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Your public's interest

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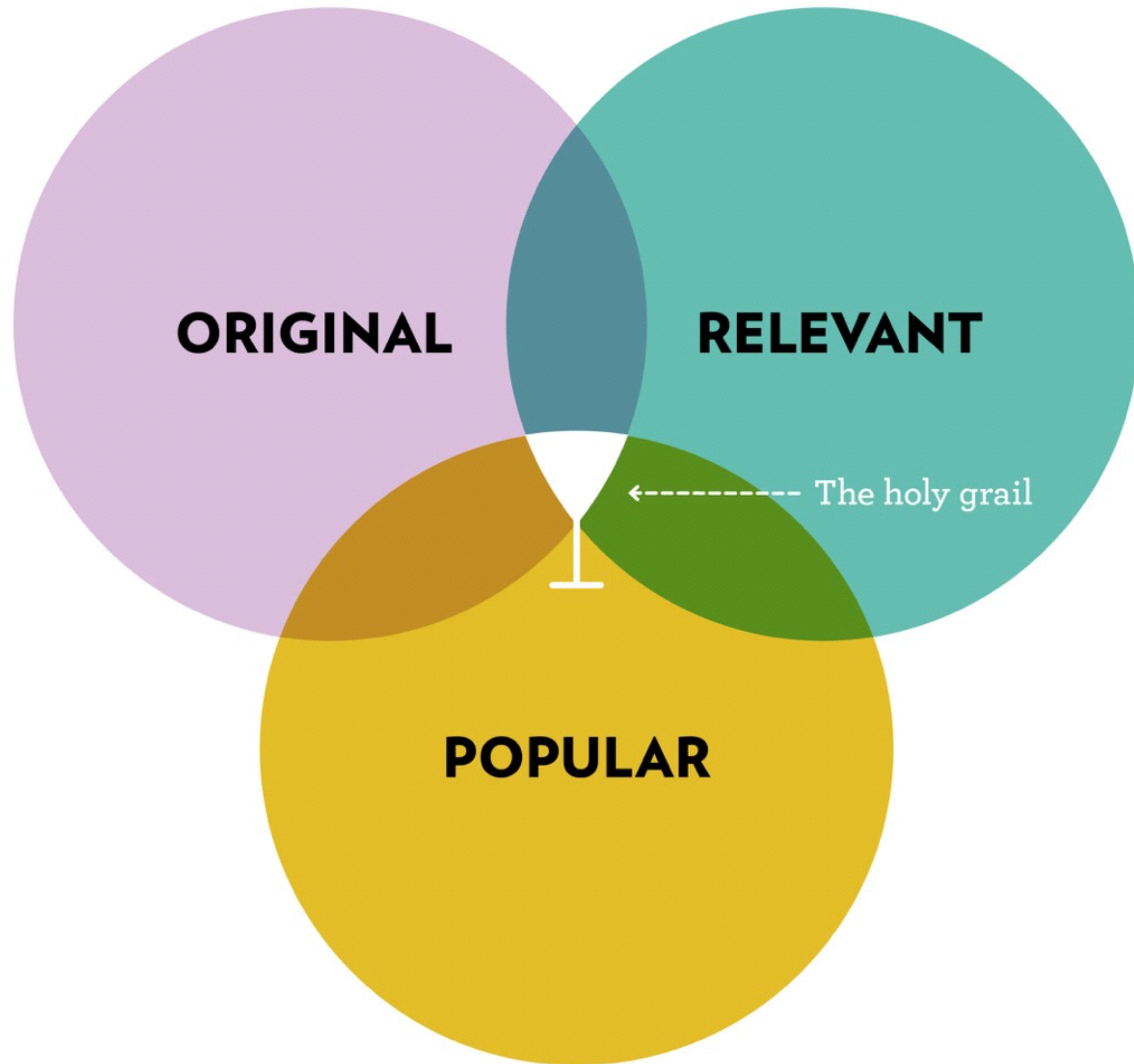
Eric

SAN FRANCISCO RESIDENT









We did this story because another outlet did this story

We don't want to look bad

Mile-long line, 2,000 flights canceled or delayed as travel woes strike

By Josh Levs, CNN
updated 3:01 PM EST, Sun November 30, 2014



Mile-long security line measured at Chicago airport on year's busiest travel day

POSTED 2:28 PM, NOVEMBER 30, 2014, BY KATRINA LAMANSKY

FACEBOOK TWITTER GOOGLE+ PINTEREST LINKEDIN

Midway Airport Security Line Reportedly Over 1 Mile Long

The Huffington Post | By Aiana Horowitz
Posted: 11/30/2014 2:24 pm EST | Updated: 2 hours ago

407 113 0 162 61
Share Tweet Plus it Email Comment

Holiday travelers faced a literal nightmare on Sunday morning when the line for security checks at Midway Airport in Chicago was reportedly over a mile long.

KOMO reporter Denise Whitaker said that the line was 1.2 miles long. An airport spokesperson said that she wasn't surprised by the crowds.

Today, it was holiday

in 1,800 U.S. flights
150 were canceled,
m.

ing at Chicago Midway
day morning was so
hitaker of CNN
: 1.2 miles.



CNN photo

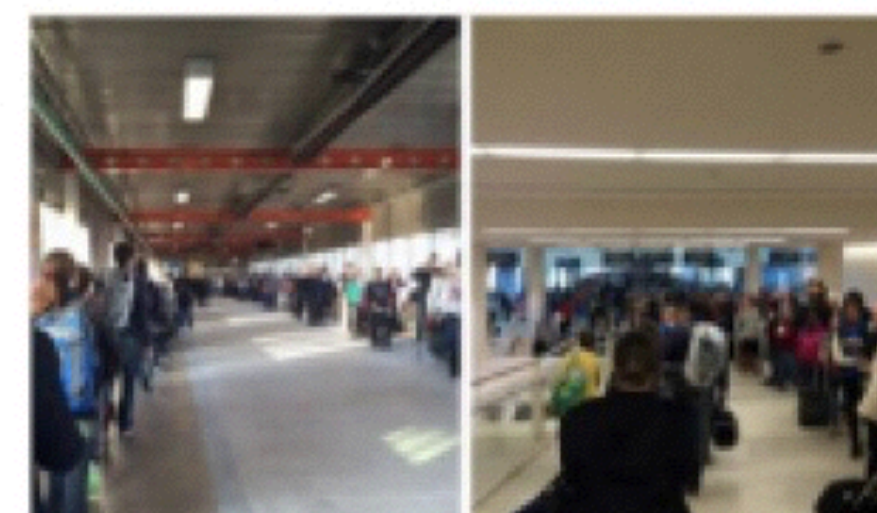
Midway's Security Line Reportedly a Mile Long Sunday Morning

By DNNInfo Staff on November 30, 2014 1:35pm

CHICAGO — It's every air traveler's nightmare: Get to the airport, perhaps not as early as you'd like, only to see a security line, a very long security line.

That's the scene that greeted travelers at Midway Airport Sunday

morning, one of the busiest travel days of the year. Photos posted on social media show the line snaking close to the entrance of the Midway Orange Line



Travelers at Midway were greeted with a security line reported...

View Full Caption

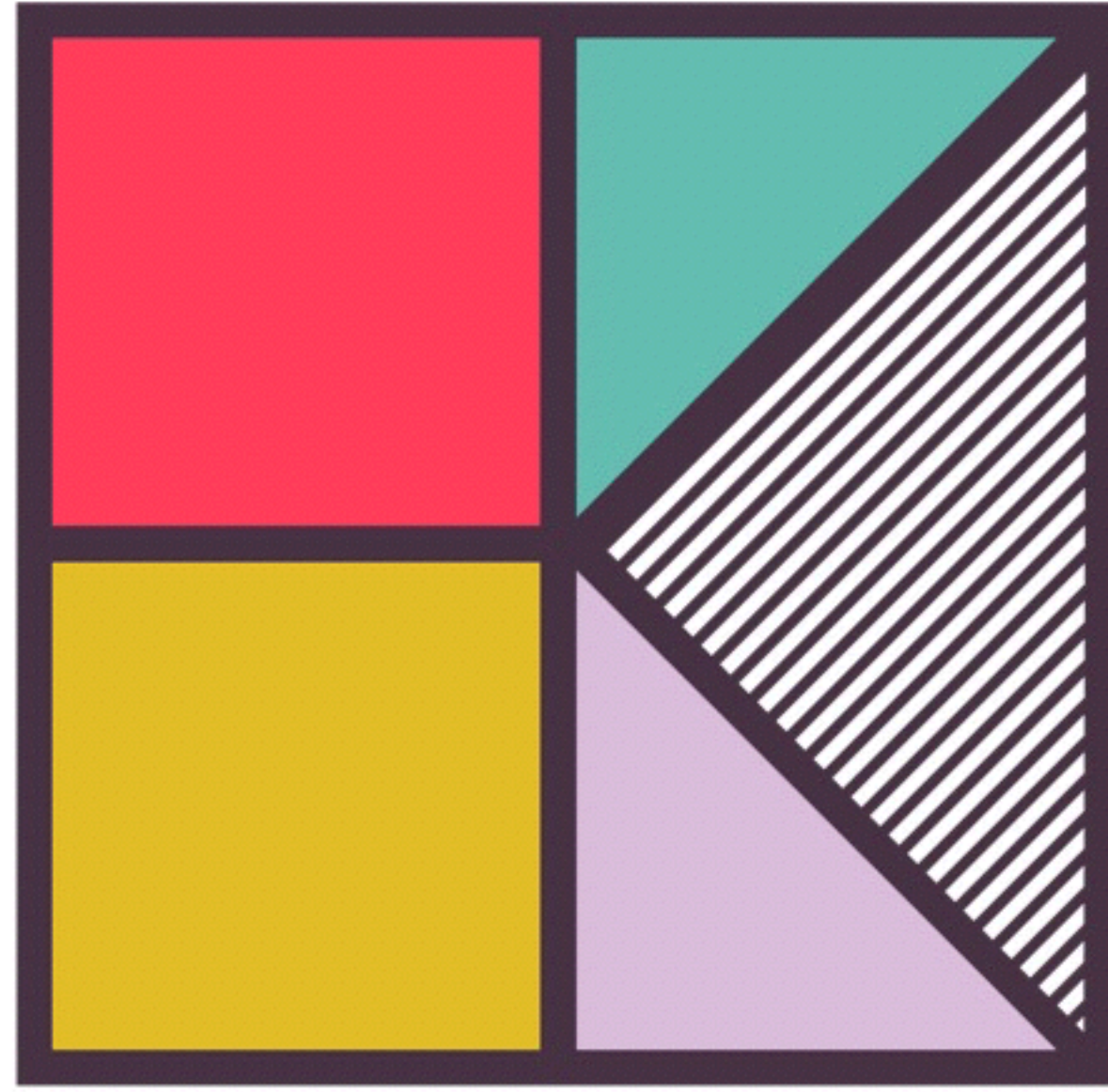
@sarcus contributed photos

NEWS 7 hours

Security line at Midway Airport Sunday morning was reportedly a mile long



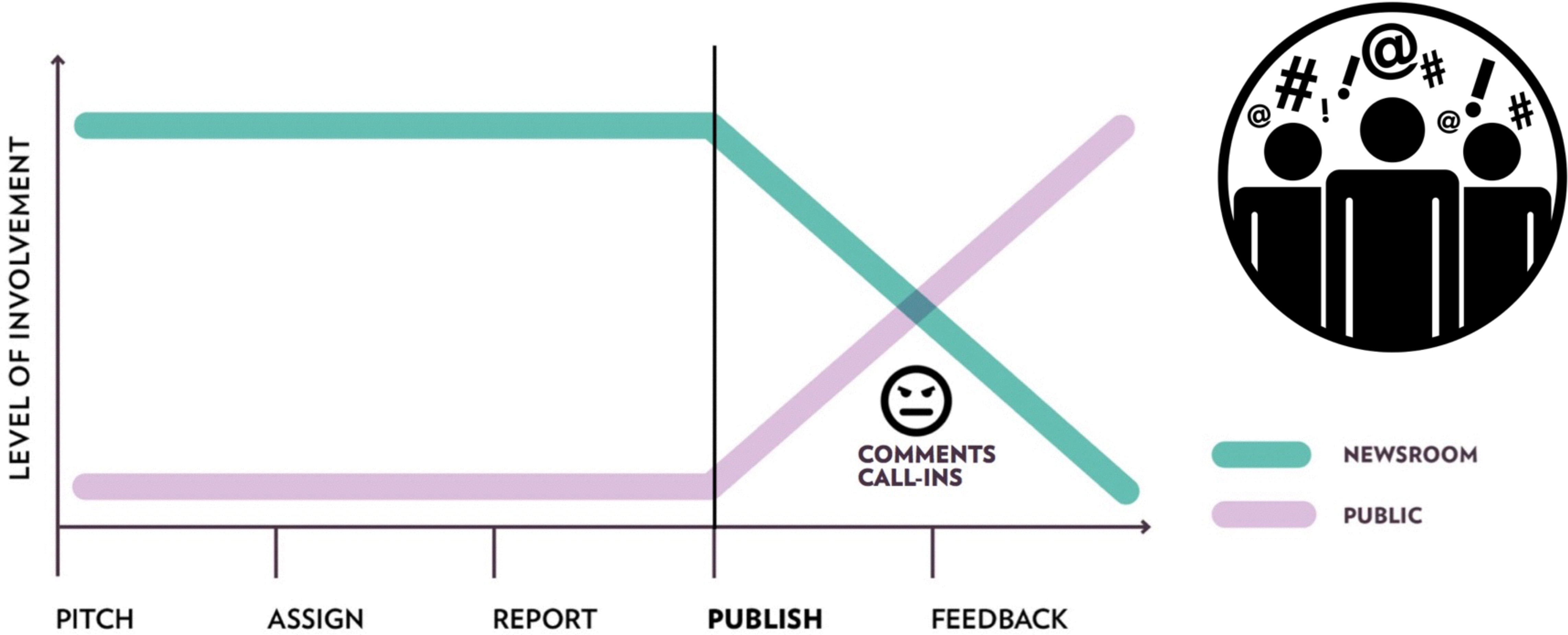
point at Midway Airport Sunday morning. | Photo courtesy of



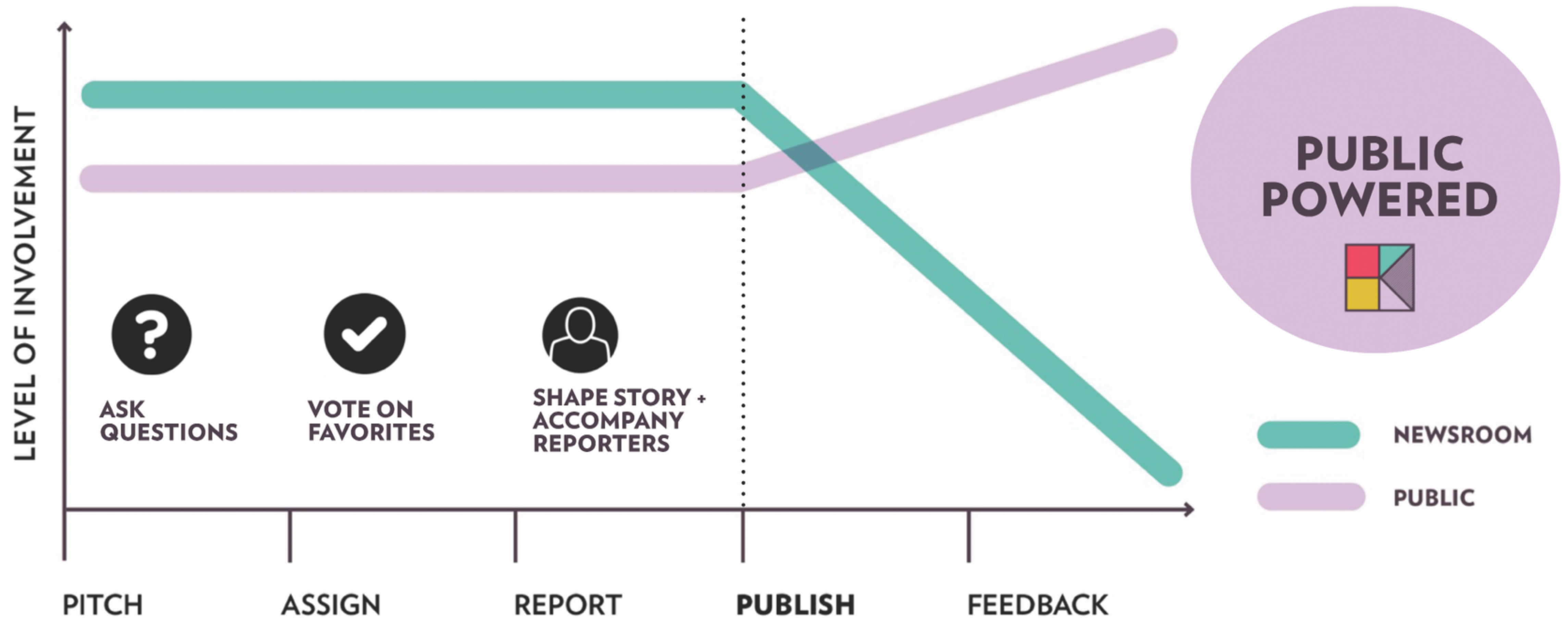
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Your public's interest

Traditional journalism story cycle



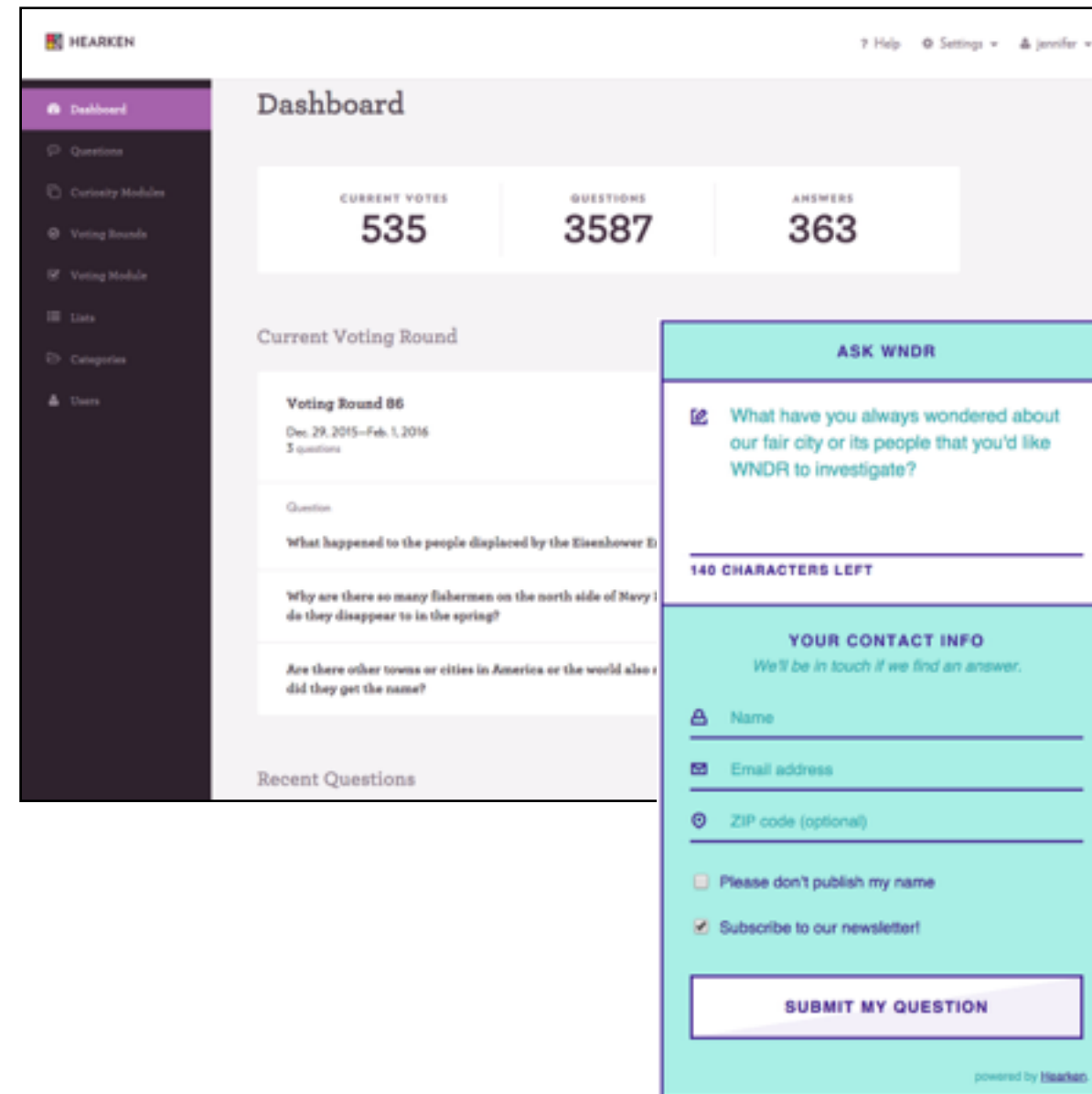
Public-powered story cycle



HEARKEN SUBSCRIPTION



**ENGAGEMENT
CONSULTING**



**ENGAGEMENT
MANAGEMENT
SYSTEM (EMS)**



**OPEN
NOTEBOOK**

Public-facing

Chicago Tribune BLUE SKY
PRIVACY POLICY | TERMS OF SERVICE

What do you wonder about the tech scene in Chicago that you would like Blue Sky to look into?

140 CHARACTERS LEFT

YOUR CONTACT INFO
We'll be in touch if we find an answer.

Name
Email address
Zip code

Please don't publish my name
 Subscribe to our newsletter

SUBMIT

Din stad
Du frågar, vi granskar.

Vilken fråga borde Yle Huvudstadsregionen granska härnäst?

- I Kasåkers industriområde har man låtit graffiti-konstnärer pryda fula betongbroar, varför görs detta inte på allt tråkigt och grått?
ställd av Emilia
- Hur satsar Helsingfors turistbyrå på vinterturismen, vad marknadsförs?
ställd av Anonym
- Har Finlands nuvarande skolmatssystem en framtid? Eller kommer det att ske en förändring så...

What question should we investigate next?

Which question are you most interested in?

- What's the deal with Coydogs? We hear them often but rarely see them. Where do they sleep, where did they come from, where do they range?
asked by Sam Libby
- What do teenagers in Vermont do for fun? What are their hopes and aspirations for Vermont's future?
asked by April Vanderveer
- Does Vermont have an unusual number of senior athletes (60+ years old)? Can we learn more about them?
asked by Susan E. Rittenhouse

powered by [Hearken](#)

ENGAGEMENT MODULES

Newsroom-facing

HEARKEN ? Help ⚙ Settings 👤 jennifer

Dashboard

- Dashboard
- Questions
- Curiosity Modules
- Voting Rounds
- Voting Module
- Lists
- Categories
- Users

CURRENT VOTES
535

QUESTIONS
3587

ANSWERS
363

Current Voting Round

Votes Per Day

There's a spout along Route 30 near Dummerston where there seems to always be people stopped to fill up jugs of water. What's the de
Where was the COC road near (at?) Underhill State Park supposed to go to and from? In the '30s, was there more road than is visible no
What is the story behind the "Stowe Research Inc" building on Route 100?

Date	Question 1	Question 2	Question 3
Mar 16	1	1	0
Mar 17	5	0	0
Mar 18	1	0	0
Mar 19	7	2	0
Mar 20	1	1	0
Mar 21	2	0	0
Mar 22	0	0	0
Mar 23	0	1	0
Mar 24	3	2	0
Mar 25	5	2	0
Mar 26	0	2	0
Mar 27	0	3	0
Mar 28	1	1	0
Mar 29	0	3	0
Mar 30	1	0	0
Mar 31	1	1	0
Apr 1	4	0	0
Apr 2	0	0	0
Apr 3	3	0	0
Apr 4	4	2	0

Recent Questions

ENGAGEMENT MANAGEMENT SYSTEM (EMS)

Open Notebook

COLLECT AND ORGANIZE THE ELEMENTS OF THE STORY, RELEASE DISPATCHES

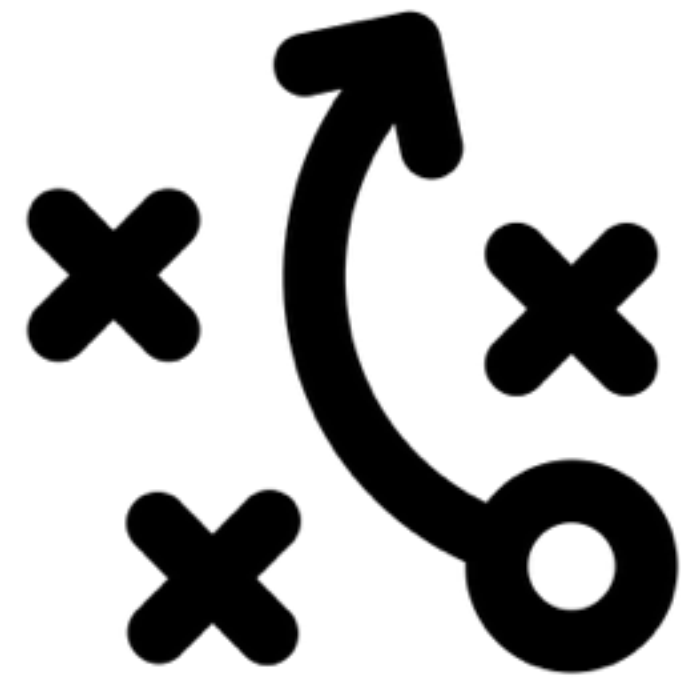
The screenshot shows a web interface for an 'Open Notebook' titled 'Atlanta Highway Collapse'. At the top right, the user 'Jennifer Brandel' is logged in. The interface has a navigation bar with 'Elements', 'Dispatches', 'Subscribers', and 'Responses'. A sidebar on the left shows a list of elements: 'All' (18), 'Archived' (1), and 'Deleted' (19). The main content area features a 'myAJC' logo and a large image of a highway collapse with the text 'Atlanta High'. Below this, a list of dispatches is shown, including: 'March 30 9:12pm Deal declares state of emergency', 'March 30 7:42pm Traffic re-routing for morning commute', 'March 30 7:05pm What We Know & Don't Know', and 'March 31 6:41pm 1-85 Highway Fire'. On the right side, there is a 'Subscribe' button. Below the dispatches, there is a text block: 'An elevated section of northbound Interstate 85, a major north-south artery for the Southeast, collapsed Thursday evening in Atlanta after a massive fire, officials said. All five lanes of the highway in each direction were blocked and will be closed for the foreseeable future, officials said.' This is followed by another text block: 'We'll continue to bring you updates as we learn more. Please subscribe to get dispatches directly to your inbox.' Below that is a question: 'Were you in or around the area of the bridge collapse?' and a large teal button that says 'Send us your stories, photos or videos'.

(THIS IS AN EXAMPLE USE CASE - NOT LIVE)

Engagement Consulting



**ENGAGEMENT
CONSULTING**



LAUNCH STRATEGY



TRAINING

100%

**OF SURVEYED CUSTOMERS SAID THEY WERE
SATISFIED OR VERY SATISFIED WITH OUR SUPPORT**

“Everyone is super friendly, knowledgeable and committed to helping you find a solution.”

“I feel very supported by Hearken.”

**PUT THE PUBLIC
AT THE CENTER
OF YOUR MODEL**

**THE VALUE
FOLLOWS**



**SIGNIFICANTLY
HIGHER**

PAGE VIEWS

UNIQUES

SHARES

TIME ON SITE

nf NEWS FIX

Why Doesn't San Francisco Enforce Double Parking on Sundays?



“Bay Curious has proven to be extremely popular and widely viewed, generating 11 to 15 times more page views than the newsroom’s other stories.”

– SCOTT BURG, LOCKMANN ET. AL RESEARCH

PAGEVIEWS



MEDIAN KQED STORY

HEARKEN STORY

TIME ON PAGE



INDUSTRY AVERAGE



HEARKEN STORY

COMMENTS



Generate valuable, qualified email leads for membership, sales, newsletters

56%

WBEZ

NEW LEADS

WBEZ91.5
curiouscity%

ASK US YOUR QUESTION:

What do you wonder about Chicago, the region or its people that you want WBEZ to investigate?

(140 characters left)

Name

Email address

Zip code (optional)

I wish to remain anonymous

Yes! Keep me informed about Curious City, WBEZ news and membership updates.

Submit

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READERS WHO ENGAGED WITH HEARKEN WERE

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MORE LIKELY TO CONVERT TO PAYING SUBSCRIBERS = UPWARDS OF \$12K IN NEW REVENUE

**PUBLIC PARTNER DATA IS FORTHCOMING*



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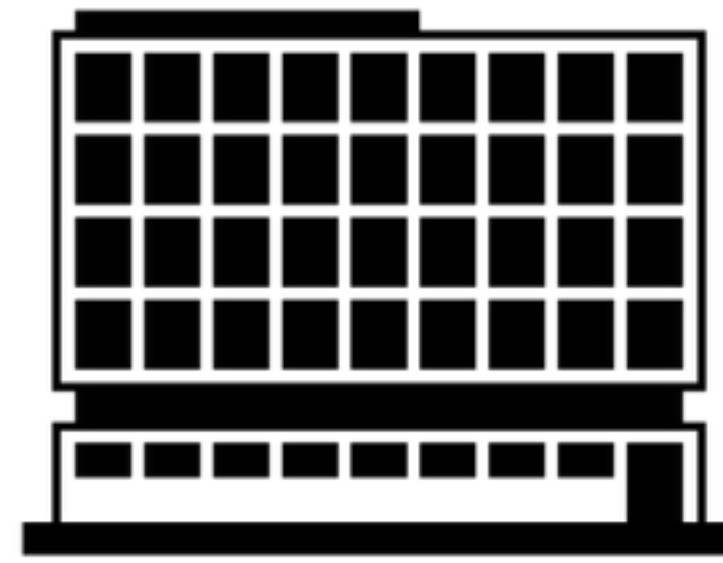
Translated to 18 languages

English	Finnish
French	Swedish
Chinese	Persian
Portuguese	Hausa
Spanish	African Eng.
Russian	Hindi
German	Arabic
Hungarian	Indonesian
Dutch	Australian Eng.

Hearken works: for any size newsroom



WYSO



KARE 11



THE BBC

Hearken works: for every format



RADIO / PODCAST



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TV / VIDEO



NEWSPAPER



LIVE EVENTS

Hearken works: for every story style

The Environment Report

Evidence doesn't support the rumored Enbridge dump of harmful surfactant

By LINDSEY SMITH · JUL 21, 2015

Tweet Share Google+ Email



VIEW SLIDESHOW 1 of 2

Samples we dug out of the Kalamazoo River in April 2015 to be tested for markers of the surfactant corexit.

INVESTIGATIVE



CURIOUS WICHITA AUGUST 27, 2016 1:41 PM

Is vehicle tax fraud a problem? The cost of making cheaters pay up



Curious Wichita: What's being done about vehicle tax cheaters? 5:27

FEATURES



Brexit court ruling: Your questions answered

4 November 2016 | UK Politics



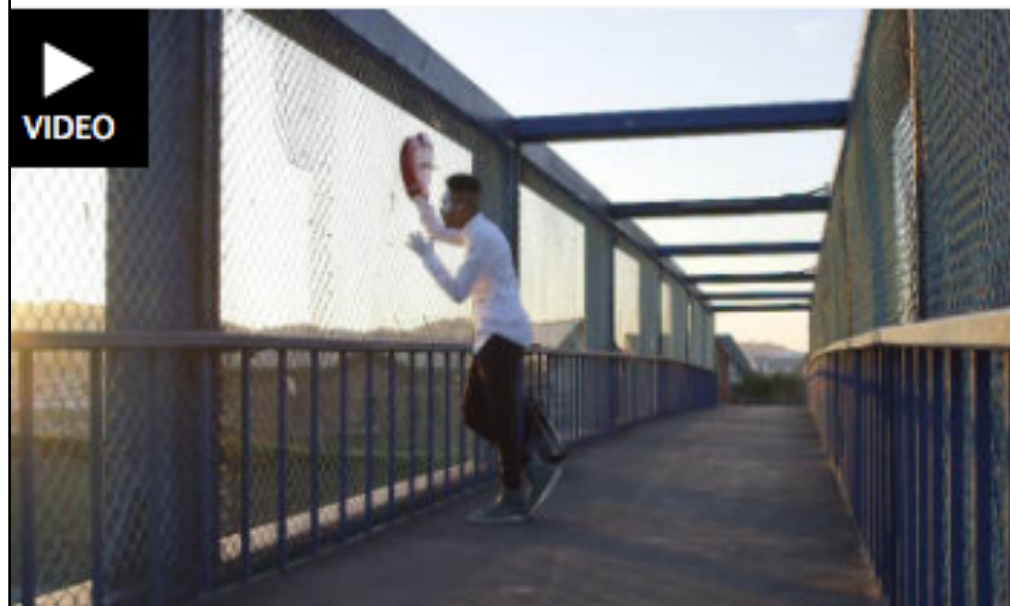
GETTY IMAGES

We asked for your questions and received more than 1,100 responses within five hours. Below are some answers to our most frequently asked questions.

BREAKING NEWS



VIDEO



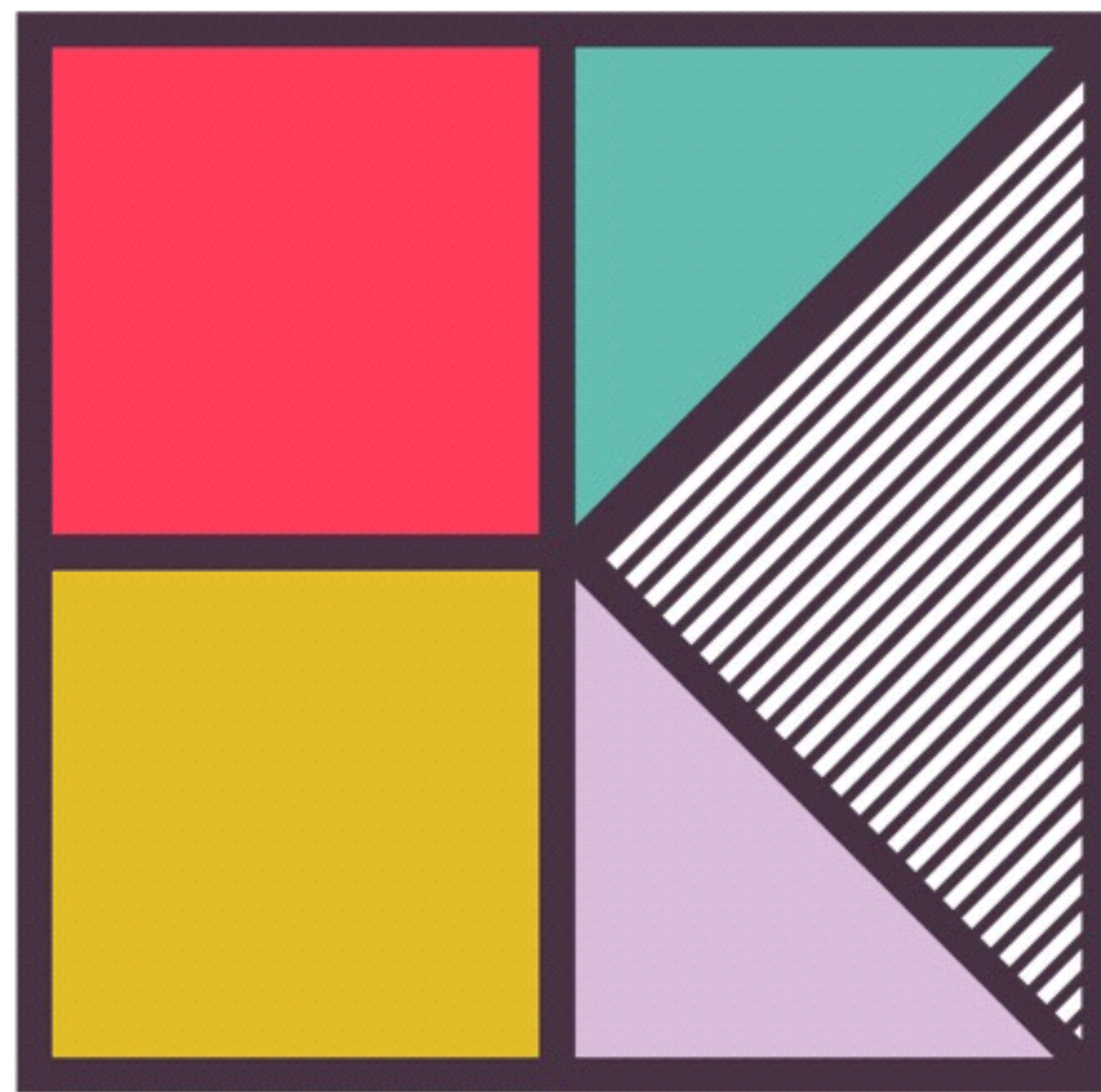
nf NEWS FIX

Who Is the Dancer on the Highway 101 Overpass?

By Lucas Waldron and Olivia Allen-Price
| March 19, 2016

HUMAN INTEREST





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