

# What I want J-Schools to be teaching students

“Convener”: Sue Ellen Christian

*At Sue Ellen’s request, people wrote ideas on slips of paper and gave them to her:*

Ethics – how to handle tragedies and not freak out

Asking questions, listening, first hand, eyewitness reporting

How to do an interview

Teach a variety of multimedia skills

Give them a sense of hope for the J. industry

Cultural literacy – and fast – by 2050 U.S. will be a majority of people of color

Writing for the web from breaking news to blogging

Let students design an alternative media enterprise for the city in which they attend school

Please teach them real “Marshall McLuhan”

Journalism students should learn to stimulate the community, to ask good questions of each other and politicians

Make sure they appreciate that news is a conversation, not a lecture

Technorati.com, blogger.com

Explore what journalism is and what it is not

Make them familiar with technology and how to do news on it

Demystify technology, encourage and allow playfulness with it

Ways to incorporate and collaborate different media forms

Ways to avoid being a lazy journalist

Teach citizens to be better journalists. What they need to do as personal journalists.

Teach media literacy and understanding of what each media offers and what doesn’t offer

See Berkeley journalism school website

- talk
- shared news
- connection among younger generations

Generational differences here are valuable

Opportunities showing up from Challenges

This is a shift that crosses generations — a "cohort shift"

Democracy

Community

Journalism

How does this nexus fit with migration to web?

IDEA:  
Where the conversation takes place (like in Café & Bars) is a source of revenue for journalism

"The Connected Republic" / Cisco Systems re. breakdown of govt

Potential of new ideas -- that could be done now, & others worthy of funding?

Optimism, enthusiasm of younger generations is inspiring! so is potential of the new model

SAT PM  
Frogs & Editors Reflections



Get signal: pull down from congress  
share locally — work with Melinda's org.

Work with Reclaim the Media to Interview James Ye Chaplain who was framed

"opening the dream" Fetzer video we could broadcast

News Café

"Open Space"



This is now an opportunity to tap our wisdom (not be lectured to).

- Taking away a new sense of hope for our industry
- Glad we are able to support one another — stay in conversation & stay enthusiastic

SAI. Night 1 Oct 8

# What is possible?

we could sub to <sup>local</sup> "J" Journalists help build WiFi access



small "j" journalists use electronic resources, scan for patterns, etc.

Partner with community & local news resources, papers etc.

go into community ask what they want us to provide:  
 Basic info?  
 Forum?  
 Analysis of complex issues?



Journalists + Community Journalists who are community members.

Open Source news gathering  
Co-op or other shared responsibility  
"Basic rate" like cable; pay more for extras.

Which stories do you want?



Unify the community

began where we found a community who were not served



Find out where passion is - go there & report



or go to urban area that is poorly served, or ethnically isolated, other affinity group



"COMMONS"

Media Center. Training.



WiFi network access

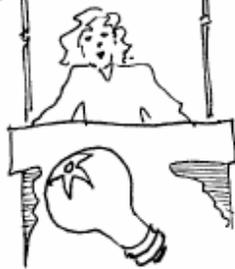
internet News Cafe

Could sell newspapers, magazines  
Diverse ownership

"Journalism Peace Corps" go out into communities

from multiple sources

Marketplace of Ideas



Re-think what Journalism can be.

# What is Possible!

Partner with community

Build models, experiment  
Share best practices

Seek alt. sources of funding

If you like this article, send a tip to the citizen journalist



Audience  
Profit  
Feedback  
Sustainability  
of Performance  
MEASURES

How are we doing?

Determine its viability over time

People PAY for what they're passionate about!



Website = 4% of newspaper revenue



on the horizon on the web

Click on "I want to buy"... seller pays if sale goes thru'

Fresno Calendar etc

Free Daily Paper

Thanks!

Thanks We needed this!



# Exploring A New Economic Model For A Newsroom Built On Community-Based, Interactive Journalism

**SUMMARY:** Could journalism survive and prosper under a different economic model built around an interactive, community-based news coverage philosophy?

This question engaged a group of talented legacy media journalists, New Media entrepreneurs, journalism think tank executives and journalism professors who gathered during a weekend retreat in October, 2005.

Their thoughts and ideas were part of the Journalism That Matters conference hosted by the Fetzer Institute in Kalamazoo, Michigan.

Here is a working outline of the business plan and journalistic concept that emerged from these discussions.

## **The newsroom and news gathering**

This operation begins with a newsroom. The newsroom will be built from scratch, outside the corporate and institutional structures of current big media companies;

The newsroom employs the most talented journalists available who are committed to community-driven, interactive journalism that works directly with citizens to conceive, shape and produce the news; Staffers may come from disaffected journalists and managers who have left the business, young New Media students and entrepreneurs, community members, including retirees,

The newsroom generates content through three tiers of news-gathering:

Tier 1) Hyper-local community-contributed content; stories, photos, e mails;

Tier 2) .Content shaped by reader suggestions and content gathered with the help of journalists in the newsroom. Examples: aggregation of blogs, summary of e-mail inquiries, etc.

Tier 3) Big –J stories written, photographed, recorded by professional journalists

The newsroom presents news on the most appropriate platforms for the audiences being served. All journalists need some familiarity with multimedia presentation.

## **Community connections to the newsroom.**

The newsroom goes where it is invited and works directly with the community to define a news-gathering philosophy and establish what the community expects from the newsroom.

A community oversight board serves as board of directors for the newsroom.

All journalists work directly with smaller groups of community members who have special interests and knowledge of topics of particular interest to the community.

A community marketplace of story ideas serves as a key driver for where the journalists focus their attention and work, and where community contributions are sought and developed.

The newsroom organizes community forums, conversations, seminars to help work through issues and challenges facing the community. Publishes results, keeps conversations going.

An open-source model for news gathering allows everyone in the community to community to review stories in progress, comment on them, offer suggestions, leads, and additional information.

Community self-publishing allows community members to post community items, calendar items, neighborhood news, local sports, for others to see.

Tracking, posting and publishing results from electronic spiders and robots search the Web for daily content about the community developed by others around the region, nation, and world. Edited by new kind of 'triage editors.'

Develop news bus that visit key public gathering sites/events where people are invited to contribute to the news content. Examples: Fans at stadiums after big games. Movie theaters after opening of new films to get instant reviews.

Build a Wi-Fi network in the community; provide free or at a discounted rate low-cost laptops or personal computing devices to community members so they can access news content online; possibly as part of paid subscription, or Cable TV business model.

### **New business model to support this newsroom**

This model operates with a positive cash flow, but is more akin to a non-profit organization, a foundation, or a co-op and does not assume the profit margins of today MSM.

The newsroom seeks community investments in the newsroom. These could come from a variety of sources including;

- Sell shares; organize a co-op, in the local news operation.
- Developing a 'utilities model' whereby a community taxing agency or non-profit agency offers regular support to the newsroom, and has some oversight responsibility for it.
- A cable TV model, where users pay a monthly fee and can access a tier of services (extra sports, more on business, etc.) for different fees.

- Supporters who `buy` certain added content features, reporting efforts and pay through a `tip jar` for content they like.

Some funding will come from alternative sources where conversations occur in a community.

For example, the organization would buy and then develop a News Café that sells coffee, desserts, etc. and serves as a community gathering place where café visitors can post community news, answer newspaper-generated e mail questions, write a story, respond to a story or interview request. And, community members can come and write, speak, sing, with their commentary posted as part of the news report.

The organization could buy and develop a community center where events are held, concerts are held, town hall meetings are convened. These events, in turn, would lead to conversations and news coverage for the newsroom to track and report.

Ask foundations to fund a test of this model as an alternative to today's media and as a way to build community.

Sell online/print ads.

Work with local activist groups, churches, unions, retirees who might want to support a different business model.

### **Where and how to launch**

Option 1: A smaller town that isn't served by a newspaper, TV station, radio, or served poorly by these media.

Option 2: City model: Identify a segment of a larger urban area that is not being served by dominant media.

Option 3: Affinity/non-geographic model; identify an ethnic group, age group, or interest group that is not being served.

### **Next steps:**

Identify core group interested in pursuing the model.

Identify communities that could be receptive to the project.

Meet with the community to pitch the idea and gauge reception.

Test it.

## “Journalism that Matters”

(Sung to the tune of Jacob 's Ladder)

We are journos, getting sadder,  
As the bottom line grows badder;  
Losing readers to online chatter  
We need Journalism That Matters;

Conversations, not a lecture,  
Telling stories, not conjecture;  
We know something's got to give,  
If battered journalists can live!

Master narrative, where are thee?  
Can the public join the party?  
We need hope, and joy and fun,  
Or stick a fork in us, we're done;

Now we packing going home,  
Taking with us, notes in a tome,  
Will we change the world we live in?  
That's the challenge we've be given;

(For Best results, consume at least 2 glasses of wine prior to singing)

## “Journalism that Matters” 2.0

(Sung to the tune of Jacob 's Ladder)

We are journos, getting better,  
As the bottom line grows badder;  
Joining readers in online chatter  
We need Journalism That Matters;

Conversations, not a lecture,  
Telling stories, not conjecture;  
We have something great to give,  
To help our communities to live!

Master narrative, we're for thee;  
Yes, the public will join the party.  
We need hope, and joy and fun,  
'Cuz our work is never done;

Now we're packing, going home,  
Taking with us, notes in a tome,  
Will we change the world we live in?  
That's the gift that we've been giv'n.

(For Best results, consume at least 2 glasses of wine prior to singing)

Interesting...



Boingboing.net

Worldchanging.com

globalvoices.com

collisiondetection.net

metafilter.com

Visibleearth.nasa.gov

Amazon.com

Businessweek.com

Stewouting.org

insidebayarea.com

/disaster

click on chronicle

the response

FUN



Blogs & Websites

Technorati.com  
(blog search engine)

Buzzmachine.com

Gawker.com

Sourcewatch.org

Refdesk.com

Alternet.org

Openspaceworld.org

Blogger.com

Poynter.com

Americanrhetoric.org

Opensecrets.org

Spokesmanreview.com

Xanga.com

livejournal.com

Wikipedia.com

UNUSUAL!



J-learning.org

reclaimthemedias.org

waiterrant.net

mediacenter.org/digitalthink

Cyberjournalist.net

Artsandlettersdaily.com (or org?)

Artsjournal.com

pressthink.org

sharkmarket.com

GREAT



google:

"clublife"

"true porn clerk stories"

"OhMyNews"

dogpoopdog