



Content Everywhere

Or, navigating digital communications without losing your mind or blowing your budget



JOE MILLER
Director of Digital
Strategy, ERG

My hands were shown on television holding then-Senator Obama's birth certificate.

CLAIM TO FAME

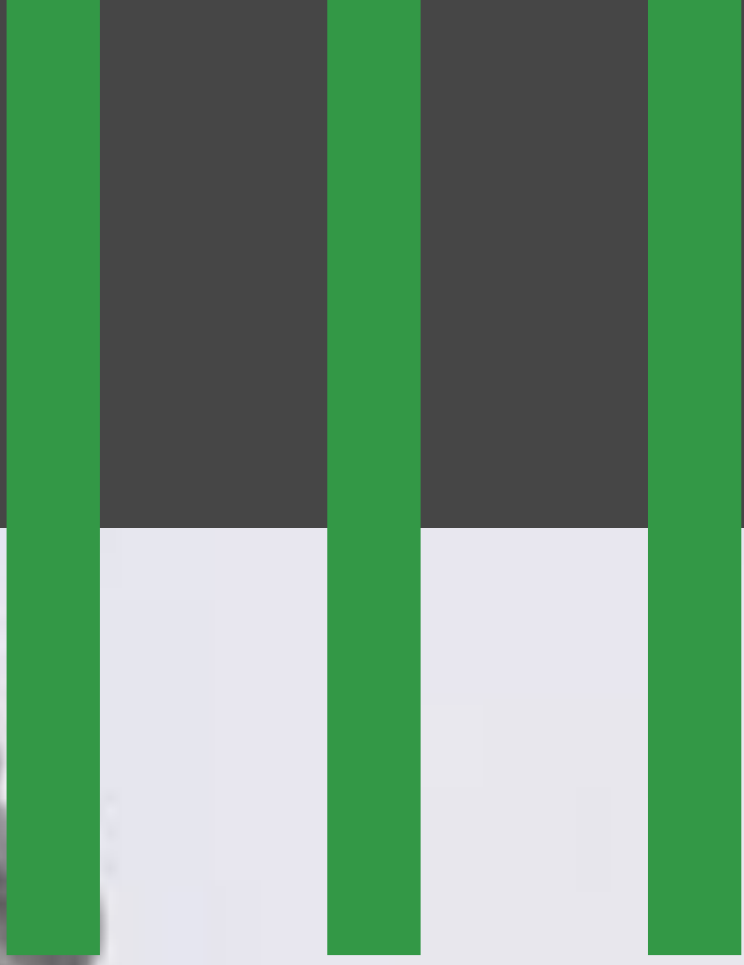
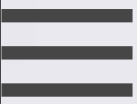
01

02

MY SUPERPOWER

Stopping cocktail party conversation dead in their tracks by mentioning my PhD in philosophy.





REPORTS

01

02

USER GUIDES/MANUALS

TRADITIONAL PRODUCTS

03

FACT SHEETS

CASE STUDIES

04



PDF



WORLD WAR I

THE EARTH

LUDLUN TREVAYNE

California Interiors

LEWIS HAMILTON

BRITAIN

VAL WOOD Homecoming

GOLF





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R.
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#01 THEORY







Word

File

Edit

View

Insert

Format



Home

Insert

Design

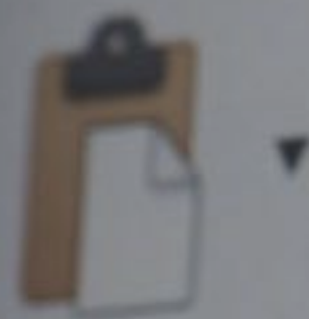
Layout

References

Mailings

Review

View

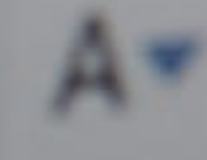
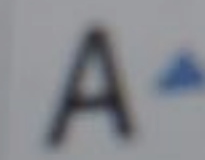


Paste



Calibri (Body)

12



B

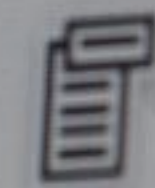
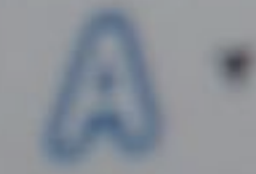
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abc

X₂

X²



MICROSOFT WORD MAKES ME SAD



SIMILLES
ARE LIKE
METAPHORS



// Metaphors shape our thinking

Where will this new content **live**? How will users **navigate** to it?



Word

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Home

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Design

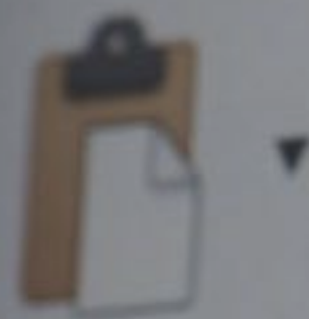
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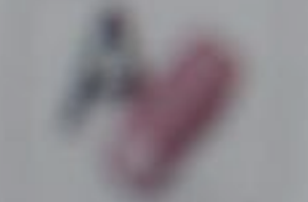
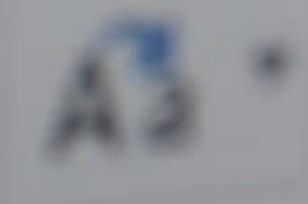
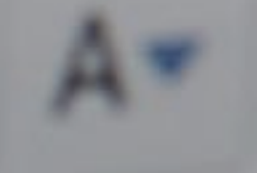
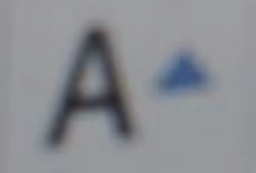


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Calibri (Body)

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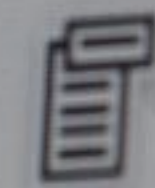
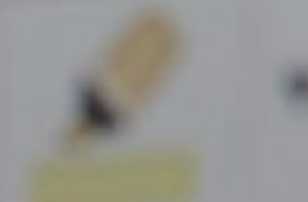
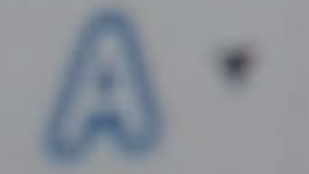
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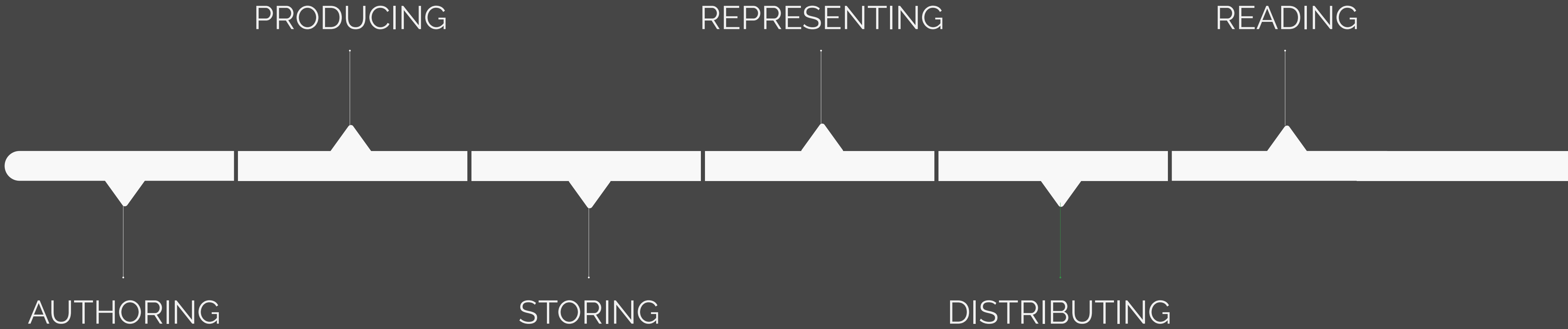


**PRINT IS ON PAPER.
DIGITAL IS ON A SCREEN.**

TEXT. T. CY. CLE.

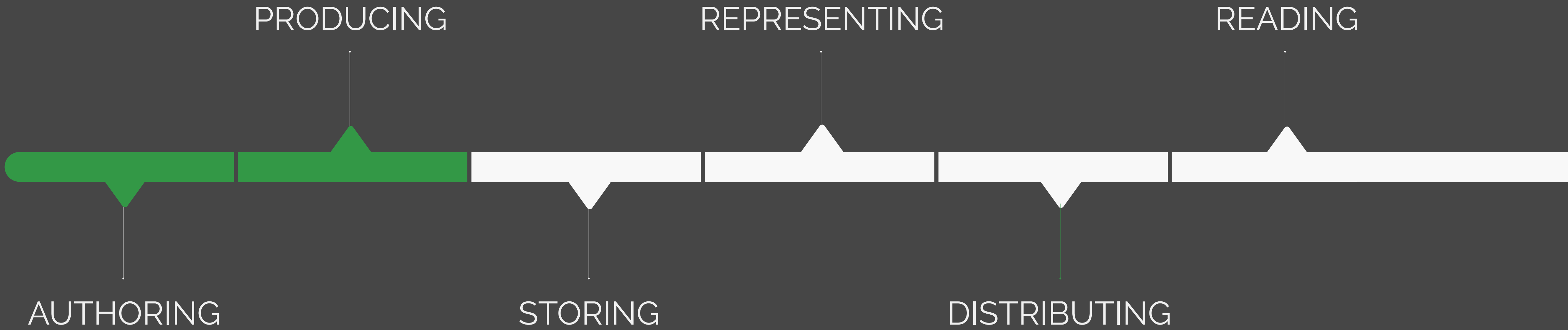


Content Everywhere



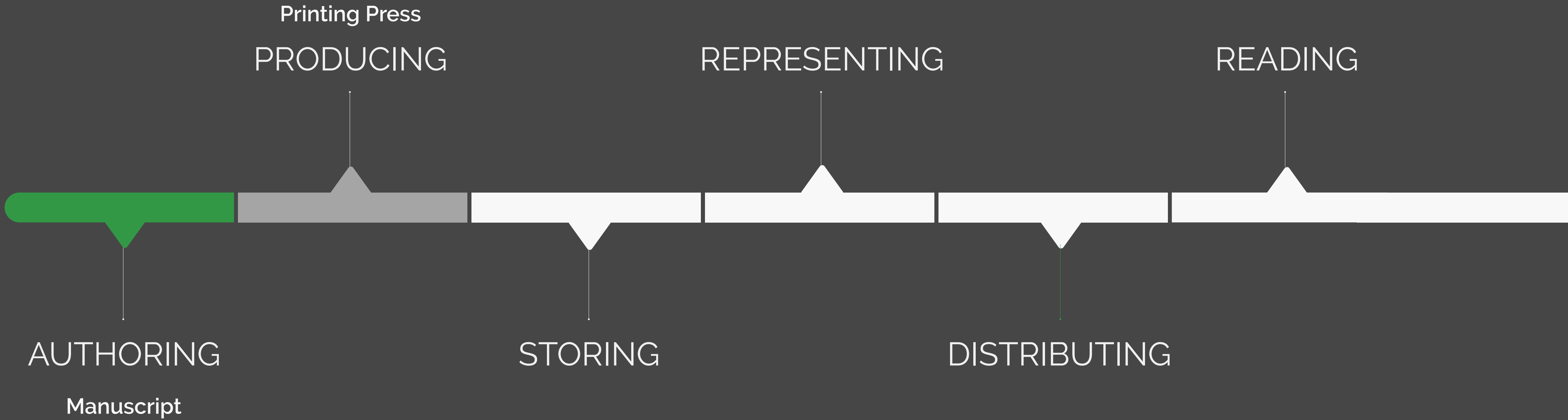
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Content Everywhere



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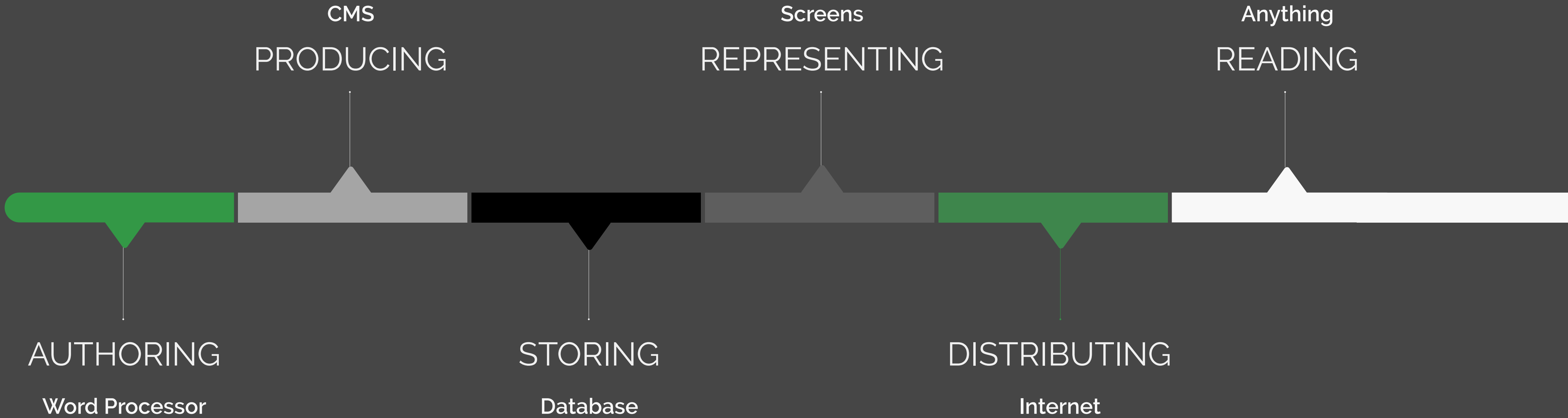
Content Everywhere



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DIG. IT. AL. WEB.

Content Everywhere





**THE WEB IS THE FIRST MEDIUM TO
MAKE IT POSSIBLE TO SEPARATE
CONTENT FROM PRESENTATION.**

RELATIONAL DATABASE





PDF

A large white rectangular border framing the central text.

#02 PRACTICE

NEW PROCESS



Biomethane, Explained

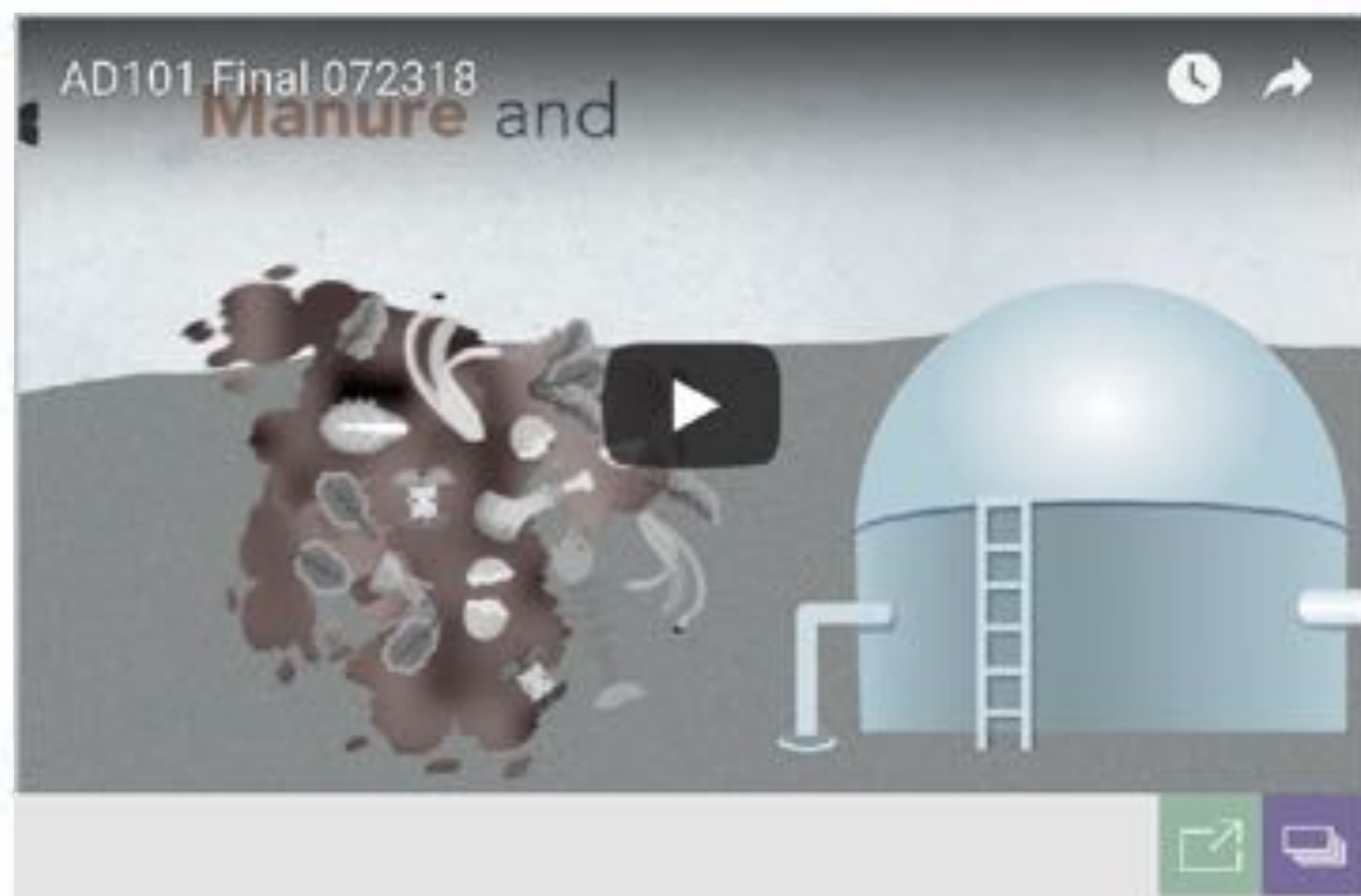
By Joe Miller
1 year ago

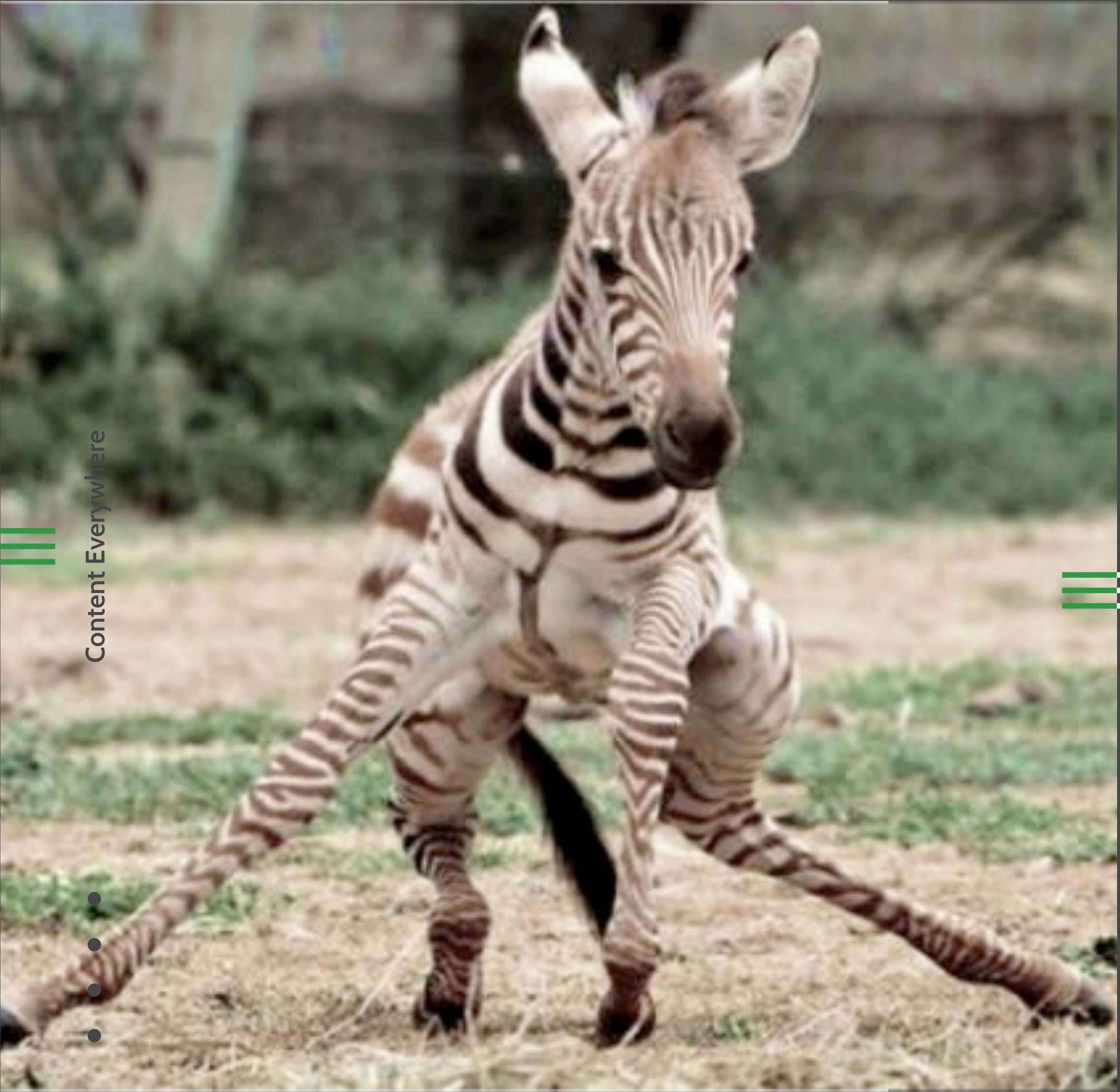
Sources of Biomethane: Agriculture

Farm animals produce a lot of manure. There are around 980 million pigs, 1.5 billion cows, and 24 billion poultry living on farms around the world. All told, they produce about 77 million tonnes of manure every single day. Right now, the lion's share of that manure releases methane back into the atmosphere.

Anaerobic digesters can capture a lot of that wasted methane, turning it into usable biogas. What's more, farms can often increase the efficiency of those digesters by including other types of agricultural waste (e.g., corn cobs or soybean hulls) or by teaming up with local communities to add food waste. These kinds of combination systems are called co-digestion. We talk more about that in a later section.

Much like wastewater treatment plants, farm-based anaerobic digesters use a natural process to break down manure into a sludge and biogas. The sludge can be separated out, and the liquid used as a fertilizer that retains all of the nutrients of fertilizer without nearly as much odor and the solid used as bedding for farm





Content Everywhere

it's okay
to
start
small



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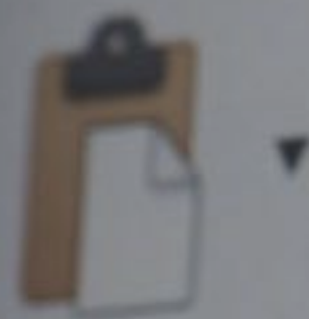
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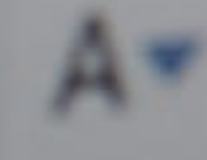
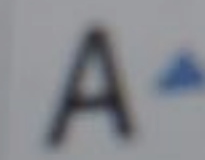


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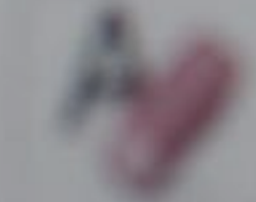


Calibri (Body)

12



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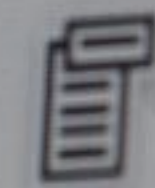
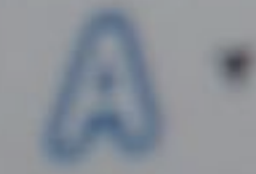
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abc

X₂

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WYSIWYG



FORMATTING CAN SHOW MEANING

But they're not equivalent //

running head
credits
headline
intro/kicker
image caption

RUNNING HEAD

Elements of a page

TEXT MAIN WITH PHOTO SPACEMENT

Ollaut il inctaqwi blabo. Nam et rescillatur, conseqwi odisto dunt od que cum, volores totasitaque pa de omnia dolo et et later int la commis erudit, sint dollendest quae omnis iam undisimot, omnissi commisi litatis pro officis rescillabo. Am, quodigent odis cum valoribus Nam ut aut eaqui berum

A vero non enim. Ollaut il inctaqwi blabo. Nam et rescillatur, conseqwi odisto dunt od que cum, volores totasitaque pa de omnia dolo et et later int la commis erudit, sint dollendest quae omnis iam undisimot, omnissi commisi litatis pro officis rescillabo. Am, quodigent odis cum valoribus Nam ut aut eaqui berum

Subhead

Ullaut il inctaqwi blabo. Nam et rescillatur, conseqwi odisto dunt od que cum, volores totasitaque pa de omnia dolo et et later int la commis erudit, sint dollendest quae omnis iam undisimot, omnissi commisi litatis pro officis rescillabo. Am, quodigent odis cum valoribus Nam ut aut eaqui berum

Text

Ollaut il inctaqwi blabo. Nam et rescillatur, conseqwi odisto dunt od que cum, volores totasitaque pa de omnia dolo et et later int la commis erudit, sint dollendest quae omnis iam undisimot, omnissi commisi litatis pro officis rescillabo. Am, quodigent odis cum valoribus Nam ut aut eaqui berum



Subhead, photo, image caption

CONTENT TYPES

Article

EDIT MANAGE FIELDS MANAGE DISPLAY COMMENT FIELDS COMMENT DISPLAY

Home » Administration » Structure » Content types » Article

✔ Saved image configuration.

Show the weights

LABEL	MACHINE NAME	FIELD TYPE	WIDGET	OPERATIONS
Title	title	Node module element		
Tags	field_tags	Term reference	Autocomplete term widget (tagging)	edit delete
Body	body	Long text and summary	Text area with a summary	edit delete
Image	field_image	Image	Image	edit delete
Add new field				
<input type="text"/>		<input type="text" value="Select a field type"/> (f)	<input type="text" value="Select a widget"/> (f)	
Label		Type of data to store	Form element to edit the data	

Save





DRUPAL



For Government

Transform the quality and accessibility of your content to effectively meet user needs. Introduce a platform that encourages better management of content and operational excellence, no matter how much content scales.

ORGANISE

- Gather and organise website content in one place
- GatherContent helps you centralise your content, whether it's from your old website, or in disparate folders, documents and emails. Take control of your content, be clear on what the latest version is, and set-up a content hierarchy to reflect your sitemap or create an inventory



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Card Content

Designed Card

Name of Case Study

Plain Text Field

Seonam Water Recycling Center

Location

Plain Text Field

Seoul, Republic of South Korea

City, Country

Biogas source/feedstock

- Waste Water Treatment Plant (WWTP)
- Ag/Manure AD
- Food Waste/Green Waste
- Landfill Gas

Subtitle, to display below each chapter title

Body

It's summer, so Lindsay Rogers is digging holes in her back yard.

~~Revisions~~

"I'm going to be doing some testing of native clays in my studio," Rogers explains. "You can't stick a shovel in the ground here without turning up some sort of clay."

[Current Lindsay]

Rogers, an assistant professor of ceramics at East Tennessee State University (USA) has been using clay dug from the mountains of Western North Carolina and Eastern Tennessee since 2014.

And none of that clay is pottery-ready right out of the ground. It needs to be watered down, strained and dried, then tested in the kiln to determine colors, firing times and texture—you need a solid clay if you want your pots to hold up in a dishwasher.

"In this region, I've already found six or seven different clays that have different colors and other qualities," Rogers says.

Revision History

27th July at 7:31 PM

Status: ● Client Review



24th July at 1:39 PM

Status: ● Client Review



10th July at 2:45 PM

Status: ● Internal Review

10th July at 5:35 AM

Status: ● Internal Review

10th July at 5:35 AM

Status: ● Internal Review

Authentication

AUTHENTICATION

TEST CONNECTION

GatherContent User Email Address

This is the email address you use to login to GatherContent. Your permissions will determine what accounts, projects and content is available.

GatherContent API key

[Click to find out where you can generate your API Key](#)

Verify

GatherContent API



DRINK ME

Search card stacks



The VA scandal

UPDATED JUN 10, 2014

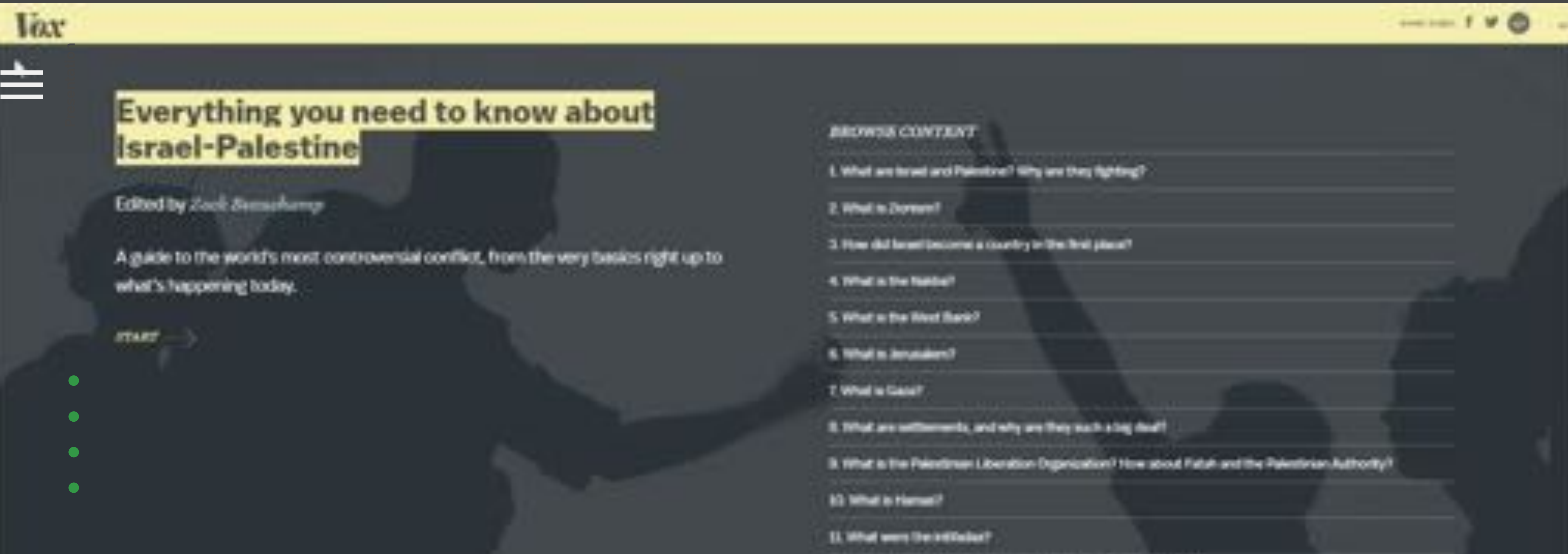
Obama's climate plan

UPDATED JUN 18, 2014

Student debt

UPDATED JUN 9, 2014

OPE. N. STA. CK.



Everything you need to know about Israel-Palestine

Edited by Zack Stempel

A guide to the world's most controversial conflict, from the very basics right up to what's happening today.

START →

RELEVANT CONTENT

1. What are Israel and Palestine? Why are they fighting?
2. What is Zionism?
3. How did Israel become a country in the first place?
4. What is the West Bank?
5. What is the West Bank?
6. What is Jerusalem?
7. What is Gaza?
8. What are settlements, and why are they such a big deal?
9. What is the Palestinian Liberation Organization? How about Fatah and the Palestinian Authority?
10. What is Hamas?
11. What were the intifadas?

The 2014 Sony hacks, explained

BY BOB VAN DER BRUG
JAN 20 2015, 1:22P

- 1. What are the 2014 Sony hacks?
- 2. What did the attackers do?
- 3. What is *The Interview*, and why is North Korea so mad about it?
- 4. Why did Sony decide to pull *The Interview*? Why was that decision reversed?
- 5. What's the evidence that North Korea is behind the attacks?

CARD 1 OF 11

What are the 2014 Sony hacks?

In late November, 2014, Sony Pictures Entertainment was hacked by a group calling itself the Guardians of Peace. The hackers, who are widely believed to be working in at least some capacity with North Korea, stole huge amounts of information off of Sony's network. They leaked the information to journalists, who wrote about embarrassing things Sony employees had said to each other.

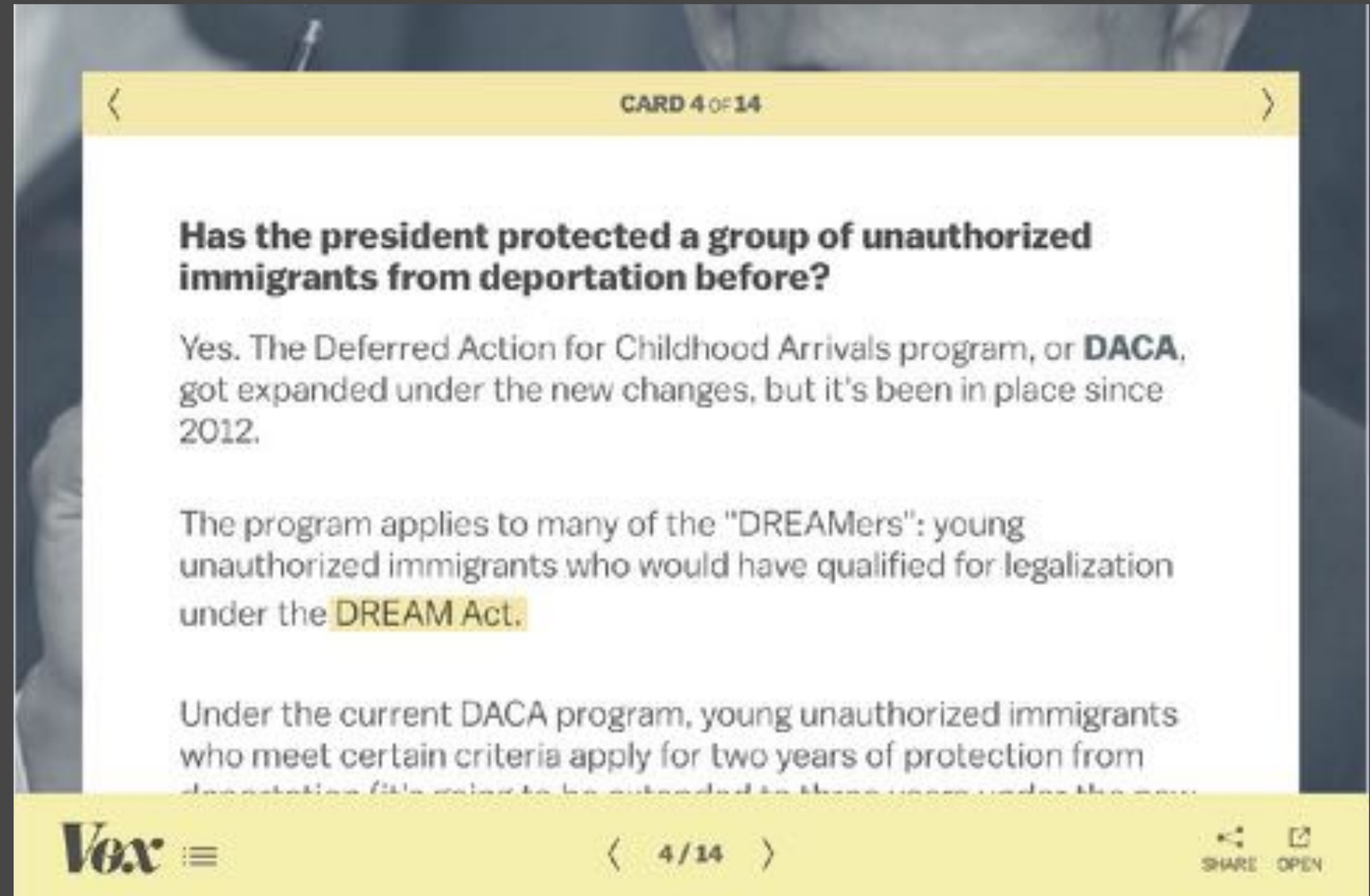
Then the hackers, using one of their near-daily communiques via the website Pastebin, threatened to commit acts of terrorism against movie theaters, demanding that Sony cancel the planned release of *The Interview*, a comedy about two Americans who assassinate North Korean leader Kim Jong Un.

Initially, Sony reacted by shelving the movie. Critics, including President Obama, warned that capitulating in the face of terrorist threats would set a bad precedent. Then the studio reversed itself, releasing the movie in select theaters and online.

The US government says they have strong evidence that North Korea was responsible for the attack, though the North Korean regime has denied it. Security experts have criticized the weak evidence the FBI has released so far, but the National Security Agency reported has stronger evidence that it hasn't related for security reasons. The attack could have far-reaching consequences.

SI.
NGL.
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RD.

EMB. EDD. ED. ST. ACK.

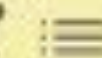
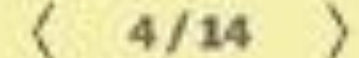




Has the president protected a group of unauthorized immigrants from deportation before?

Yes. The Deferred Action for Childhood Arrivals program, or **DACA**, got expanded under the new changes, but it's been in place since 2012.

The program applies to many of the "DREAMers": young unauthorized immigrants who would have qualified for legalization under the **DREAM Act**.

Under the current DACA program, young unauthorized immigrants who meet certain criteria apply for two years of protection from deportation (it's going to be extended to three years under the new...

Vex   4/14   SHARE OPEN



UIGH

What if I told you
that you could
build **card stacks**
directly in **Drupal?**

A Look Behind the Scenes

March 30, 2016



Ride along with scientists as they capture and tag sea turtles to get the information we need to protect these endangered species.

At the southern end of North Carolina's Outer Banks, in a sheltered body of water called Cape Lookout Bight, scientists have set a 100-meter-long entanglement net. The net hangs in the water like a curtain, its top line marked by a row of colored buoys floating placidly at the surface. The scientists—a team of six from the NOAA Fisheries lab in the nearby town of Beaufort—stand

this one is big, almost 300 pounds. The crew holds onto to him like a man overboard, but he's too heavy to haul up.

"We're gonna need some help with this one," Avens says, reaching for her radio.

Bycatch Explained

management program.

Because this definition does not include marine mammals, seabirds, and other resources that fall under NOAA Fisheries' responsibility, NOAA Fisheries uses the following definition of bycatch for its National Bycatch Strategy and bycatch reduction efforts:

"Discarded catch of any living marine resource, plus unobserved mortality due to a direct encounter with fishing gear."

[U.S. National Bycatch Report First Edition Update 1](#)

Region	Marine Mammals	Sea Turtles (live & dead releases)	Sea Turtles (mortalities only)	Seabirds	Fish Bycatch (lbs)	Fish Landings (lbs)
Northeast	2,747	828	0	1,448	142,323,456	860,170,967
Southeast	108	651	6,199	268	230,443,265	133,456,741
Alaska	33	0	0	4,599	203,067,275	3,285,445,619

Cards

Filter:

Title	Description	Topics	Species
<input type="checkbox"/> What is bycatch.	Bycatch is the unwanted catch of animals that fishermen do not want, cannot sell, or are not allowed to keep.	Bycatch Aquaculture	beluga whale atlantic spotted dolphin
<input checked="" type="checkbox"/> Why is bycatch a problem?	Why is bycatch a problem?	Bycatch	
<input type="checkbox"/> What are the impacts of bycatch?	Bycatch decreases the sustainability of fisheries and the benefits that they provide us.	Bycatch	
<input checked="" type="checkbox"/> How do we reduce bycatch and can we eliminate it completely?	The bycatch problem is complex. An action that is taken to reduce the bycatch of one species can increase that of another.	Bycatch	
<input type="checkbox"/> What is NOAA Fisheries doing about bycatch?	We have a large toolbox of resources and authorities at our disposal to monitor, research, and manage bycatch.	Bycatch	
<input type="checkbox"/> Is all bycatch the same?	Is all bycatch the same?	Bycatch	
<input type="checkbox"/> Example Item - Southwest Science Center - Republished	Test	Bycatch Arctic Aquaculture	

Stack

Title

Select Cards

- Why is bycatch a problem?
- How do we reduce bycatch and can we eliminate it completely?
- Example Item - PIR0 - Republished



Alexa, what
is bycatch?



Welcome!

FOLD is an open publishing platform with a unique structure that lets writers link media cards to the text of their stories. Media cards can be **videos**, photos, gifs, maps, tweets, audio, free text, or links. They are created by searching through YouTube, Flickr, Soundcloud, and more from inside the text editor.

FOLD was initially developed at the MIT Media Lab's Center for Civic Media in 2015.

FOLD helps you understand.

FOLD is perfect for exploring topics in depth. Because

FOLD

STAFF PICK

Lego Millennium Falcon Stop Motion Assembly 3d
from Francisco Prieto

03:35 HD vimeo



The path to reusable, multi-channel content does not run through **Microsoft Word.**



PDF

QUESTIONS?



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Director of Digital Strategy

ERG

@josephmiller

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