

POWERING A NATION

Powering a Nation will shed light on energy use in the Southeast and the implications it has for society by presenting stories through visually attractive media. The visionary team is a group of students based at the University of North Carolina at Chapel Hill.

BACKGROUND

- Powering a Nation is an award-winning energy-focused media production program in the School of Journalism and Mass Communication.
- Since 2009, it was a summer program that produced videos and interactive graphics on a specific topic every year.

THE NEW MODEL

- Powering a Nation will be a year-round, student-run platform.
- It will present environmental issues through interactive multimedia, motion graphics and videos.
- Content focus on the Southeast.

COSTS

- The yearly cost is approximately \$46,000.
- The editors, Scientist-in-Residence, Summer Fellows and mentors will be paid.
- There will be travel expenses to locations in the Southeast.
- We are pursuing grants and private donors.

STRUCTURE

- A faculty member will lead Powering a Nation.
- There will be one managing editor and two associate editors who will lead the student team.
- The Scientist-in-Residence, a Ph.D. student, will assist in communicating science stories in accurate but understandable ways.

PARTNERS

- School of Journalism and Mass Communication
- Curriculum for the Environment and Ecology
- Institute for the Environment
- Scientists with Stories
- The Graduate School

TIMELINE

- The website will be launched in Spring 2015.
- Faculty members from relevant departments will form a six-member accelerator committee by Summer 2014.
- We will continue pursuing grants and private donors to fund the website.