DrupalCon New Orleans

Content Strategy in Popular Culture

May 11, 2016

ThinkShout

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CONTEXT
ThinkShout
ThinkShout

Photo Credit: https://www.flickr.com/photos/10ch/3347658610

Content strategy focuses on the planning, creation, delivery, and governance of content.

- usability.gov

Planning for the creation, delivery, and governance of useful, usable content.

- Kristina Halvorson

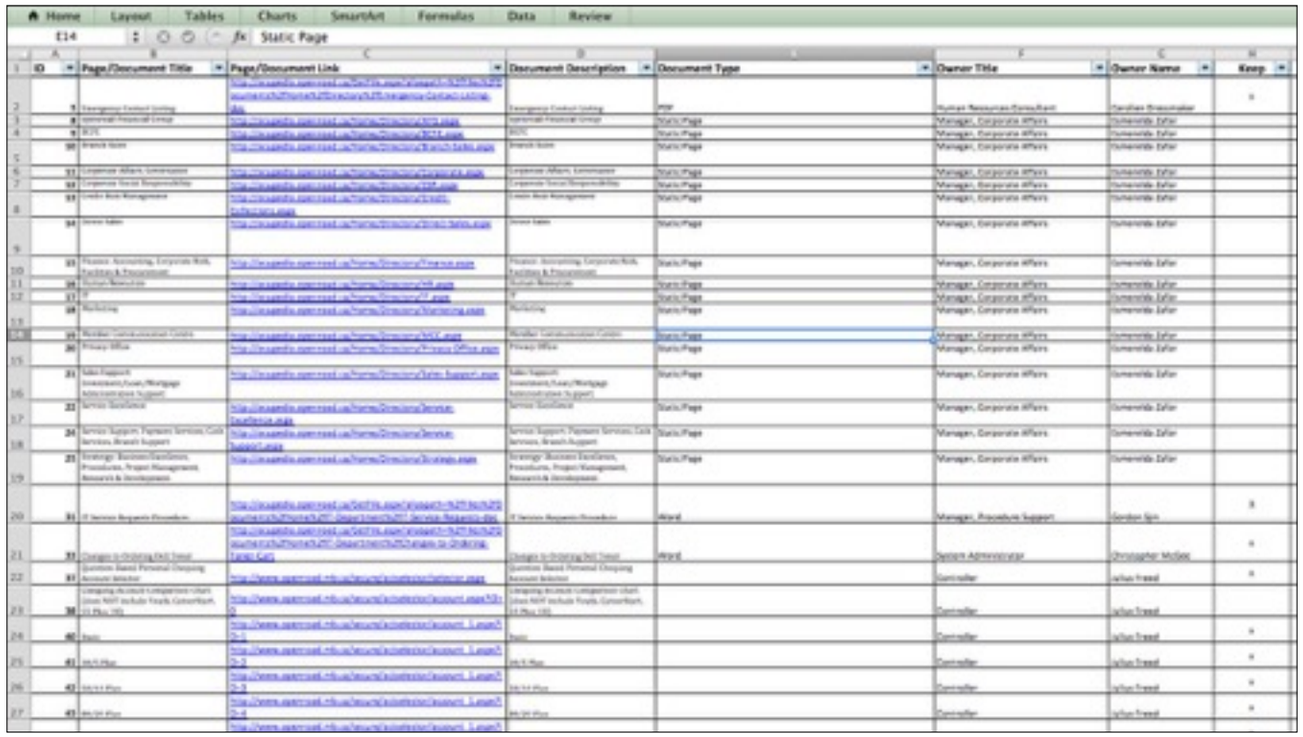
Ensuring that you have useful and usable content, that is well structured, and easily found is vital to improving the user experience of a website.

Planning for the creation, delivery, and governance of ~~useful~~, ~~usable~~ content.

- Kristina Halvorson

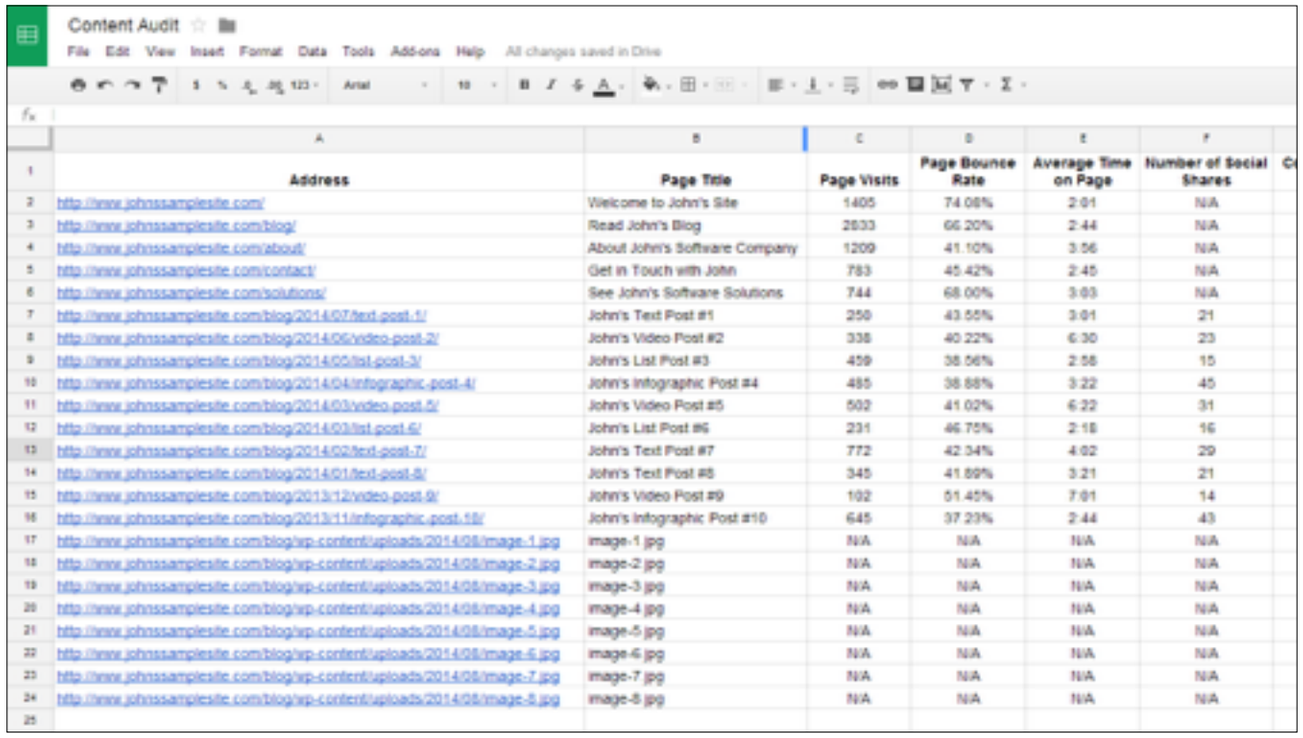
But in truth, we have to deal with all sorts of legacy content, bad content, old content. That problems not going to go away, and any content strategy needs to take that into account, as well.

In practice, content strategy is spreadsheets and templates, workflows and responsibilities.



Example #1

Source: https://www.thoughtfarmer.com/files/2012/08/Full-contenet-audit-screenshot.jpg



	A	B	C	D	E	F
1	Address	Page Title	Page Visits	Page Bounce Rate	Average Time on Page	Number of Social Shares
2	http://www.johnssamplesite.com/	Welcome to John's Site	1405	74.08%	2:01	N/A
3	http://www.johnssamplesite.com/blog/	Read John's Blog	2833	66.20%	2:44	N/A
4	http://www.johnssamplesite.com/about/	About John's Software Company	1209	41.10%	3:56	N/A
5	http://www.johnssamplesite.com/contact/	Get in Touch with John	783	45.42%	2:45	N/A
6	http://www.johnssamplesite.com/solutions/	See John's Software Solutions	744	68.00%	3:03	N/A
7	http://www.johnssamplesite.com/blog/2014/07/text-post-1/	John's Text Post #1	259	43.55%	3:01	21
8	http://www.johnssamplesite.com/blog/2014/06/video-post-2/	John's Video Post #2	338	40.22%	6:30	23
9	http://www.johnssamplesite.com/blog/2014/05/list-post-3/	John's List Post #3	459	38.56%	2:58	15
10	http://www.johnssamplesite.com/blog/2014/04/infographic-post-4/	John's Infographic Post #4	485	38.68%	3:22	45
11	http://www.johnssamplesite.com/blog/2014/03/video-post-5/	John's Video Post #5	502	41.02%	6:22	31
12	http://www.johnssamplesite.com/blog/2014/03/list-post-6/	John's List Post #6	231	46.75%	2:18	16
13	http://www.johnssamplesite.com/blog/2014/02/text-post-7/	John's Text Post #7	772	42.34%	4:02	29
14	http://www.johnssamplesite.com/blog/2014/01/text-post-8/	John's Text Post #8	345	41.89%	3:21	21
15	http://www.johnssamplesite.com/blog/2013/12/video-post-9/	John's Video Post #9	102	51.45%	7:01	14
16	http://www.johnssamplesite.com/blog/2013/11/infographic-post-10/	John's Infographic Post #10	645	37.23%	2:44	43
17	http://www.johnssamplesite.com/blog/wp-content/uploads/2014/08/image-1.jpg	image-1.jpg	N/A	N/A	N/A	N/A
18	http://www.johnssamplesite.com/blog/wp-content/uploads/2014/08/image-2.jpg	image-2.jpg	N/A	N/A	N/A	N/A
19	http://www.johnssamplesite.com/blog/wp-content/uploads/2014/08/image-3.jpg	image-3.jpg	N/A	N/A	N/A	N/A
20	http://www.johnssamplesite.com/blog/wp-content/uploads/2014/08/image-4.jpg	image-4.jpg	N/A	N/A	N/A	N/A
21	http://www.johnssamplesite.com/blog/wp-content/uploads/2014/08/image-5.jpg	image-5.jpg	N/A	N/A	N/A	N/A
22	http://www.johnssamplesite.com/blog/wp-content/uploads/2014/08/image-6.jpg	image-6.jpg	N/A	N/A	N/A	N/A
23	http://www.johnssamplesite.com/blog/wp-content/uploads/2014/08/image-7.jpg	image-7.jpg	N/A	N/A	N/A	N/A
24	http://www.johnssamplesite.com/blog/wp-content/uploads/2014/08/image-8.jpg	image-8.jpg	N/A	N/A	N/A	N/A
25						

Example #2

Source: https://www.singlegrain.com/wp-content/uploads/2014/08/content-audit-2.png

	A	B	C	D	E	F	G	H	I	J
1	Page ID	Page Title	URL	What's going on?	What's funky?	What is the content currently	Current User Group	Is the content reaching its	Needs Updating	How can this page improve?
2	0.0	Home Page	http://www.csd.cs.cmu.edu/							
3	1.0	General Info	----	header on homepage						
4	1.1	History	http://www.csd.cs.cmu.edu/about/index.html	There is a "Vision", "Mission", "Distinguishing Characteristics", and "History' statement, which are all able to be clicked and take the user to a further description	This subtitle is called History, but the URL says "About"	Department identity		prospective students		
5	1.1.1	Vision	http://www.csd.cs.cmu.edu/about/vision.html	goes into the fundamentals of Computational Thinking by Jeannette M. Wing.	While interesting, I'm unclear how this immediately relates to the CSD.					
6	1.1.2	Mission	http://www.csd.cs.cmu.edu/about/mission.html	Short mission statement	Not sure why this warrants its own page					
7	1.1.3	Distinguishing Characteristics	http://www.csd.cs.cmu.edu/about/characteristics.html		Lots of telling, not showing. Too long, needs scannable subtitles.					
8	1.1.4	History	http://www.csd.cs.cmu.edu/about/history.html	Actual history						
9	1.2	News Page	http://www.csd.cs.cmu.edu/about/news/	Page of outside links to SCS news	Goes to SCS news, should go to CSD new and external link to SCS.					
10	1.3	Faculty Positions Available	http://www.cs.cmu.edu/~scandon/Faculty/Page/workhringad.html	there is a link to "teaching track" and "Mark Stehlik Postdoctoral Teaching Fellowship". It also gives a brief description of what they are looking for and what all is included in the school.	there is no list of faculty positions available. And everything is in bold.	department identity	prospective faculty		yes	a list of available positions make sections: 1. differentiate the two teaching tracks 2. requirements to be accepted 3. take out the information about tenure (or place it at the bottom) 4. what needed to complete the application 5. deadline 6.
11	1.3.1	Teaching Track Opportunities	http://www.cs.cmu.edu/~scandon/Faculty/Page/teaching.html	The page first says there are "two teaching-track positions", what two they are I am not sure. It then goes into requirements and outcomes. It also mentions tenure-track and that "not a good match for teh needs of this position".	too much information given and not easy to scan.	what is needed to apply	prospective Assistant Teaching Professor who dreams to be an Associate Teaching Professor and Teaching Professor		yes	suggestions (video sample)
12	1.3.2	Mark Stehlik Postdoctoral Teaching Fellowship	http://www.cs.cmu.edu/~scandon/Faculty/Page/Stehlik_Fellowship.html	information about the fellowship	not enough information about the fellowship	what the application requirements are	prospective fellowship applicants		yes	more information on what the fellowship would encompass
13	1.3.3	Submit your application	https://webapps.cs.cmu.edu/FacultyApplication/SCSWelcome	lists of 1. application material 2. core areas 3. background in the following areas	I think the "core areas" are what the applicant should know - when I read this I thought it meant the different departments.	what is necessary for the applicant to have	prospective faculty for tenure track and reasearch track		I think so, or I just do not understand Comuter Science language (lindsay)	one word headers that describe the list
14			http://www.cs.cmu.edu/calen	tab in top right that says "departments & offices". List of events that are SCS related. Each event is chatagorized into: seminars, talks, thesis proposals, special events, project presentations, video conference/workshop. This page	tab in top right that says "departments & offices" when I click CSD it takes me to the CSD homepage - I would think it would just show me the CSD calendar					I think that the CSD should have its own page, hosted on their website, with SCS events and CSD event (maybe color coded to

Example #3

Source: http://shiftcollaborative.com/wp-content/uploads/2014/08/content-audit-sample.jpg

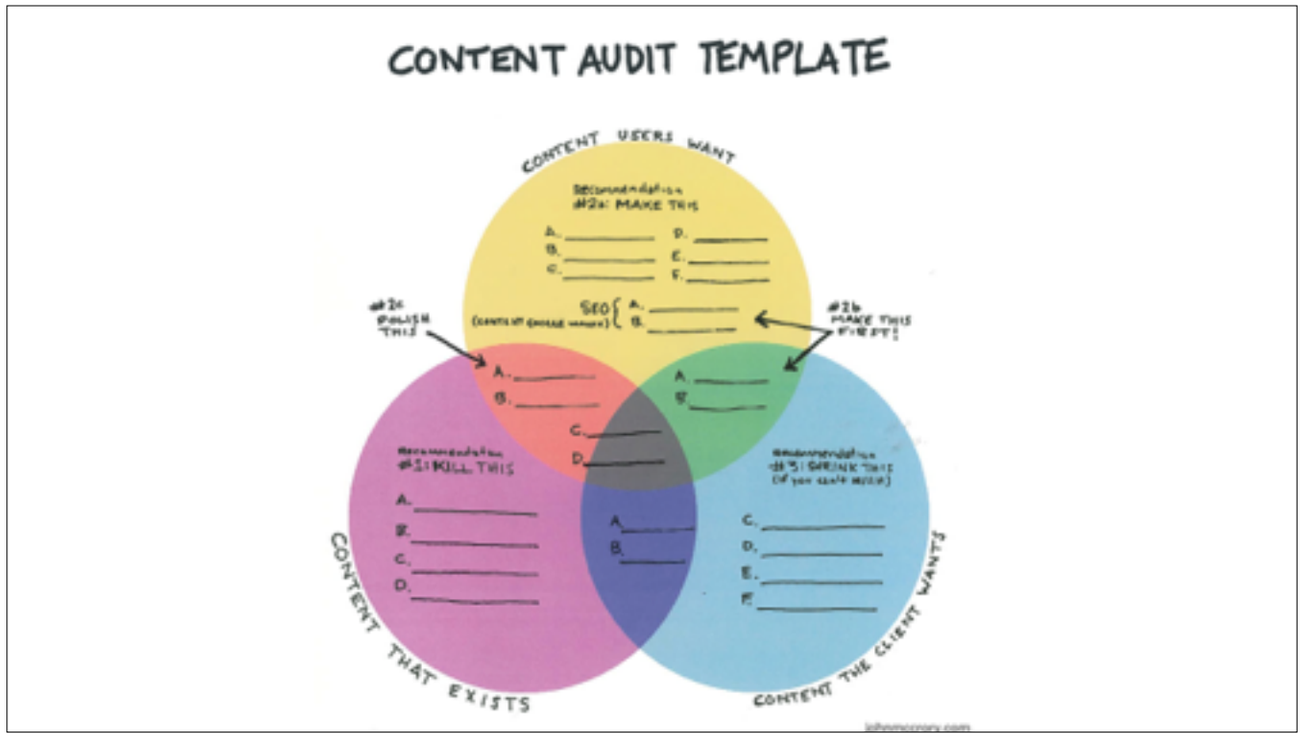
This shouldn’t be a chore. You have to focus on the “why”.

Content – be it text, images, video, data, or a combination of mediums – is the reason we build websites in the first place. It’s right there in the acronym: CMS. Drupal is a system – or more accurately, a framework – for managing content. We strongly believe that all website features, layout, and design choices must support the goal of serving your target audiences with the critical information – the content – they need to engage meaningfully with your organization.

Your content is the connection between your organizational goals and your audiences’ motivations. There’s usually a reason a piece of content is added to a website; somebody, at some point, thought it would be useful. Unless that content has meaning to your users, however, it has little value to your organization. Without a strategy guiding the creation and governance of that content, your quest, noble though it may be, is almost doomed to fail.

Comic book collection example. Started at the wrong time. Built a flat file data base to keep track of my collection. We do these things because they resonate with us. We love our own content. Every organization we work with should be similarly invested in the content they put on their own sites.

Photo Credit: https://www.flickr.com/photos/aloha75/8015843393



But not when we're not speaking the same language.
The language of content strategy is dry
It's necessary, but it boils down to spreadsheets and templates
That makes it hard to connect with the people we serve
But there's another language available

I'm going to share some of the examples I've used to help make content strategy a bit more relatable to our clients.

Source: http://johnmccrory.com/wp-content/uploads/handy-dandy-content-audit-template.png

FOUNDATION

What You Need to Know First

FOUNDATION

Goals

Photo Credit: https://www.flickr.com/photos/alykat/4912934118/

Photo Credit: https://www.flickr.com/photos/alykat/4912934118/

Photo Credit: https://www.flickr.com/photos/lockergnome/119444876

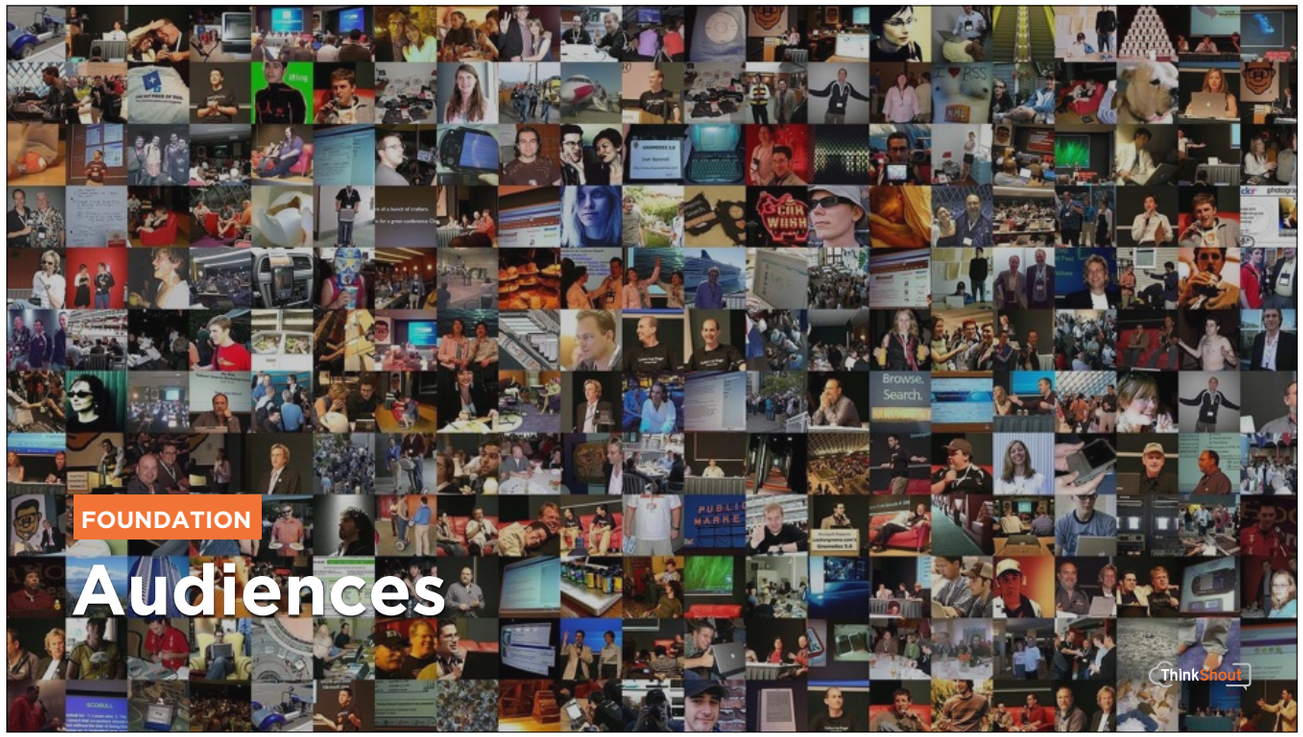
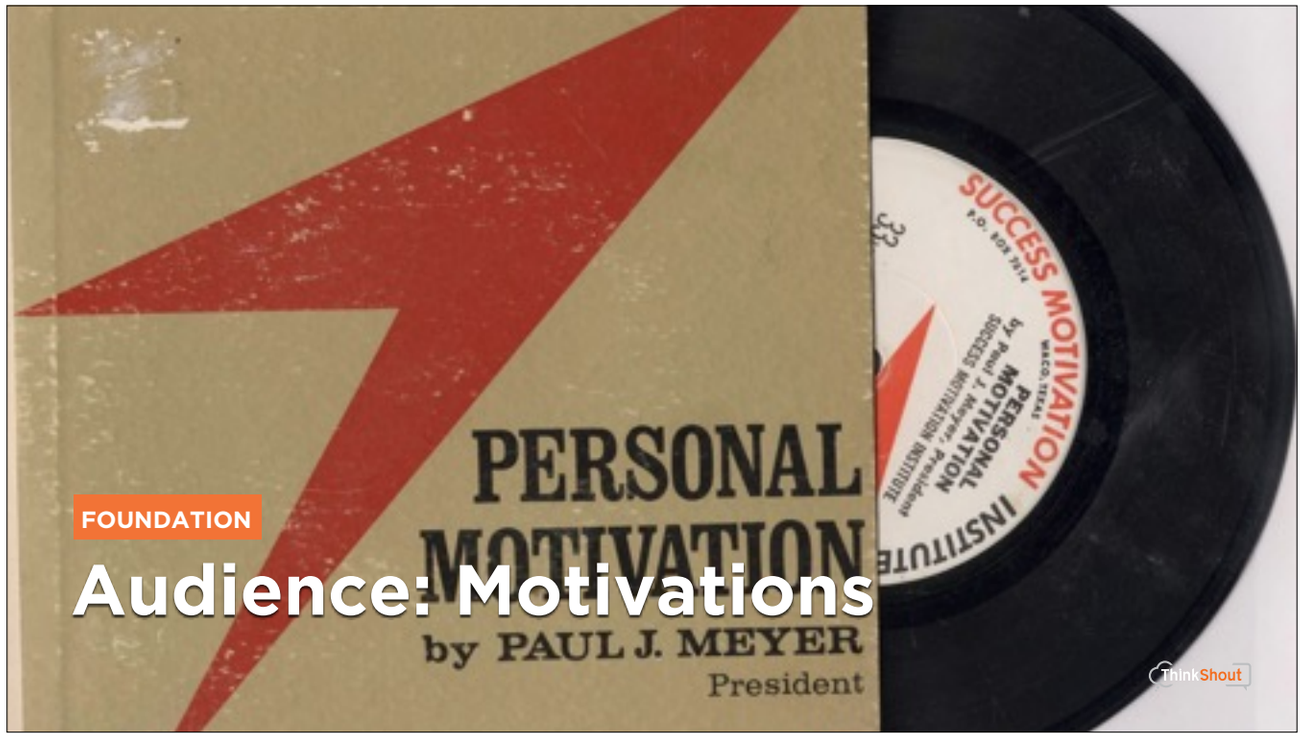


Photo Credit: https://www.flickr.com/photos/lockergnome/119444876



FOUNDATION

Audience: Motivations

Photo Credit: https://www.flickr.com/photos/toner/5860998367/

Photo Credit: https://www.flickr.com/photos/gatineaujoe/8482879366/

Photo Credit: https://www.flickr.com/photos/twose/887903401/

Photo Credit: https://www.flickr.com/photos/russelldavies/375430921/

Content is the connection between an audience’s motivations and the goals of the organization. Site visitors want to find content that will help them in their own lives. Site owners hope the content will help the users to the extent that the users place their trust in them in some way: buying a product, signing up for an email list, or simply sharing it with friends.

Photo Credit: https://www.flickr.com/photos/amobetv/17117158766/

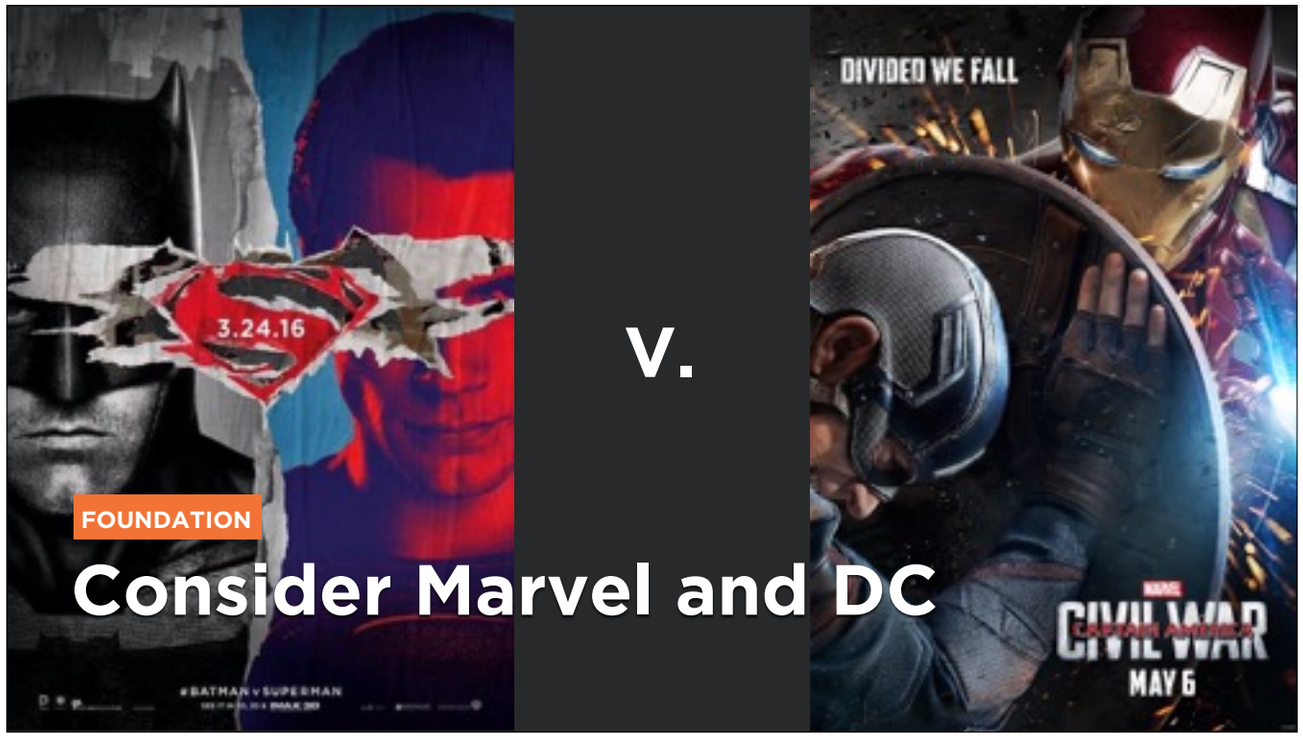
FOUNDATION

Consider Marvel

Example of Marvel bringing together its multiple properties. The first Avengers teaser was from May 2008.

Pause to Show original trailer

Civil War Poster: http://www.movienewz.com/img/gallery/captain-america-civil-war/posters/captain-america-civil-war-poster-3.jpg



FOUNDATION

Consider Marvel and DC

They both have goals: making as much money as possible while generating an ongoing audience. They both have tons of legacy content, dating back decades. And they both have built-in audiences.

Batman v Superman is going to bring in about $875 million worldwide. 27% on Rotten Tomatoes, B on CinemaScore.

Civil War: 90% on RT, A on CinemaScore, predicted worldwide box office of $1.5 billion. And this is Captain America, the most boring Marvel hero.

Marvel: In 10 films since 2008, $237 million in production costs and worldwide ticket sales of $714 million.
DC: $265 million per film and averaged only $560 million. 10% more to make. And this is almost entirely thanks to Nolan's Batman movies.

In considering its audiences, DC has largely lost track of their motivations (they want an enjoyable time at the theater), the both have experience of the content — but DC has underestimated what that meant in terms of audience tolerance.

Civil War Poster: http://www.movienewz.com/img/gallery/captain-america-civil-war/posters/captain-america-civil-war-poster-3.jpg

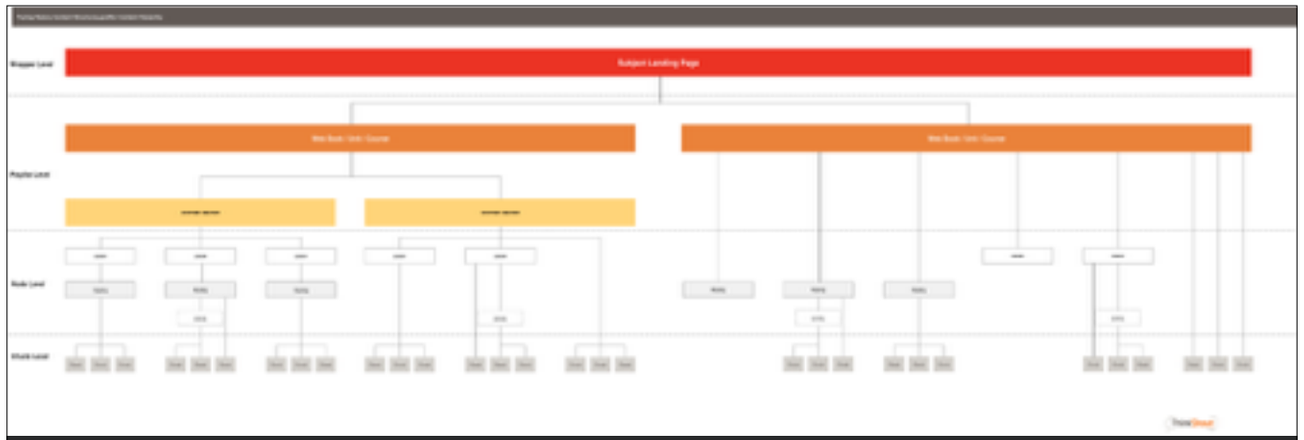
B v S Poster: http://cdn.movieweb.com/img.site/PHDHoUG4AUNdHI_1_l.jpg

STRUCTURE

The Content Model

Movies have a built in advantage when it comes to structure. There's a fixed medium — and even a standard model in 3 acts. We're generally starting from the ground up.

While the technical aspect of content strategy is often overlooked, we as site builders know that a solid content model defining the structures and boundaries of what can be created is key to success. It's not a problem unique to websites.



STRUCTURE

The Content Model

ThinkShout

Anybody here play this? Story about convincing Melissa I needed a Playstation so I could look into user interfaces on other systems.

Because Inquisition is a role playing game, it features complex systems of character building, crafting, and influence. You increase your team's abilities not just by slaying enemies and completing quests, but by learning how to make new things – usually of the shiny, sharp, or exploding variety.

For example, to create a "Mighty Offense Tonic" that will provide a damage bonus against a barrier, you need to collect, and then combine, 11 Embrium, 11 Deep Mushroom, and 2 Rashvine Nettle. Oh, and only a Warrior-class character can use it. According to one of the many Inquisition wikis, there are at least 15 potion types, each with multiple variations. Then there are the weapons, the armor, and on and on.

Image Source: http://blogs-images.forbes.com/insertcoin/files/2015/01/dragon-age-new1.jpg

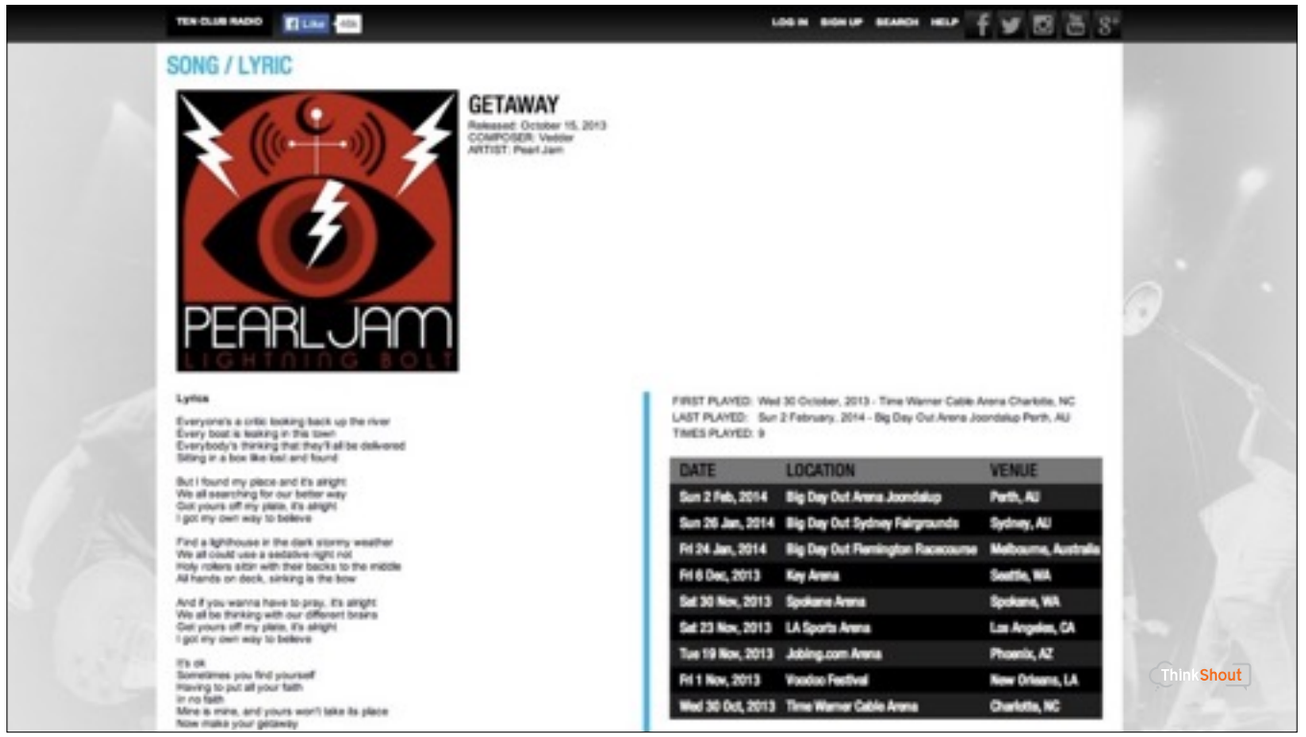
Copyright, Blizzard Entertainment.

The amount of planning that went into the foundational structure of the game is astounding. It mostly fades into the background when you play, becoming something that you simply do.

Image Source: https://eaassets02-a.akamaihd.net/origin-com-store-damassets/content/dam/dotcom/Assets/Resources/Image/NewsArticle/dai_101014_battle-HUD.jpg

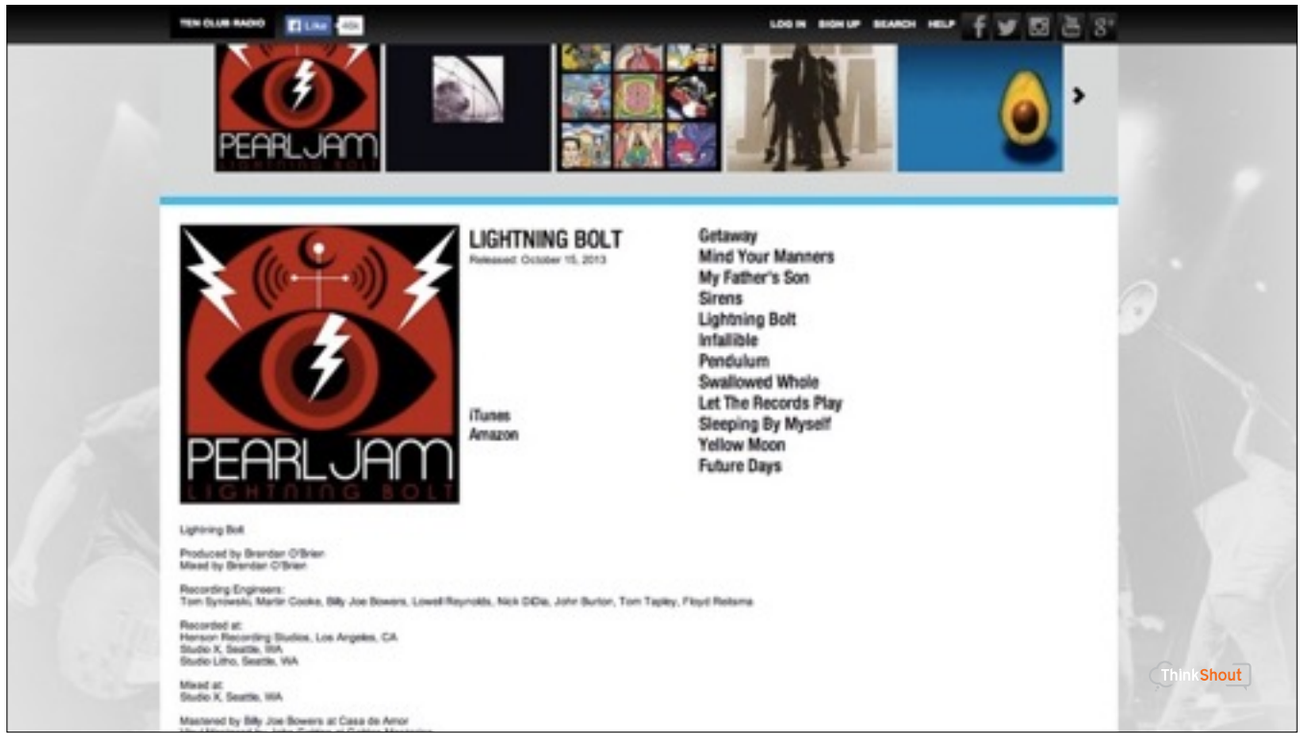
Copyright, Blizzard Entertainment.

Pearl Jam’s core offering is music. People visit their website to find that music, either in the form of upcoming (or past) shows, lyrics, or songs they can buy. So, much of Pearl Jam’s website is structured around the concept of the song.



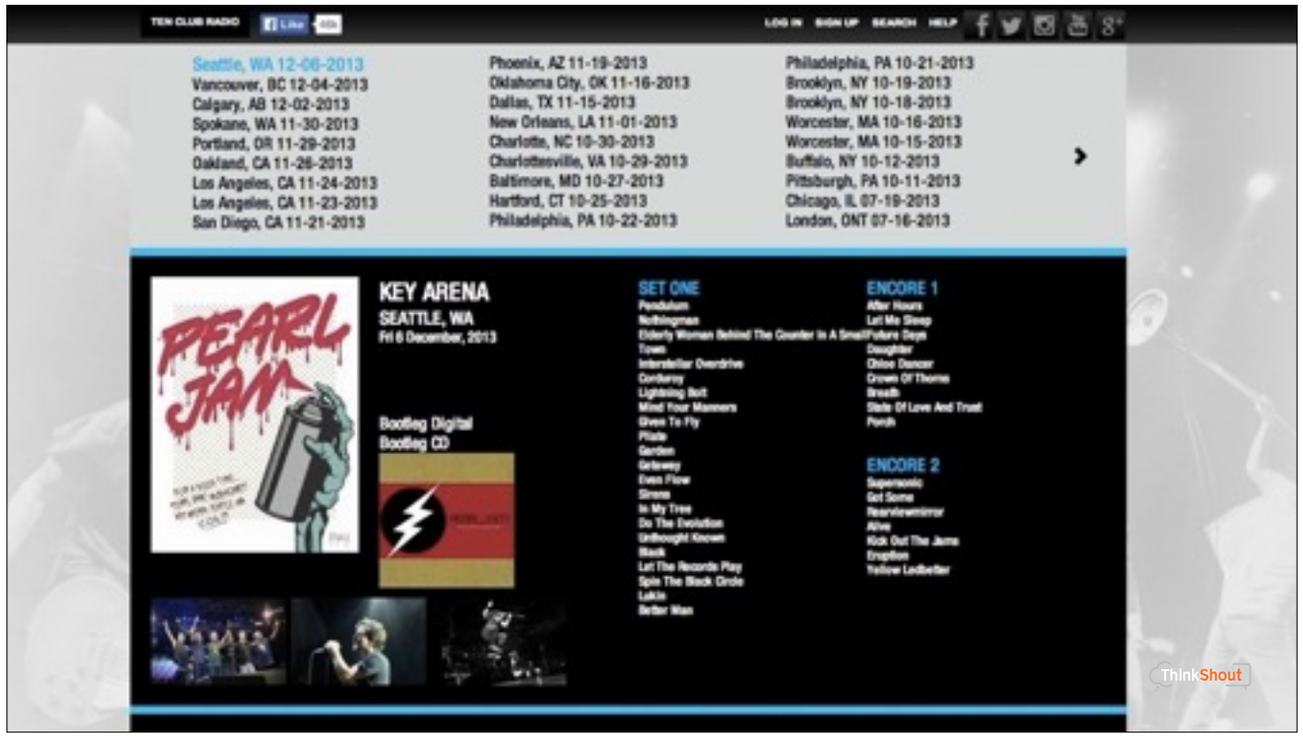
Practically every song Pearl Jam has ever recorded or performed live has a place on the website, and they’re all structured the same:

Title
Release Date
Composer
Artist
Image
Lyrics
That’s it. Everything else on that page, and much of the site, is built through the application of structured data.



If you look at an individual album, you're actually looking at a different content type, which has its own structure:

Title
Release Date
Cover Image
Purchase Links
Body
Song [REFERENCE]
It's that REFERENCE field that's key. Every album is a collection of references to the individual songs, rather than list built by hand. (On Drupal, we'd probably use something like Entity Reference.) Clicking on an individual song takes you to its detail page.



It gets more interesting when you look at a Setlist, another structured content type:

Venue
Location
Date
Concert Poster Image
Product Links
Bootleg Image
Song [REFERENCE]
Live Image [REFERENCE]
A setlist is built up using the same song REFERENCE field as an album; each song exists as a single entity, but it can be referenced from hundreds of other pages (in the case of a classic like “Jeremy”).

All the way back in 2000, Pearl Jam started recording every show they did off the mixing board so they could sell high-quality recordings. While you can’t quite get every one of the 672 versions of “Alive” they’ve performed over the years, you can come pretty close.

Setlists include the all-important link to purchase a copy of an entire live performance.

This relational system has created endless connections between the Songs they’ve performed – their core content offering – and where and when they’ve performed them. By then layering on the ability to purchase copies of those concerts at any time, Pearl Jam has taken one of the primary motivations of their audience – to engage

Photo Credit: https://www.flickr.com/photos/biwook/390088839/

Mad Max Example

Image Source: http://www.themarysue.com/wp-content/uploads/2015/06/mad-max-canyon-05312015.jpg
Copyright Warner Bros

Mad Max Example

Image Source: http://www.themarysue.com/wp-content/uploads/2015/06/mad-max-canyon-05312015.jpg
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Mad Max Example

Image Source: https://www.subtraction.com/wp-content/uploads/2015/06/2015-06-01-mad-max-vfx.jpg
Copyright Warner Bros.

Mad Max Example

Image Source: https://www.subtraction.com/wp-content/uploads/2015/06/2015-06-01-mad-max-vfx.jpg
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Star Wars Example

Photo Credit: https://www.flickr.com/photos/ifindkarma/18714417954

Star Wars Example

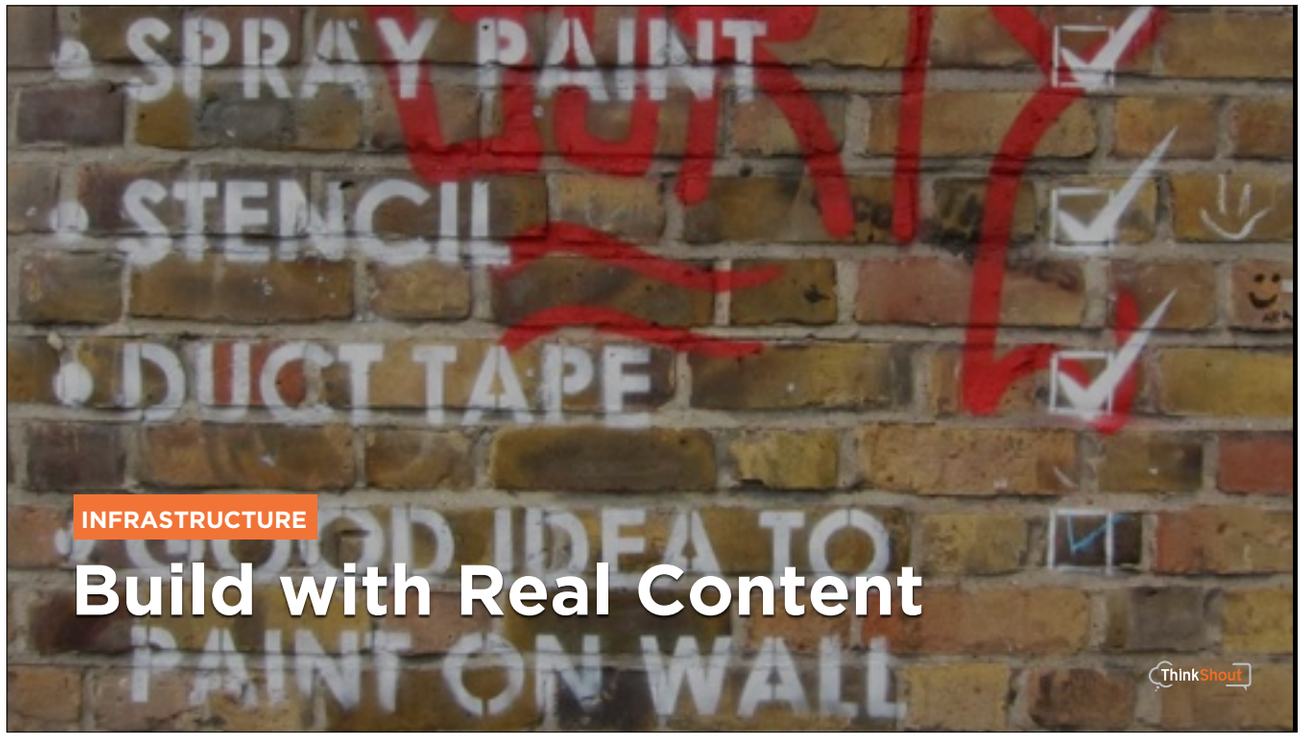
Image Source: http://movies.vigder.co.il/wp-content/uploads/2014/10/ab6JXKrNXYMo0MKfnWj2jiPwOKY.jpg

Image copyright Lucasfilm, Ltd / Disney

Star Wars Example

Image Source: http://screenrant.com/wp-content/uploads/star-wars-7-force-awakens-images-kylo-ren.jpg

Image copyright Disney.



Content Migrate Spreadsheet

Photo Credit: https://www.flickr.com/photos/justin_case/6089119290/

ORGANIZATION

Information Architecture

Information architecture and content strategy bleed into each other. If users can’t find the content they want on your website, if the paths that benefit your organization are not well defined (and tracked and measured), then the best-written copy in the history of copy won’t help you.

Photo Credit: https://www.flickr.com/photos/jeepersmedia/13976920190/

One of the first things you'll notice about Inquisition is how vast the world is. Want to climb that mountain over there? Go ahead, as long as it's not too steep; jumping only gets you so far. Interested in the Urthemiel Plateau? It's all there for you to run around in (and without getting tired).

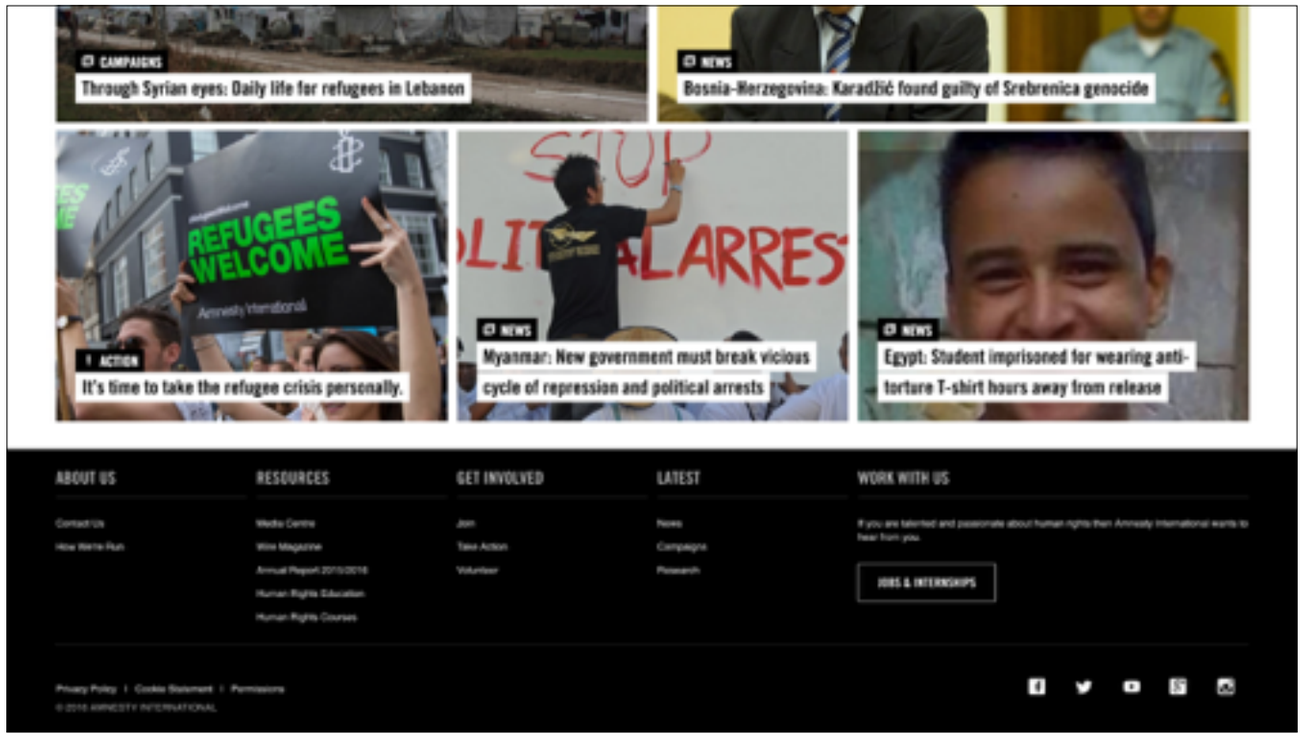
A small minority of people will likely want to explore every nook and cranny. Others will focus on the tasks at hand.

Triple-A games can't just rely on great gameplay to make them successful. The story counts for something now, too. Inquisition has over 200 pieces of written history located throughout the world. That's a lot of content – and it's not all dumped on you at once.

But if getting from point A to point B is a huge drag and you hate doing it, you're probably not going to stick around for long. Inquisition recognizes that different audience types may want different things and it rewards them both. In order to succeed, you don't have to read all of the in-game content if you don't want to (but you should want to). When you get tired of running around, you can use the fast travel functionality to move between major areas of the world.

Image Source: http://i.kinja-img.com/gawker-media/image/upload/s--3UxAEj2v--/c_scale,fl_progressive,q_80,w_800/janb3ax1gg7wcg1marx0.jpg
Copyright, Blizzard Entertainment.

Photo Credit: https://www.flickr.com/photos/staffanscherz/6161284551/


CAMPAIGNS
Through Syrian eyes: Daily life for refugees in Lebanon
NEWS
Bosnia-Herzegovina: Karadžić found guilty of Srebrenica genocide
REFUGEES WELCOME
Amnesty International
ACTION
It's time to take the refugee crisis personally.
STOP
LARRES
NEWS
Myanmar: New government must break vicious cycle of repression and political arrests
NEWS
Egypt: Student imprisoned for wearing anti-torture T-shirt hours away from release
ABOUT US
Contact Us
How We're Run
RESOURCES
Media Centre
Wire Magazine
Annual Report 2015/2016
Human Rights Education
Human Rights Courses
GET INVOLVED
Join
Take Action
Volunteer
LATEST
News
Campaigns
Research
WORK WITH US
If you are talented and passionate about human rights then Amnesty International wants to hear from you.
JOBS & INTERNSHIPS
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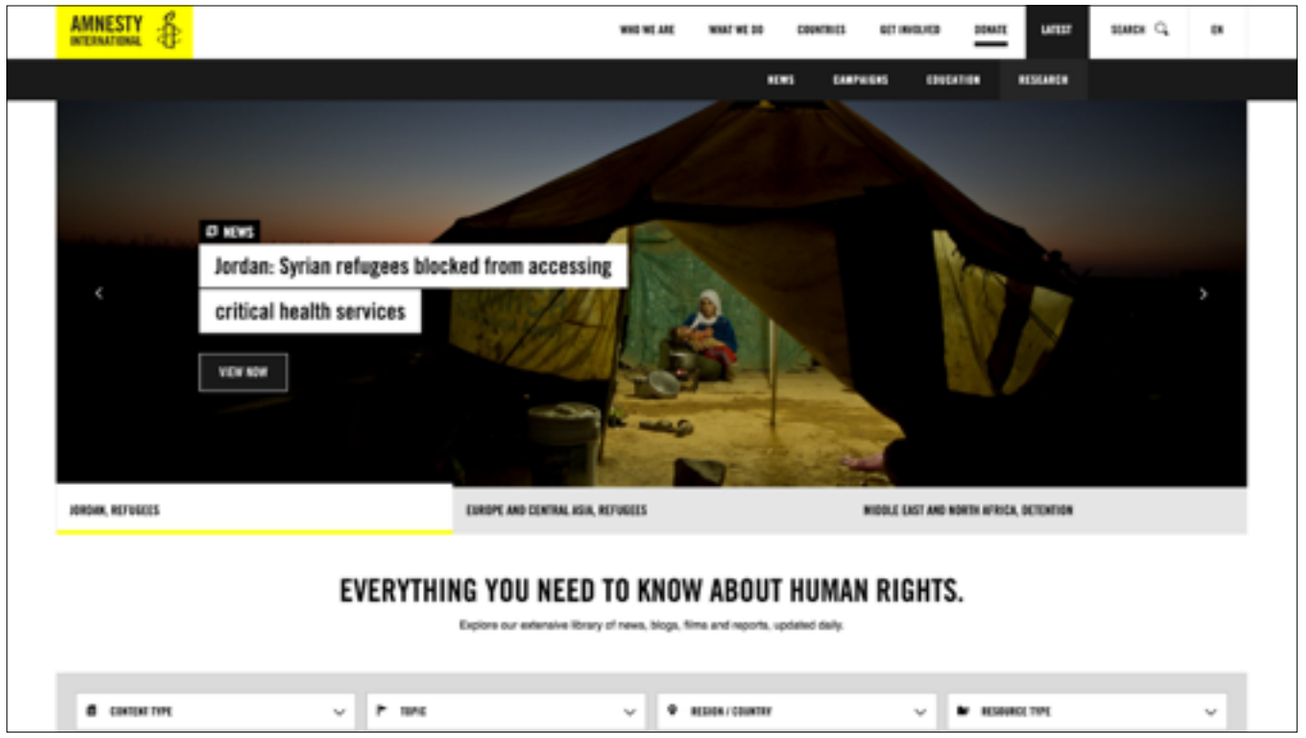
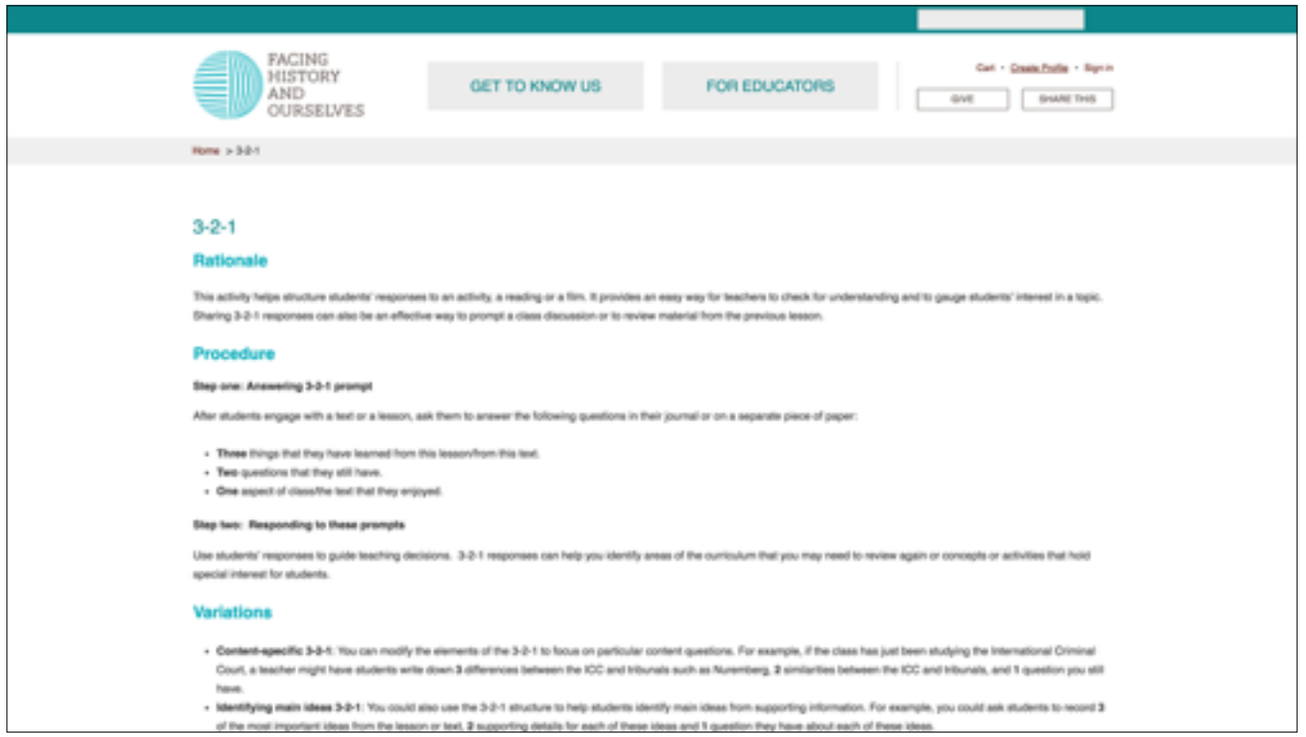
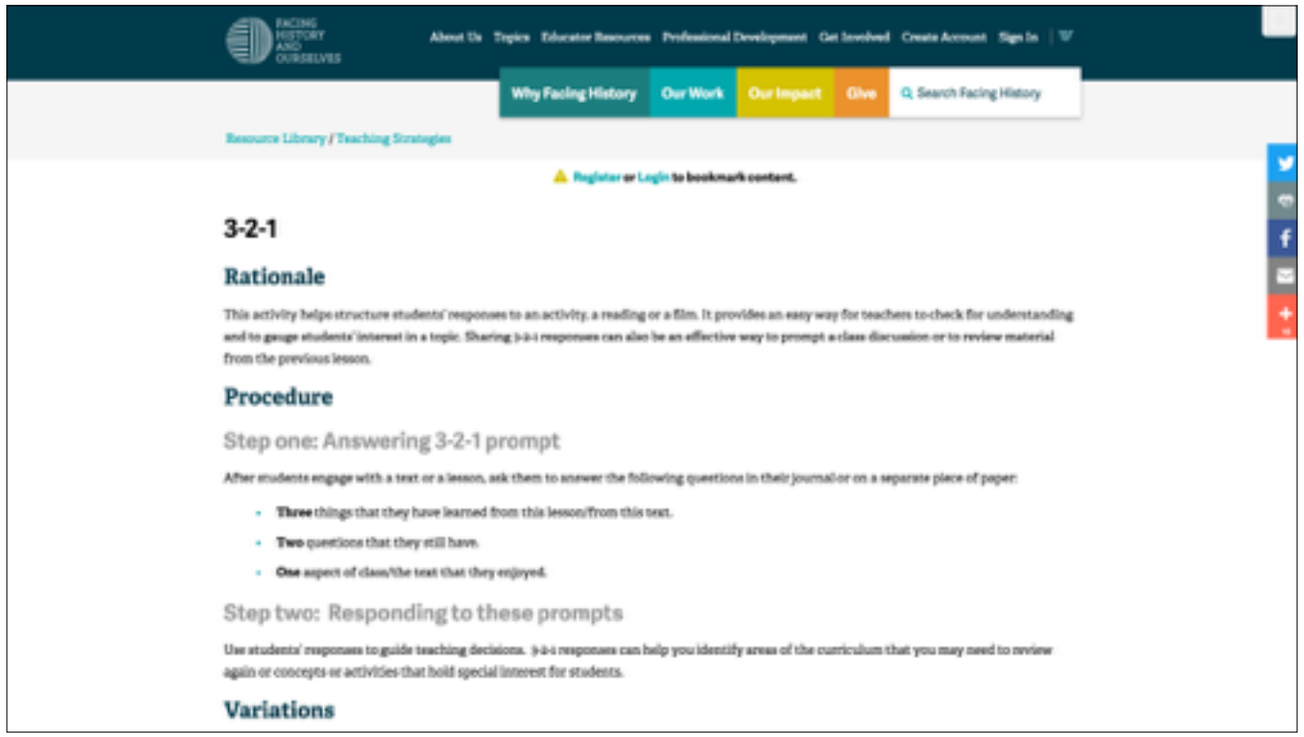

AMNESTY INTERNATIONAL
WHO WE ARE
WHAT WE DO
COUNTRIES
GET INVOLVED
DONATE
LATEST
SEARCH
EN
NEWS
CAMPAIGNS
EDUCATION
RESEARCH
NEWS
Jordan: Syrian refugees blocked from accessing
critical health services
VIEW NOW
JORDAN, REFUGEES
EUROPE AND CENTRAL ASIA, REFUGEES
MIDDLE EAST AND NORTH AFRICA, DETENTION
EVERYTHING YOU NEED TO KNOW ABOUT HUMAN RIGHTS.
Explore our extensive library of news, blogs, films and reports, updated daily.
CONTENT TYPE
TOPIC
REGION / COUNTRY
RESOURCE TYPE

MINI-TITLE

You’re Going to Have to Deal with Legacy Content

An aside: you’re going to have to deal with legacy content. Original FH content example.


FACING HISTORY AND OURSELVES
GET TO KNOW US
FOR EDUCATORS
Cart • Create Profile • Sign in
GIVE
SHARE THIS
Home > 3-2-1
3-2-1
Rationale
This activity helps structure students' responses to an activity, a reading or a film. It provides an easy way for teachers to check for understanding and to gauge students' interest in a topic. Sharing 3-2-1 responses can also be an effective way to prompt a class discussion or to review material from the previous lesson.
Procedure
Step one: Answering 3-2-1 prompt
After students engage with a text or a lesson, ask them to answer the following questions in their journal or on a separate piece of paper:
Three things that they have learned from this lesson/from this text.
Two questions that they still have.
One aspect of class/the text that they enjoyed.
Step two: Responding to these prompts
Use students' responses to guide teaching decisions. 3-2-1 responses can help you identify areas of the curriculum that you may need to review again or concepts or activities that hold special interest for students.
Variations
Content-specific 3-2-1: You can modify the elements of the 3-2-1 to focus on particular content questions. For example, if the class has just been studying the International Criminal Court, a teacher might have students write down 3 differences between the ICC and tribunals such as Nuremberg, 2 similarities between the ICC and tribunals, and 1 question you still have.
Identifying main ideas 3-2-1: You could also use the 3-2-1 structure to help students identify main ideas from supporting information. For example, you could ask students to record 3 of the most important ideas from the lesson or text, 2 supporting details for each of these ideas and 1 question they have about each of these ideas.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Your actual content needs to remain central to the user's experience of it. We generally recommend streamlining the information around it. How many sites have you seen that place blocks of links to other content, pop-up modal dialogues, and other distractions in your way, essentially trying to direct you away from the very reason you visited the site in the first place? Some visitors may very well want to explore your entire world, but most of them likely want a minimum of fuss as they travel toward their destinations.

As you plan your content structures, you need to keep in mind the navigational elements, the related content blocks, the search filters, and the calls to action that will transform the user's delight in finding just the right piece of content – you did delight them, right? – into some action useful to your organization. Just try not to overwhelm them.

Is your goal to convince visitors to sign up for an e-mail list? Highlight that call to action, and minimize the secondary conversion opportunities on that page. Just be sure to tie it into your data: if you know that people who read three or more articles are more likely to sign up, then build your system to feature the related content most likely to get them to continue to read until they reach that moment of inspiration when they decide you're a trusted source of information.

Photo Credit: Photo Credit: https://www.flickr.com/photos/johanneslundberg/4749264031/

MINI-TITLE

Consider Advertising

ORGANIZATION

Advertisements

New rant against the very motivation of advertisements

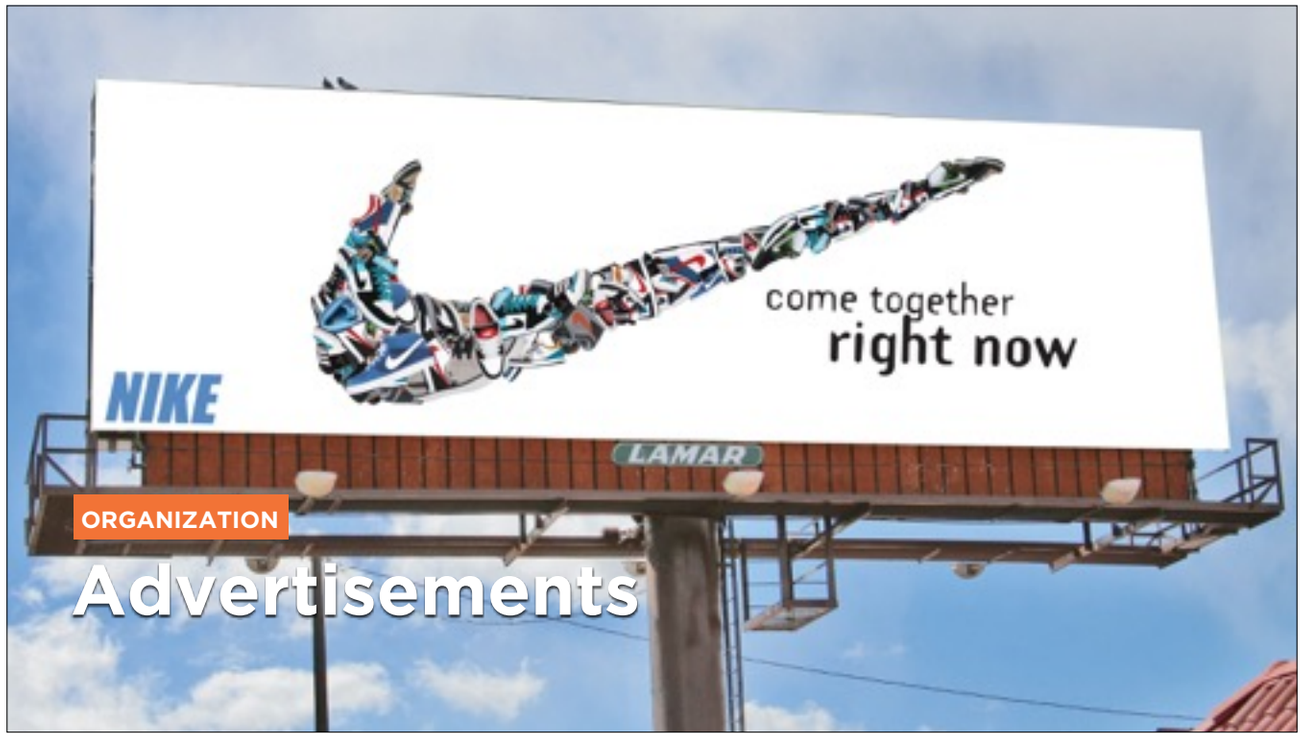
Source: https://i.ytimg.com/vi/IRiFZFTZME0/maxresdefault.jpg

ORGANIZATION

Advertisements

New rant against the very motivation of advertisements

Source: http://angrywhitedude.com/wp-content/uploads2/2016/02/maxresdefault.jpg



ORGANIZATION

Advertisements

New rant against the very motivation of advertisements

Source: https://paavodesign.files.wordpress.com/2012/04/cometogether2.jpg

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Source: http://espn.go.com/blog/golden-state-warriors/post/_/id/1935/return-of-stephen-curry-meant-the-return-of-clutch-for-warriors

Talk about how Netflix has changed the model

Source: https://i.kinja-img.com/gawker-media/image/upload/fpqabe341bwut16xkmuj.png

CONTENT

The Written Word

And the spoken word, and images, and video.

MINI-TITLE

It Takes time to Make Great Content

Miller first tried to make Fury Road in 2001, took it up again in as a live action film in 2011, and wrapped photography in 2013. The movie itself didn't come out until mid-2015. Typically, Hollywood calls that sort of timeline "development hell", and it presages an Ishtar-scale flop.

When you consider recent successes like The Lego Movie (4 years in production) and the fantastic Boyhood (12 years in production), it's clear that, with the right people involved, movies benefit from allowing directors to realize their vision. Expand that to books and music, and the quickly-created masterpiece is the clear outlier.

To think that your organization can churn out content that best serves its mission without careful thought and robust process, then, would be a mistake.

Source: http://www.adweek.com/prnewser/wp-content/uploads/sites/8/2015/05/Mad-Max-Fury-Road-Title-Card.jpg

MINI-TITLE

People *DO* Read on the Internet

MINI-TITLE

It’s Okay to Repeat Yourself

Source: http://vignette2.wikia.nocookie.net/starwars/images/4/49/Star_Wars_The_Force_Awakens.jpg/revision/latest?cb=20150504052358

MINI-TITLE

Stay True to Your Vision, Stay True to Your Audience

When you think about it empirically, Fury Road should not have succeeded with a mainstream audience. It's a two-hour chase scene. Its nominal hero's face is obscured by a mask for almost half the film's run-time. Its night scenes were filmed in bright daylight. It prominently features a tanker truck full of breast milk. And yet it has grossed nearly $400 million worldwide.

Fury Road succeeds because it stays true to its director's vision. George Miller knew what he wanted – the entire film was storyboarded and the cast largely worked without a script – and put exactly that, and only that, on film.

By Google's count, Fury Road has roughly 3600 spoken words.

Source: http://i.kinja-img.com/gawker-media/image/upload/hekhd7g1ddmnboxclncm.jpg

Even a relatively action-oriented movie like Jupiter Ascending has nearly 9000 – largely because it's burdened by the presumed need to explain what's going on to the audience through background exposition:

Your planet is just now entering its genetic age. You understand very little about something which is a vital part of our reality. In our world, genes have an almost spiritual significance. They are the seeds of our immortality. When the exact same genes reappear in the exact same order, it is for us what you would call reincarnation.

Meh.

Source: http://icdn4.digitaltrends.com/image/jupiter-ascending-4-1500x1000.jpg

Fury Road doesn’t care about telling you what’s going on or why it’s happening, just that it is. Why doesn’t Furiosa have an arm? How did Immortan Joe come to control all the water? It doesn’t matter in the visceral thrill of the chase. We trust Miller because we know he’s thought through all of the backstory and decided it didn’t matter here. He’s right. And cutting the movie to its barest bones serves his vision perfectly.

All that to say: If you produce content for a nonprofit, you have a built-in advantage because you have your Mission, Vision, and Values as touchstones. You know the backstory about why your organization does the work it does, and that can – and should – inform every piece of content you produce.

Source: https://thenypost.files.wordpress.com/2015/05/mad_max-_fury_road-1.jpg?quality=90&strip=all

EMPATHY

Content Has to Matter

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Join us for Sprints
Friday, May 13 at the Convention Center
First-Time Sprinter Workshop - 9am-12pm in Room 271-273
Mentored Core Sprint - 9am-6pm in Room 275-277 General Sprints - 9am-6pm in Room 278-282
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