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

Learning NewsRoom report:
80% of news people under age 30 want out!

People in Newsroom turn over at 2.4 years on average:
Job is Demanding
Passion is Missing

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

Maybe I'll go into PR

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

Daily coverage of schools, govt & other activities only in local paper.
maybe reporting on issues more & meeting reports less
or get reports from people in community who are directly involved.

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:
talking to dry, boring meetings
and 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.

Google: Epic 2015 look at scenarios/Matt

My Grandpa reads newspapers!

My source of news? Yahoo.

MSM is stuck in business/Wall Street-driven model

Traditional "journalism" is crumbling. When it comes to newspapers
Why should a young person join?

Center for Public Integrity in Washington DC is a better place to work!
One certainty: CHANGE

How can MSM stay in the mix?

What is going on is greater than we are—people will always want to make choices. How much can one "citizen" take in, digest, discern, share?

How vulnerable are we to being (more) doped?

Who is the person giving me this information?

Each person paid per hit

"egalitarian" empowered consumers

A handful of corporations may control the pipeline

Alternative sources come into light more as mainstream media crumbles

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

WHERE ARE THE checks & balances... & filters?

We don't have effective gatekeepers. Now...

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

How many people look at blogs in US?

It is growing. 3% - 19% - 16%

Yet, we are selecting from a narrow field.
There will always be a place for stories. Stories are about meaning, not about "facts."

Weave narrative. We have to deliver information, people may not want to hear.

Younger: give me lots of choices, give me a quick hit. Older: I have time, give me lots of info.

Journalists & Editors are the physicians of Democracy!

So, what future do we want to create?

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

We can't address each unique element but can appeal to fractal nature of the whole.

"Make shit up!" 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?

Smart Mobs (book) people live on cell phones - Japan, Norway, Denmark.