

Top Journalism Organizations to Co-Host Unconference in North Carolina on June 2-5

Over 100 innovators to gather and initiate projects to amplify diverse voices in new media through innovative journalism

XXXX - NORTH CAROLINA - Over 100 innovators from across the country will gather for an “unconference” – a self-organizing approach that draws on the expertise of all participants. To be held on June 2-5, at the University of North Carolina-Greensboro, the conference intention is to collaboratively design, fund, and initiate digital projects that amplify diverse voices in new media. As the second unconference hosted by Journalism That Matters focused on journalism innovation and diverse communities, Create or Die 2 is also supported by regional co-hosts Elon University's School of Communications, the Doherty Center for Entrepreneurial Leadership, and the University of North Carolina-Greensboro.

"North Carolina was a birthplace of change during the Civil Rights movement. We hope that it will be a birthplace of change during the new media revolution. We created this unconference not to serve as another echo chamber but rather to provide individuals with the environment, networks, tools and support needed to instigate 'real-time' projects that bring 'real-time' change," said co-organizer Michelle Ferrier, associate professor, Elon University, School of Communications.

Contrary to popular belief, as the media revolution continues, the number of diverse voices in new media continues to decline. Already dramatically low pre-internet, **Create or Die 2 takes steps towards making visible and reversing this trend.**

The American Society of News Editors census found that from 2008 to 2009, the percentage of full-time minority journalists dropped by 12.6%. This is complicated by a digital divide that continues to widen at an alarming pace. According to Pew, fifty-one percent of Hispanics and 46 percent of Blacks use their phone to access the internet - a stark contrast to the 33% of Whites.

"The number of Latinos actually producing content online seems so low to me, that I feel as though we all know each other. Yes, technology opened windows and doors for traditionally ignored communities. However, as technology progresses, there is also a dramatic digital divide that is widening fast. If traditional media can't keep up with the changes, why would we expect underserved populations to be doing better?," said Sandra Ordonez, freelance digital strategist.

The three day event is expected to bring over 100 journalists, technologists, bloggers, educators, hackers, funders, community activists, designers, social entrepreneurs, and others who care about telling stories in diverse communities. The format provides attendees with the opportunity to discuss those topics that are most pressing, while creating effective projects that bring real solutions.

"The challenges of bringing more diverse voices and creating more viable business models are issues that can be and should be addressed together in the journalism world. As new media finds its place, we can shift a tragic trend by bringing more resources and energy to involving an increasingly diverse public. Who knows? With the innovation that comes through engaging diversity, it may prove the most strategic decision news organizations can make," said Peggy Holman, co-founder of Journalism That Matters and author of [Engaging Emergence: Turning Upheaval into Opportunity](#).

Last year, Create or Die was held in Detroit – www.journalismthatmatters.org/detroit . It produced many ideas for engaging communities to take responsibility for their stories and their news, including embedding journalists in communities.

For more information, contact Michelle Ferrier at createordie2@journalismthatmatters.org.

About Journalism that Matters – www.journalismthatmatters.org – JTM fosters the values, principles and purposes of journalism by supporting the people who are shaping the emerging news and information ecology.

About Create or Die – www.createordie2.org - Is an unconference hosted by JTM that focuses on journalism entrepreneurship by and for people of color.