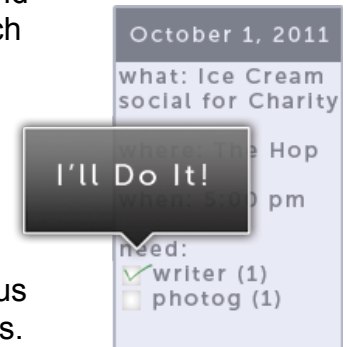


Key Terms and Extended Explanations:



- **Workflow:** The system we will program to facilitate contributors in the creation and publication of quality citizen journalism reporting. It includes visible features, such as an assignment desk, the tip jar system, and the various news sections of the site where content is published, but also behind-the-scenes aspects such as algorithms to promote editors to Section Chiefs and programming to note repeat visitors to the site and encourage them to become contributors.
- **Assignment Desk:** An interface in the site which allows contributors and the community at large to post upcoming events or story concepts which they would like to see covered on the site, along with the needed roles (writer, photographer, videographer) to convey the necessary information about the event or concept. This interface also allows potential contributors to accept assignments in a way which notes to others that a particular role for a story has been filled.
- **Contributor Forum:** A series of online forums, broken into editor, writer, photographer, and videographer sections for discussion of various questions within their fields and critical feedback and tutoring processes. Also includes a general contributor forum for discussion of issues with or ideas for the site and process.
- **Editor's Desk:** A web interface for volunteer editors to view work being submitted for publication on the site. Submitted media will be sorted by editor preferences (only video, for example, or only Sports section stories), but will not show the names of the contributors submitting the content to the editor. The Editor's Desk will include an interface for communication between the editor and the content creators for the purpose of editing recommendations, and will also allow categorization of the story into additional sections.
- **Section Chief:** An individual who has been contributing to the site in a positive and trusted way for long enough that they are invited to curate a section of the site. They will have the ability to choose which articles are featured prominently in that section, and for how long. In the event that a Section Chief is not available to organize content, it will be automatically organized by Workflow until one is available.
- **Directory:** A section of the site which has listings for local businesses. Articles referring to the business can link to the directory, and each directory listing page will feature the history of articles about that business.
- **Tip Jar:** Essentially, a user's earnings on the site. Money can come into the tip jar via donations, ad revenue from pages featuring that user's content, and through others purchasing copies of that user's work in the Contributor Market. Money in the Tip Jar can be used to tip others on the site (thus building community and work quality through positive reinforcement), or can be withdrawn or donated to local charities when it reaches a certain amount.



- **Contributor Market:** Any contributor to the site can choose to offer their work for sale in the Contributor Market. This would allow other news agencies to license a story or image from our site to feature on theirs, or the general public to buy prints of photographs they particularly like. Participation in the Contributor Market is optional, and contributors can choose which media they do or do not want to include.
- **Apprenticeship Program:** A system which allows contributors to offer mentorship to others in their field(s) of expertise, aids those looking for mentoring to find one-on-one guidance, and facilitates larger classroom learning opportunities.
- **School Publishing Platform:** An aspect of Workflow which allows teacher's to have editorial control over student-submitted content, and directs all Tip Jar monies back into the school system.

About Ponderwell:

Amie Tracey: Is the lead designer at Ponderwell. She majored in visual art at UNC-A and Western Carolina, and started working in program design with Michael back when he had a smaller programming company called Stoutmonkey and decided he needed someone to actually make things look good and be easy for non-geeks to use. Over the years she's been involved with everything from logo and branding campaigns to designing user interfaces for computer software and websites.

Michael Tracey: Is one of our lead programmers. He started out his career in programming working as the lead web developer at Mountain Area Information Network (and they're still using the site framework he developed today). After that he worked at the Asheville Citizen-Times, where he was a part of the online department when they won a Gannett award for their online handling of the 9/11 crisis, and then he moved on to become Arvato's (back when it used to be Sonopress's) network administrator for North American operations. After that he started his own company, which then merged with Martin's company to become Ponderwell.

Martin Haywood: Is our other lead programmer, and started out teaching computer science at a high school in Australia. He then spent a few years working in scientific programming, and got involved in community radio, becoming the senior vice president of an Australian community radio station. After that he spent ten years creating a specialized statistics program which he sold to the financial industry. Eventually he started up his own web programming company, met Amie and Michael through citizen journalism online, and decided to move to Asheville and merge his company with theirs...becoming Ponderwell.