



## AUSTRALIAN INTERNATIONAL DOCUMENTARY CONFERENCE

Media Release

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### AIDC & GOOGLE NEWS INITIATIVE LAUNCH NEW \$40,000 DATA STORYTELLING PITCH

The Australian International Documentary Conference (AIDC) and the Google News Initiative today launch **Raw Data, Real Stories**, a bold new \$40,000 pitching initiative designed to bring non-fiction storytellers and journalists together with technologists and data visualisation experts to create innovative new work that brings raw data to life.

**Raw Data, Real Stories** is an exciting opportunity for collaborative experimentation and innovation in journalistic and factual storytelling forms. The initiative is set to break new ground by re-imagining data's role in non-fiction storytelling and supporting the development of data journalism and the creation of a major new piece of work.

The initiative is platform agnostic, meaning the proposed work can take any creative form, and any journalist or non-fiction media practitioner (working in documentary, podcasting, photography, interactive media, etc) with a strong idea for a data-driven story is eligible to enter.

AIDC is currently seeking expressions of interest from journalists and non-fiction storytellers. Google News Initiative and AIDC will select four proposals, and provide \$5,000 to work with a technology agency or in-house technology team to develop a Proof of Concept to be pitched at AIDC 2019 in Melbourne on Sunday 3 March 2019. The winning team will receive \$40,000 in project funds to bring the project to life.



**Nic Hopkins, Google News Lab Lead for Australia and New Zealand**, said: "Helping people to tell stories through data lies at the heart of Google's mission to organise the world's information and make it universally accessible and useful. Technology is transforming how we can create and consume information, and we're thrilled to partner with AIDC to create an opportunity for innovation and experimentation in data journalism."

**Alice Burgin, AIDC CEO & Conference Director**, said: "As we move ever further into the digital era, AIDC is excited to partner with the Google News Initiative to encourage the pursuit of co-creation and media innovation between journalists, documentarians and technologists. The Raw Data, Real Stories initiative is a unique opportunity for teams to get creative, get collaborative and begin exploring new interactive and immersive storytelling."

Expressions of interest for Raw Data, Real Stories can be made via the application portal on the AIDC website and will close **January 14, 2019 at 11:59 (AEDT)**.

The selected participants will be notified in mid-January and be given six weeks to develop the idea with a creative technology team.

For more information, including terms and conditions, please visit: <https://www.aidc.com.au/pitches-marketplace/raw-data-real-stories/>

**AIDC 2019**  
**See the Bigger Picture**  
**3- 6 March, ACMI, Melbourne.**  
[www.aidc.com.au](http://www.aidc.com.au)

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