other publications. Her narrative nonfiction book, "ILLEGAL: Life and Death in Arizona's Immigration War Zone," profiles Phoenix-area undocumented immigrants at the time of the passage of Arizona's immigration law, SB1070. Sterling is a guest faculty member of the Poynter Institute in St. Petersburg, Fla.

## Judging Criteria

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<b>Desirability</b>	Who wants this product? Who does this problem serve? Why do they want it? Does it reach your underserved group?
<b>Feasibility</b>	Can it be done? Is this idea technically possible or just a dream?
<b>Viability</b>	Can this product be self-sustaining? Can the proposed revenue actually be achieved and can it cover all costs?
<b>Presentation</b>	How well did you tell your story?

One overall winning team will be selected from all entries. It should represent the best overall idea based on the desirability, feasibility and viability criteria within data, engagement or gaming and should demonstrate that they are reaching an underserved community.

## Participant Rules

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- Pitches**
- Pitches will begin promptly at noon on Sunday, March 1. All work **MUST** be completed by this time
  - Pitch presentations are open to anyone.
- Pitch Order**
- Randomly ordered during the morning session
  - Each team is responsible for being ready immediately after the preceding pitch
  - Total maximum time: 7 minutes
- Pitch Timing & Logistics**
- Pitches will be a maximum of 4 minutes and will be timed
  - Followed by 1-3 minutes of Q&A from judges only
  - Judges deliberate following all pitches and winners are announced immediately after deliberations are finished by 1:45 p.m.
  - All team members should be present for the pitch, but not all team members must participate in the presentation; that is up to your team to decide
- Pitch Preparation**
- All presentations will be run on the presentation computer in the First Amendment Forum; it is your responsibility to test your presentation on this computer before the noon deadline on Sunday
  - The presentation computer is available for testing presentations on Sunday, 8:30-11:30 a.m.
  - Presentations can use: Google Docs, PowerPoint or Prezi. If you plan to use something else, check with organizers by 8 a.m. Sunday
  - **ALL PRESENTATIONS MUST BE READY TO GO ON THAT COMPUTER BY 11:30 A.M. SUNDAY**

## Rules

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Your team assignment will include people with a range of skills and experience so you have what you need to create a compelling solution to present on Sunday.

### Team Formation

- You learn your team assignment upon arrival on Saturday morning
- Teams will consist of a group of students from various schools, as well as facilitator/mentors

### Team Dynamics

- The team facilitators and mentors are **NOT** the team leaders
- There are experts in data, engagement and gaming on hand, so feel free to reach out to them for advice

### Resources & Working Spaces

- You may reach out to your network **OUTSIDE** this event for advice and information, **BUT** all work must be completed by members of your team
- Teams can work in any common space as shown on the map. Work should end on Saturday at 10 p.m. and can continue starting at 8 a.m. on Sunday

## General Information

### Wireless Access

To connect to the ASU Guest Wi-Fi:

- Connect to the wireless network called “ASU guest”
- Once the network connects, open your Web browser. It should automatically navigate you to a network login screen
- Register as an “asu guest”
- The network will require you to re-register every 12 hours

### Cronkite School rooms

The following are Cronkite rooms available for working sessions:

Classrooms: 252, 256, 314 ■

Conference rooms: 355, 444 ■

Computer labs: 316, 318, 351, 352, 354, 356 ■

The First Amendment Forum is located on the second floor. ■

