

## Developing a concept:

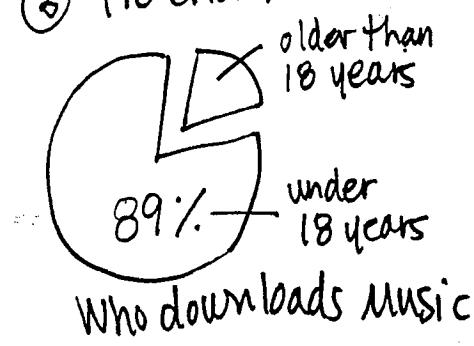
8 Million ways to tell stories in the naked city...

This project: Find interesting ways to look at downloading music from the internet.

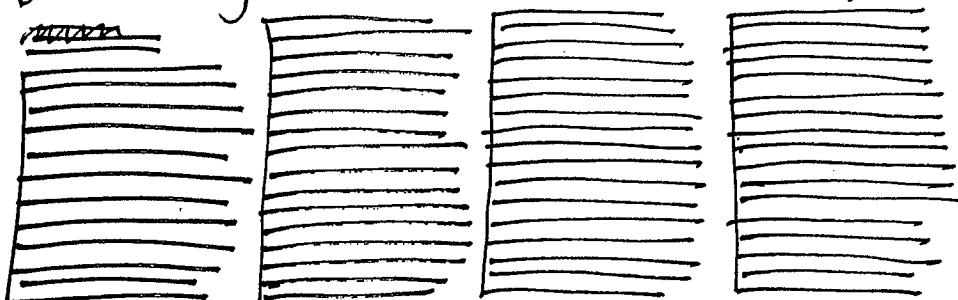
① A story that outlines the situation

② An analysis of the situation.

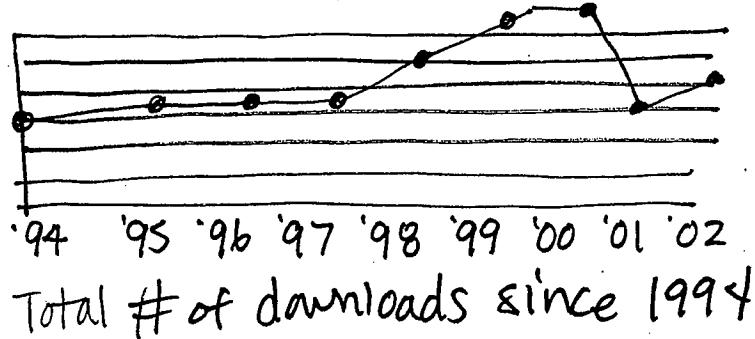
③ Pie chart



Downloading music: Theft or democracy?



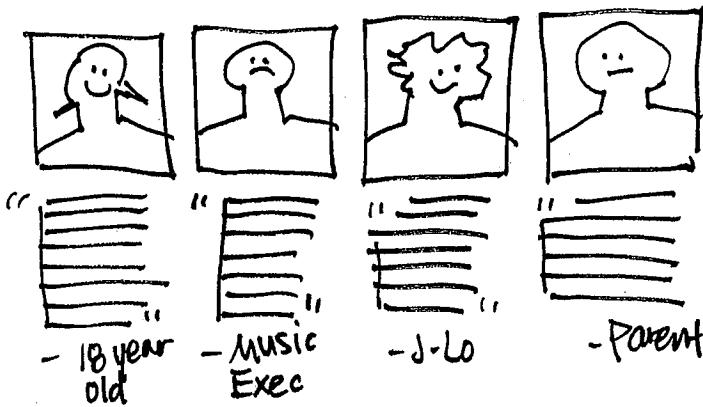
⑤ Fever chart - shows a trend, history



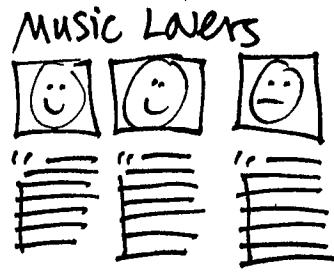
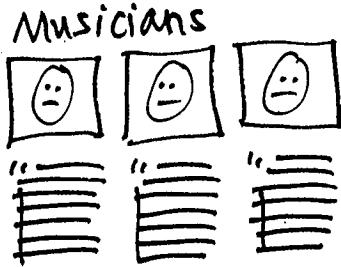
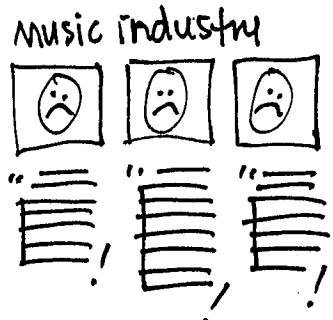
④ Map who's doing it, where?



⑥ Man-on-the-street - shows perspective

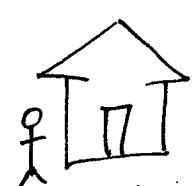


## ⑦ Stakeholders - (What are potential winners and losers saying?)



## ⑧ The bottom line - cost comparison

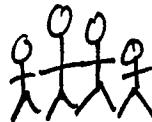
\$ over 5 years



single, tax  
payer  
\$ XX / 5 yrs



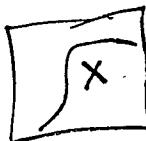
business  
owner  
\$ XX / 5 yrs



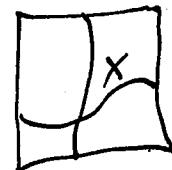
Family of  
four  
\$ XX / 5 yrs

(could show the cost of potential legislation. People always want to know what something might cost them.)

## ⑩ Case studies



- the downloading ban went into effect 1999 in Bangladesh...



- Topeka, KS declared amnesty for all music downloaders

## ⑨ Worksheet (Gets reader to interact)

How much time will downloading take you vs. driving to the mall to shop?  $\frac{\text{drive time}}{\text{download time}}$

L Download  
time per  
track

$$XX + XX = \underline{XX}$$

L Shopping  
time per  
track

$$XX + XX \times X = \underline{XX}$$

## ⑪ Mobilizing info

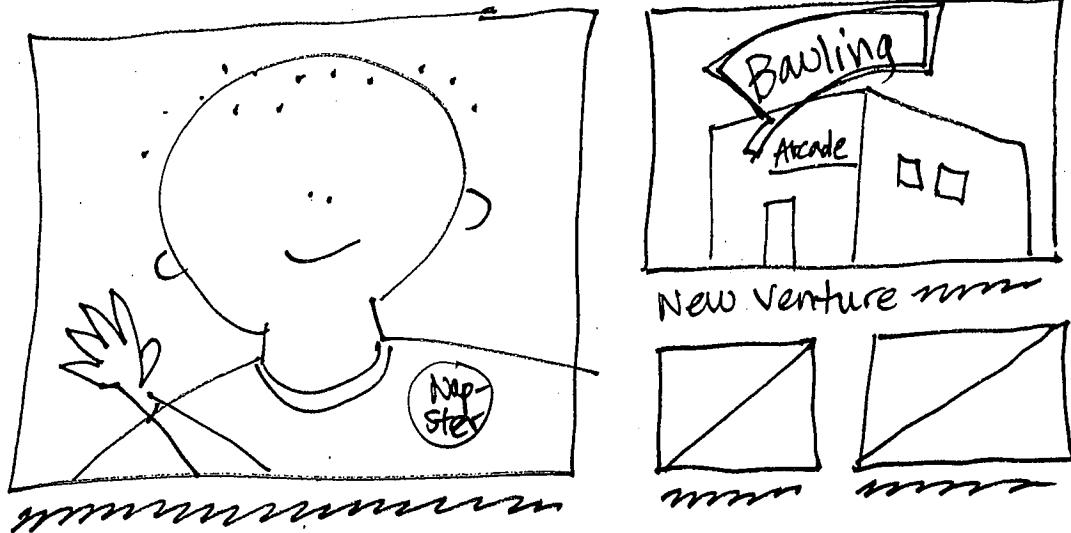
What you can do :

A) Write your congressperson at

B) Join the protest march on Washington, Sept 20.

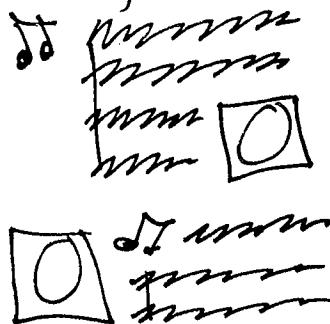
C) Send money to the cause...

⑫ Photo story (Let's imagine that the inventor of Napster lives in your city. What is he or she doing now?)



⑬ Pop culture associations

Musicians who have written about downloading

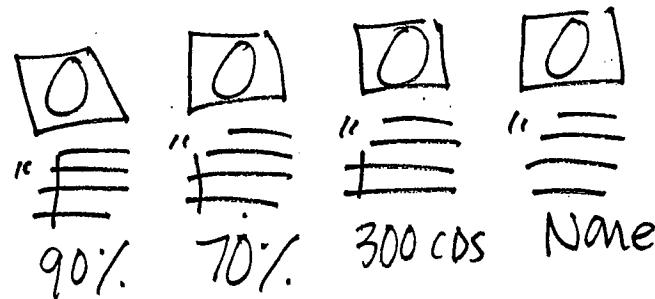


Film references to digital downloading



⑭ Reader participation (gets their voices into the conversation)

"How much of your music collection came from the internet?"



⑮ Trivia or By-the-numbers

Numer of downloading services in 1997

(15)

Number of downloading services in 2003

(4)

Number of minutes on avg. it takes to download

(3.1)

⑯ How-tos: (can be an informational graphic, cut-away, or a simple list.)

Step one:

Buy a computer or head to the library.

Step two:

Decide if you like Pavarotti or The Eagles.

Step three A

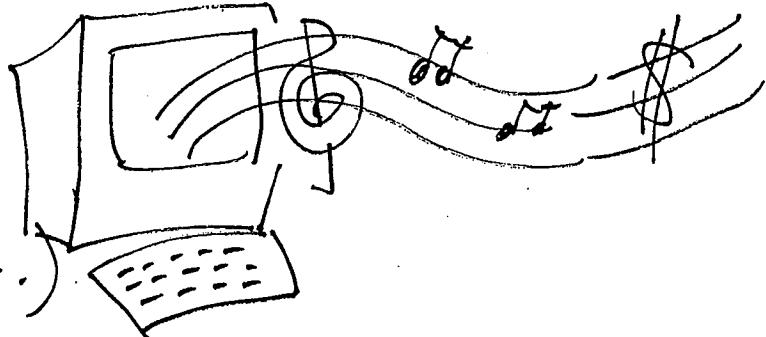
If you're over 70, get your grandchild to show you how to log-on.

Step three B

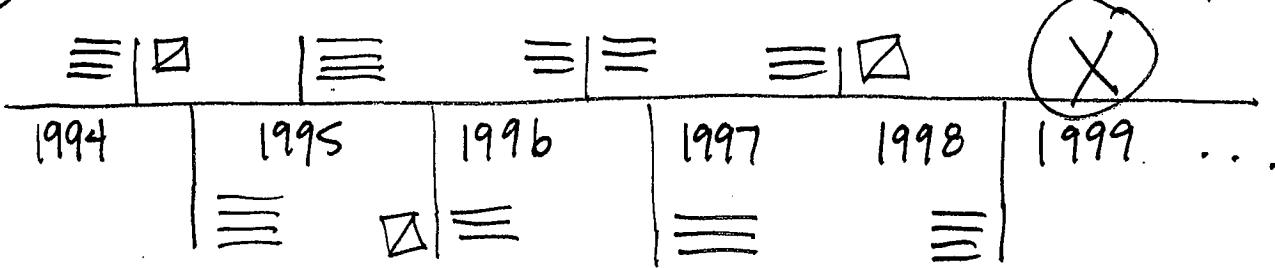
If your grandparent asks you to show them how to log-on... negotiate for a trip to Disney.

⑰ Conceptual illustration

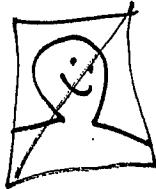
(OK... this one stinks, but there could be a great conceptual illustration...)



⑱ Timeline of Music on the Web (gives the reader perspective)



⑲ Dwar profiles... great pioneers in the digital downloading game...



Name: Pierre

Age: 14

Occupation:

mmn

Blah: ==

Blah: ==

⑳ Ratings - have a focus group rate the internet services:

	m	m	m	m	m
Apple	9.1	3.5	6.0	9.0	2
MP3.com	9.1	3.6	6.1	8.9	3