Opening Intelligence on Global Secrets (And getting people to care about it.)

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Think tanks have an attention-*getting* problem.



"The images, released by CSIS, have contributed to a distinctive shift in the American debate about China."

- Geoff Dyer, June 21, 2015, The Financial Times





WASHINGTON - A IT-yearourtroom Nine, a clerk read out old transvender youth Leelah the jury's verdicts: Guilty, Guilty, Alcorn, stanned her friends and a Guilty. The word echoed in the west Internet authorses in Decemcourtroom as the clerk prober when she threw berself in nounced it 30 times, once for each front of a tractor-trailer after of 20 main counts. writing in an online suicide note

onto partly submerged coral, aptnamed Mischief Reef, transforming it into an island. Over a matter of weeks, satellite photographs show the island growing higger, its few shacks on the message was the same. In an

speech in Canberra, Australia, Defense Secretary Ashton B Carter, on his first trip to Asia, put the American concerns in more diplomatic language, but

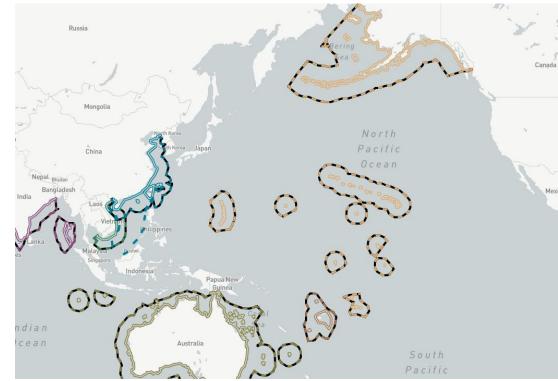
stilts replaced by buildings. What interview to coincide with his vis-

yer who has defended several no on Saturday after a traffic stop line officers accused of miscon for a broken tailight. The auduct. "They're always assumed thorities brought murder charges. to be telling the truth unless against Officer Slager on Tuesthere's tanzible evidence other day, the same day the video was wise."

released to the public. And on In the fatal shooting in South Wednesday the city said the offs. Cardina the most corre-

Maps as "traditional" 2D web experiences

- CSIS uses maps as interactive research tools or visual complements to written analysis
- Maps integrated as part of media-rich scrollytelling experiences
- We wanted to combine maps seamlessly with satellite imagery





I wrote no code to make this.

Maps can be for video editors and motion designers!

You don't have to be an engineer or front-end developer to create compelling map stories like these.

TOOLS WE'RE USING:

- 1. Mapbox Studio and its third-party integration support
- 2. Adobe AfterEffects & Premiere
- 3. GEOlayers https://aescripts.com/geolayers/?aff=56
- 4. Trapcode Mir AE extension for 3D extrusions
- 5. Google Earth Studio also emerging as viable tool https://earth.google.com/studio

Create stories. Not repositories.

Benefits of maps as videos

THEY TELL A DAMN STORY. They don't turn off casual or potentially interested viewers with think-tanky **dashboard-hell**.

NO DEVELOPERS NEEDED. You need a designer or video editor with at least basic knowledge of Mapbox Studio and how a geodatabase like OSM works.

LOW HARDWARE REQUIREMENTS. You don't have to worry about WebGL compatibility on government computers or handling issues with graceful degradation.

Dutcomes

We influenced and engaged!

- Predicted the strike on Saudi
 Arabia's oil plants a month
 before it happened in Sept. 2019
- → Revealed oversight in the Trump admin's N. Korea negotiations
- Produced 16 episodes with more than 1.3 million unique views
- Averaged an 80% view completion rate



Donald J. Trump

The story in the New York Times concerning North Korea developing missile bases is inaccurate. We fully know about the sites being discussed, nothing new - and nothing happening out of the normal. Just more Fake News. I will be the first to let you know if things go bad!

V

12:07 PM · Nov 13, 2018 · Twitter for iPhone



Thanks!

Twitter: @pkfranz https://www.paul-franz.com

Watch all my map briefings: https://www.vimeo.com/pkfranz