



FRIDAY:

EVENING NEWS

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This is an on-going human experience - not just here...

The more questions we ask, the more questions I have.

Learning NewsRoom report:

80% of news people under age 30 want out!

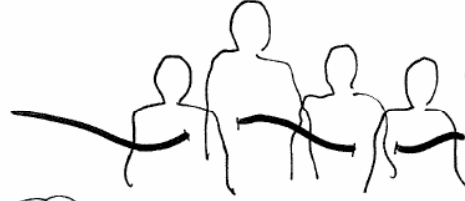


People in newsrooms turn over at 2 1/4 years on average: JOB IS DEMANDING PASSION IS MISSING

It's too slow to change.



We could use input from younger journalists



We, as a diverse group, could weave ideas & insights

Maybe I'll go into P.R.



Well, true... we don't like change & don't pay well...

Daily coverage of schools, govt & other activities only in local paper.

Yahoo China helped the govt to locate a dissident (who was jailed) Microsoft would do the same. Business as usual.



knowing your beat can mean going to dry, boring meetings AND

maybe reporting on ISSUES more & meeting reports less or get reports from people in community who are directly involved.

asking good QUESTIONS

Evening News FRIDAY



The newsroom structure
hasn't changed in YEARS
→ CONSTRAINED BY CONVENTION ←

We need to address:

- What's GOOD ENOUGH?
- What can be out-sourced?
- Define NEW JOBS



Citizen Journalists
have the advantage of
no "business-as-usual"
constraints.



Report like
score keepers
Report pros &
cons

Cover every
meeting
Black &
White

Lacey P.
Serial
Obsessions

We are NOT addressing
the United States falling
apart all around us!

google:

Epic 2015

look at
scenarios / Matt



ADVICE to
aspiring
journalists:

Traditional
"journalism"
is crumbling...
When it comes
to newspapers

Why should
a young
person
join?

MSM is
STUCK IN
BUSINESS/
Wall Street-
driven model



my
Grandpa
reads

newspapers!

My source of
news?
YAHOO.

Center for Public Integrity in Washington DC
is a better place to work!

EPIC 2015

FRI. NIGHT

The future is here.

One certainty: CHANGE

News source
How much can one "citizen" take in, digest, discern, share?

are we vulnerable to being (more) duped?

who is the person giving me this information?
each person paid per hit
egalitarian
empowered consumers
BUT
a handful of corporations may control the pipeline

Alternative sources come into light more as mainstream media crumbles

How can MSM stay in the mix?

WHERE ARE THE checks & balances... & filters?
We don't have effective gatekeepers now...

What is going on is greater than we are— people will always want to make choices eg. cable, then Tivo, on-line, Ipods,

In the NEW environment, how will people find "honest journalism"?

how many people look at blogs in US?
blog

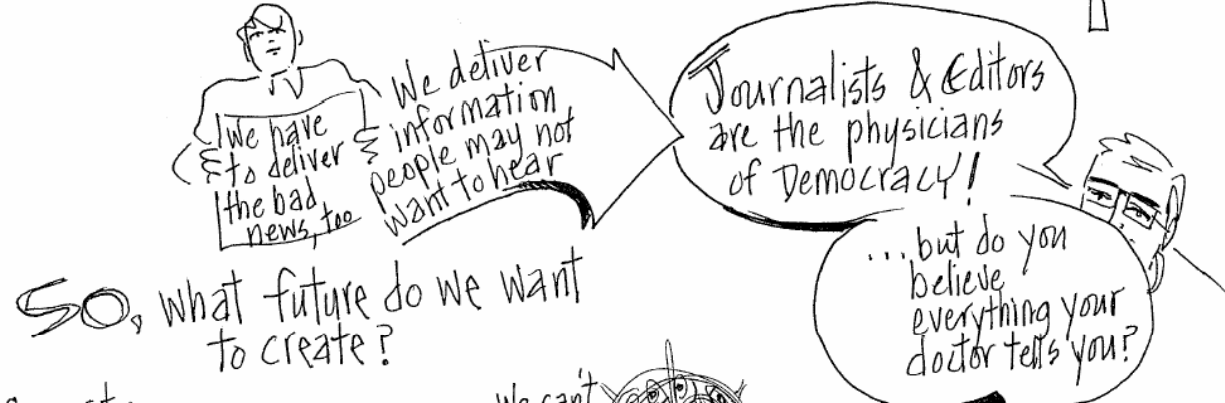
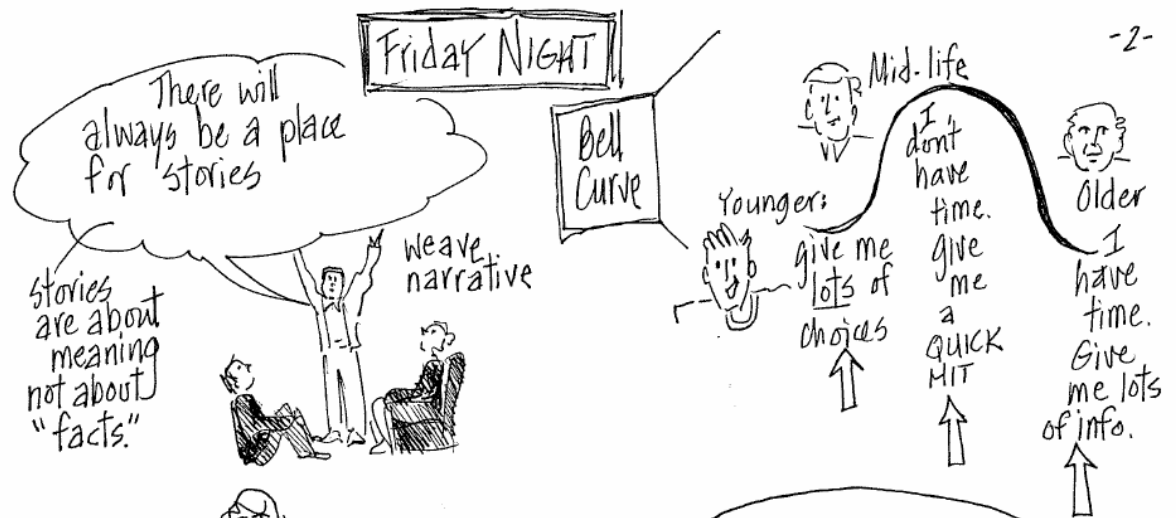


We want to self-customize

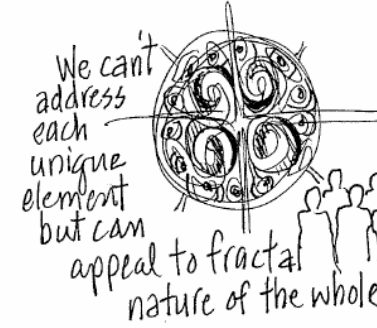
Yet, we are selecting from a narrow field

it is growing 3% - 7% - 16%

Good Journalism let's define it. It should apply to all forms of media



One or two newspapers address challenge of building the best story about a given city



"Make shit up!" like-neighborhoods create storytelling circles, telling oral histories



What is the core function we need to perform? How do we authenticate it? How do we pay for it?

