Netprov

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APPENDIXES

APPENDIX 1

PLATFORMS DISCUSSED IN THIS BOOK

Message to future scholars: Hi! How’s it going? How are you even reading this? Does coffee still exist? Here is a quick description of the main platforms I refer to in this work.

**Twitter:** A microblogging, text and image, social media service where messages were known as “tweets” and posting as “tweeting” and messages were displayed in reverse chronological order. The original character limit of 140 characters was later changed to 280 characters. Registered users could post, like (vote their public approval of a tweet), and retweet. Posted messages could be read by anyone. Early Twitter culture was friendly, fun, and encouraged grassroots creativity. After becoming a publicly traded company, advertisements began to appear. Twitter became a venue for the toxically divided political culture of the 2010s and ’20s, including foreign Twitter interference in US elections and the near-daily tweets of the US President.

**Facebook:** A social media and networking service supporting unlimited text and image, groups, and promotional pages. Members’ messages were visible to those who the members chose as “friends.” Early Facebook use displayed a member’s friends’ messages as they were posted in reverse chronological order in a “feed. Members could “like” with a thumbs-up icon and repost. Facebook became a publicly traded company and began displaying advertising, becoming one of the largest companies in the world. Sophisticated algorithms were used to identify members’ prefer-
ences and to display messages in the feed of presumed greater relevance to and to target advertising directly to members.

**Instagram:** A photo-sharing social network service used for posting images, short films, and accompanying short captions. Users can like and repost. The original restriction of photos to a square format was later relaxed. Instagram began with grassroots personal photo sharing. Later it also became the province of “influencers” (popular members) the most prominent of whom earned a great deal of money for endorsing products and services.

**Reddit:** A crowdsourced news aggregator, rating, and discussion service. It’s format is based on threaded discussion group or forum websites, with topics on a wide variety of subjects called “subreddits,” unlimited text displayed in reverse chronological order, some image capability, and with a heavy emphasis on members’ ratings. High ratings resulted in increased visibility of messages to all users. Culturally, some on the site had a rough-and-tumble feel with trolling and harassment needing to be constantly policed by the company and conspiracy theories and hate speech lurking in dark corners.

**Tumblr:** A short-form microblogging and social media service, displaying text and image in reverse chronological order on each member’s own page. Linking to other members’ posts and voting were possible. Not as popular a service as the others above.

**TikTok:** A video-sharing social networking service initially specializing in video segments of fifteen seconds. Videos could easily be combined with music, slowed down or sped up. Early use featured users lip synching and/or dancing to music. The “react” feature allows users to respond quickly to a video, often with their own version of the song or dance.

**Discord:** A proprietary freeware service created originally as a voice and threaded-discussion tool for game developers. It was later adapted for general use by gamers, educators and others. Members create their own “servers,” with multiple discussion threads using voice, text, and limited images. It was particularly well suited for playing Dungeons & Dragons-style roleplaying games at a distance, with in-platform bots functioning as dice rolls and other gameplay aids.
Private forums: A password-protected, text and image, threaded-discussion group run on a private server, with topics and replies, text and image displayed in reverse chronological order, and database indexing capabilities.
APPENDIX 2

NETPROV STUDIO: GENERIC SCHEDULE AND TO-DO LIST TEMPLATE

Six Weeks before Launch

- Develop concept (netrunners, producers)
- Create project platforms (netrunners; designer; programmer; participation, player care coordinator, publicist)
- Develop narrative arc (netrunners)
- Contact teachers of e-literature classes

Four Weeks before Launch

- Finalize logos and graphics (netrunners, graphic designer)
- Create documents for featured players: basic story and how to play, beat sheet, tools and platforms (netrunners)
- Send save-the-date announcement to featured players and players, promotion list, publicity list (player care coordinator)
- Set up website with promotional text (graphic designer)

Three Weeks before Launch

- Create T-shirt, website (graphic designer, programmer)
- Order T-shirts (netrunners, publicist)

Two Weeks before Launch

- Send teaser to players, promotion list, publicity list (player care coordinator)
- Hold orientation meeting for featured players, Skype and in person (netrunners, featured players)
- Write model text and choose images for the project (netrunners)
- Create project trailer (netrunners, graphic designer, programmer)
- Share documents for featured players: basic story and how to play, beat sheet, tools and platforms (netrunners)
Seven Days before Launch

- Send press release to publicity list (player care coordinator)
- Launch website and trailer launch (netrunners, graphic designer, programmer)
- Rehearsal/play/character development session (netrunners, featured players)

Five Days before Launch

- Send out publicity (player care coordinator, publicist)

Three Days before Launch

- Send out publicity (player care coordinator, publicist)

Two Days before Launch

- Send out publicity (player care coordinator, publicist)
- Hold team launch meeting, Skype and in person (netrunners, featured players)

Launch Day

- Begin netprov play (all)
- Promotion blast (player care coordinator)

First Day (and odd days thereafter for entire netprov run)

- Continue netprov play (all)
- Player care (player care coordinator)
- Featured player care (show runners)
- Maintain project infrastructure (graphic designer, programmer)
- Begin archiving (archivist)

Second Day (and even days thereafter for entire netprov run)

- Continue netprov play (all)
- Promotion/publicity update (player care coordinator)
• Player care (player care coordinator)
• Featured player care (show runners)
• Maintain project infrastructure (graphic designer, programmer)
• Continue archiving (archivist)

Wrap Day

• Hold player care celebration with thank-yous (player care coordinator)
• Hold featured player care celebration with thank-yous (show runners)
• Hold cast party!!!, Skype and in person (show runners, featured players)

Postproduction

• Compile archives and prepare for publication (archivist, graphic designer, programmer)

Follow-up Publicity (player care coordinator, show runners)
APPENDIX 3

BEHIND-THE-SCENES TOOLS AND DOCUMENTS FOR NETRUNNERS

- Shared, online netrunners’ folder for each netprov.
- Email list for netrunners; these emails are the to-do list before, during, and after the netprov.
- Email list for featured players.
- Email list for players.
- Shared, online production schedule document for the netprov, including rehearsals, promotion, and archiving.
- Participation statistics (if available from the given platform).
- Online meeting tools such as Skype or Google Hangout as needed for organizational meetings among netrunners and rehearsals and live events with featured players.

TOOLS FOR FEATURED PLAYERS AND TEACHERS

- Concise netprov description, invitation, and instructions document written by the netrunners; this text is used for netprov websites, press releases, etc.
- Scenario with the narrative beats and their timing (also called a beat sheet).
- Character document in which featured players share about their characters’ backstory and individual story arcs, so featured players can support each other.
- Teachers’ document for professors assigning the netprov that contains the description, invitation, and instructions above, plus recommended and related readings, prewriting activities, and prompts.
- Private online forum and/or Facebook group for rehearsal before the netprov and backchannel planning and feedback during the netprov. (Mark and I call our Facebook group Nighthawks in honor of the Nighthawks bar from I Work for the Web.)
TOOLS FOR PLAYERS (PEOPLE WE DON’T KNOW)

- “How to Play” web page for each netprov (can be within the fiction and/or outside the fiction); all promotional and press-release links lead to this page.

- Video trailer for the netprov; under one minute; jaunty music, catchy slogans, usually within the fiction.

- “Our Story So Far” summary on the netprov website for players joining in the middle of the netprov.


- Netprov merchandise web page as needed for the concept of the netprov.