

2011 Green Dot Awards Entry
“Coal: A Love Story”
Powering a Nation

1. Background and contact information about your business, organization, or company

Powering a Nation is part of News21, a national initiative sponsored by the Carnegie and Knight foundations to innovate the news business. Powering a Nation is developed, produced and executed entirely by 11 students from the UNC -Chapel Hill School of Journalism and Mass Communication.

The students have expertise in photography/videography, interactive and motion graphics, marketing, and narrative journalism. They spent 10 weeks working as a team to produce material that engages audience members with the stories that the team has chosen.

Website: poweringanation.org
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2. Detailed explanation of the entry to include

"Coal: A Love Story" explores our modern culture's complicated relationship with coal. Almost half of the nation's electricity is generated from the burning of coal. Despite the fact that we rely on electricity for nearly everything we do, few of us are aware of how it is generated. Whether we like it or not, we are in a complicated relationship with coal for the foreseeable future. We can't live without the power that coal provides, but we are uneasy with its byproducts: reduced air quality, health risks and environmental damage.

"Coal: A Love Story" is a groundbreaking multimedia report that represents a shift away from traditional journalism. Utilizing an immersive online experience, the website challenges the viewer to engage with energy issues in a highly personalized way.

3. What the entry is and its intended use.

"Coal: A Love Story" is an interactive film made up of video stories, written pieces, motion graphics and interactive graphics. The purpose of this project is to start a conversation about our multi-faceted relationship with coal. It is available for free to anyone who wants to use it in order to gain more knowledge about the issue.

4. How the entry is manufactured and delivered to consumers.

It is available online at coalalovestory.com. It was created entirely by students.

5. How the entry exhibits excellence in sustainability and environmental responsibility.

Knowledge is always a prerequisite to morally responsible action. In order to fix a problem, we must fully understand it from all sides. "Coal: A Love Story" shows our relationship with coal from all angles. Before we are to proceed in our quest for sustainability, we must understand this relationship. Powering a nation seeks to bring this knowledge to the masses through "Coal: A Love Story."