

Community Commons™

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Community Commons™ is a Web-based Community Self-Publishing System. This document provides a complete overview of the Web Platform, the business process and opportunities.

Version 1.5

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Web-Based Community Self-Publishing

Challenges – Solutions

Newspapers are facing reduced circulation of their print products and competition from free services like Craig's List resulting in predicable decreases in ad revenue.

To date, most ventures into Internet services / advertising have not made up the losses from print ad revenue.

Increasingly, local newspapers and other media need a solution that combines the flexibility and productivity of the Internet to deliver unique, fresh and valuable local content and increase ad revenues.



Community Commons is a Web system and business model designed to do just that, deliver unique, fresh and valuable local content and increase ad revenues with its unique approach to community information referred to as Web-Based Community Self-Publishing.

Community Commons gives local media companies (*Community Partners – described below*) the ability to extend and maximize the value of the Internet for their local newspapers, while increasing the volume and placement of advertising (*both print and on-line*) within their market areas.

Community Commons supports both the business interests of local newspapers and the overall interests in the communities they serve by synergistically merging the clear value of online social media with the longstanding history, experience and expertise of newspapers in delivering trusted local content.

Note - Community Partners: Community Commons is not limited to newspapers. Other types of “Community Partners” such as, chambers of commerce, TV or radio stations, main street originations or even non-geographic communities of interest can gain a commanding and competitive method to better publish, network, and organize activities that support the goals and objectives of the communities they serve.

HOW IT WORKS?

A Platform: In developing Community Commons the Dot World Group strategically integrated and enhanced a number of existing online systems, tools and services into a comprehensive **Internet Development Platform** for Community Self-Publishing. This **Platform** is the underlying Web-engine powering Community Commons.

Manage: Community Commons provides a Web-based system for Community Partners to manage the process of Community Self-Publishing in a coherent, self-sustaining and profitable mode.

Community Self-Publishing facilitates desired control for the local Community Partner to **manage a truly collaborative and distributed social-media Website**. The Community Partner gains significant value from the participation of many community organizations, leaders and story tellers within an organized and well-managed process – **authentic and fresh user-generated content within a controlled environment**.

One Voice: The “magic” of Community Commons is the easy, natural and inclusive method that content is added and updated by diverse organizations and individuals. These “Community Publishers” contribute their expert and flavorful content, “Stories” that together articulate a community’s uniqueness, features and value in one united authentic voice.

The Community Partner (*often a Newspaper*) will have access to the all of the administrative features of the Community Self-Publishing system; providing authorized staff the following administrative capabilities:

- Add and remove Articles (*Stories*) from the Community Commons Web pages
- Add, remove and assign editing rights to Community Publishers
- Add new Web pages, Photo Galleries, Events and Links to the Community Commons Website
- Place and remove sponsor ad spots within Community Commons and monitor views and clicks for these sponsor ad spots
- Monitor and analyze traffic and usage of the Community Commons by site visitors



Authorized Community Publishers are trained literally in minutes to add and update content to their assigned areas of the Community Commons.

Community Publishers simply go to the Community Commons Website, login, navigate to the section they intend (*and have authorization*) to update and click on the edit icon.

A straightforward and familiar editing window opens on the page allowing Community Publishers to make textual changes, upload associated images or video, link to related sites and even spell check their work.

THE COMMUNITY COMMONS WEBSITE

The foundation of Community Commons Website is its Homepage and seven primary sections referred to as the **Seven Commons**. Together, the Seven Commons supports a wide-range of community content, an inclusive diversity of community participants and a full suite of content formats; text, images, animation, audio and video.



Home and the Seven Commons

Home – welcome, overview, history, featured stories and events

Live – housing, real estate, healthcare, worship

Play – entertainment, recreation, dining, online menus, lodging

Shop – retail shopping, online storefronts, coupons, hot deals

Work – jobs, career, business resources, economic development

Learn – public education, higher education, private schools, libraries, learning resources

Social – social news, stories, announcements, community organizations

Gov. – overview of local governments, important links, announcements, emergency services

Special sections such as, Breaking News are created as needed for each Seven Commons using the powerful built-in content management system. Additionally, each of the Seven Commons has an Archive Section for past Articles (*Stories*).

The Homepage and the Seven Commons are composed of **Stories, Photo Galleries, Community Web Links, and Featured Events.**

Stories and Photo Galleries: Community Commons Stories (*Articles*) are discrete blocks of content established in each of the Seven Commons and on the Homepage. Stories can be composed of text and images or as a Photo Gallery.



Community Commons Stories focus on specific topics and are located within related Commons. For example, a Story focusing on local school activities would be found in the *Learn Commons* while a Story about a popular outdoor recreational facility would be located in the *Play Commons*.

Some Stories are more static in nature such as a Story describing a national forest while others are very dynamic such as a Story covering Friday night football.

Even Stories that are static in nature will often have some portion of the Story that is dynamic and periodically updated; outdoor workshops in the Shawnee National Forest.

Community Web Links: Each of the Seven Commons and the Homepage has a “call-out” listing local Websites relating to the focus of the Commons. This is an intuitive way to create a comprehensive Community Web Directory.



For example, in the *Play Commons* the “Play Links” will have links to recreational and entertainment Websites while in the *Work Commons* “Work Links” will link to sites relating to jobs, business and economic development.

Featured Events: Community Commons incorporates an embedded version of the Google Calendar system. The Community Commons calendar aggregates all relevant local event calendars into a single source for local event information. Users can look at all of the events in the calendar or select only the events in a specific calendar category (*like school sports*).



Certain events will be featured as Stories in the Seven Commons. These will be typically the more important or larger events.

All of the Featured Events can be accessed from the Featured Events “call-out” window that is presented on all of the Seven Commons and the Homepage.

Local Sponsorship Feature (Optional)

Built into the Community Commons Web Platform is an extensive and carefully implemented system for positioning and selling sponsor promotions (*advertising*).

This is an intentional and strategic component of the Community Commons program. Locally generated and locally retained sponsorship ad revenue is a key ingredient in the overall business model that makes Community commons an attractive financial opportunity for the Community Partner.



Note - Navigational Structure: The navigational / informational structure of Community Commons, described above, is focused on the broad interests of geographic communities; *Live, Play Shop, Work, Learn, Social, Gov.* However, these navigational categories, can easily be altered to fit more specific agendas of geographic communities or relate to the specified topics of non-geographic Communities of Interest.

COMMUNITY PARTNER CENTRIC BUSINESS MODEL

The Community Partner is the client for Community Commons and the leadership organization for each project. Local newspapers are one target market, other potential Community Partners (clients) Include:

- Media Outlets**
 - TV Stations - Radio Stations
 - Print Publishers
- Community Organizations**
 - Chambers of Commerce - Convention and Visitor Bureaus
 - City or County Government Entities - Economic Development Corporations
- Communities of Interest**
 - Business Groups - Scientific Communities – Business Brands
 - Political Organizations - Social and Civic Clubs and Organizations

The Dot World Group has developed a Web product and business model designed to provide significant value for newspapers and other media types that are in many cases still working to adapt to the market changes brought on by the Internet.

Community Commons is designed to complement rather than compete with the existing Web, informational and promotional efforts of the Community Partner; i.e. driving traffic to their existing Website(s) and incrementally increasing revenue.

The primary process and activities of the local Community Partner are:

1. Contract with the Dot World Group to use its Community Commons Platform
2. Collaborate with the Dot World Group to visually brand its Community Commons for their “community”
3. Collaborate with the Dot World Group to determine specific Story (*article*) organization for the Homepage and Seven Commons (*or alternative navigational categories*)
4. Collaborate with the Dot World Group to develop Community Publisher relationships
5. Maintain content within their Community Commons including the coordination of local Community Publisher content
6. Promote, sell and generate revenue from sponsor ad positions (*optional*)

The Community Publishers

Community Publishers are community organizations and individuals that provide and publish information within pre-determined sections of their local Community Commons (*collectively telling the story*). The Community Partner will determine which community organizations and individuals to target, solicit and assign areas of the Community Commons to provide content.

Examples of Community Publishers Include:

- Non-for-profit organizations (*social services, churches, historic*)
- Parks and recreation districts
- Business, realtor and trade associations
- Schools (*public, private, higher education*) and public libraries
- Inspired Individuals (*the 'keepers' of the local stories, bloggers and citizen journalist*)

Community Publishers and the Community Partner will generate an extensive collection of remarkable, fresh and authentic information in their local Community Commons.

Unified Community Promotions

The Dot World group will provide a variety of sales and promotional collateral materials to the Community Partner; such as, *brochures, flyers, print ads, magnets...* An ongoing list of available sales and promotional collaterals will be made available to the Community Partner. The cost of printing or production of these materials will be the responsibility of the Community Partner.

Additionally, an **Internet marketing system** is built into Community Commons in the form of social networking and social sharing. Each Story (*article*) can be promoted or shared by users on dozens of social media sites like Twitter, Facebook, Google and MySpace.



The Community Partner and Community Publishers promotional activities:

- Linking to Community Commons from their organizational or individual Websites
- Publishing articles about Community Commons in their print and electronic publications (*newsletters*)
- Promoting Community Commons through the direct distribution of Community Commons materials to their members, associates or clients
- Promoting Community Commons by word-of-mouth to their members, associates or clients

