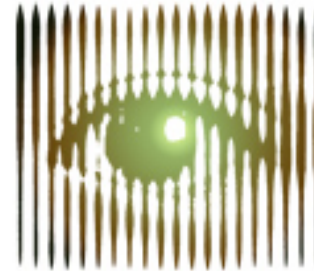


JOURNALISM
that matters



**Where We've Been and
What We're Up To**

October 11, 2010

Mission

JOURNALISM THAT MATTERS

convenes, connects, and inspires the diverse, engaged people who are shaping the new news ecology by

- Hosting conversations that spark innovation;
- Engaging journalism's ecosystem:
reporters, editors, publishers, videographers, photographers, media educators, reformers, volunteer journalists, and audience;
from print, broadcast, and online media, both mainstream and entrepreneurial;
- Cultivating a community of pioneers who are shaping the emerging news and information ecosystem.

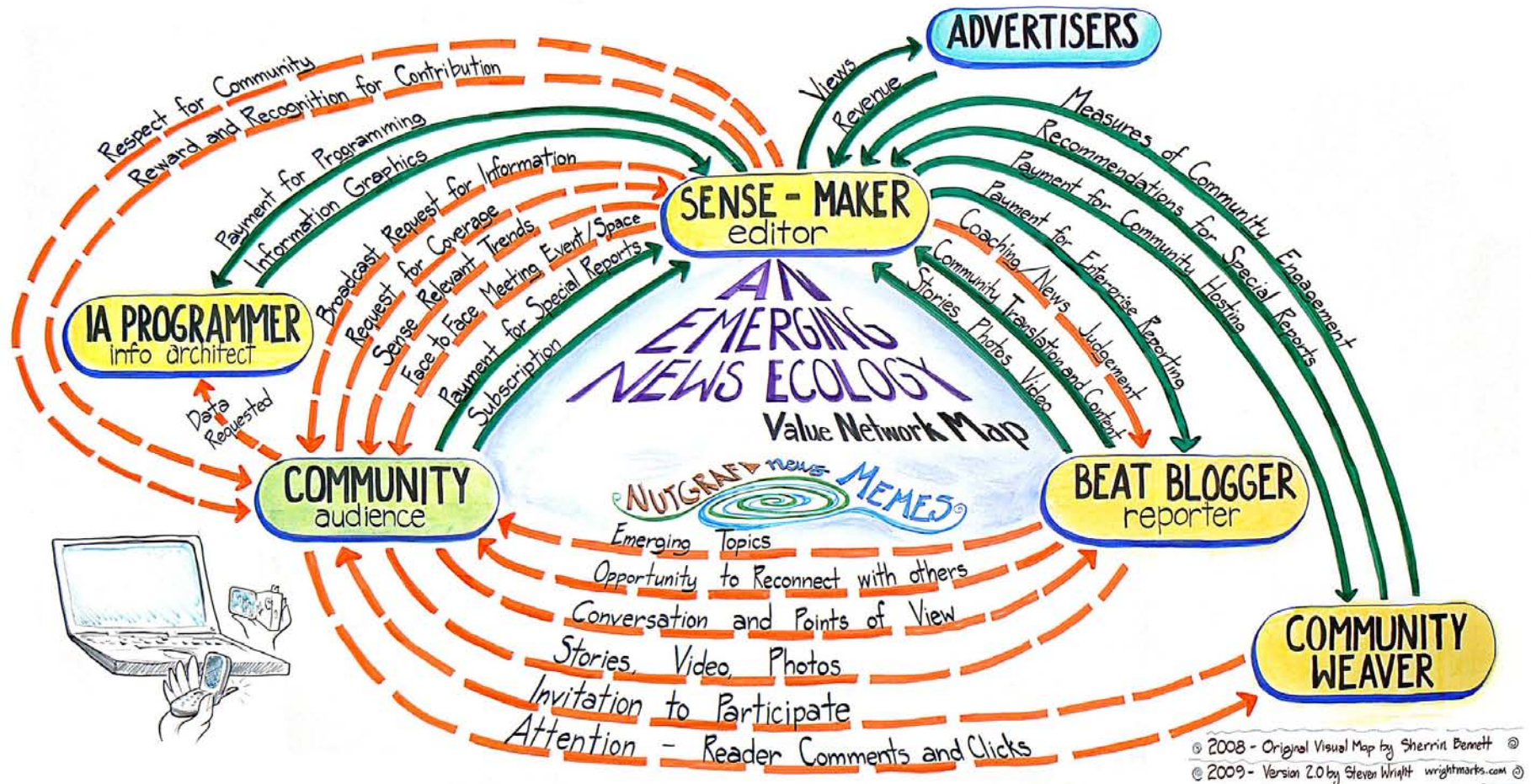
Outcomes from JTM

- Participants stretched, refreshed, and inspired to pursue innovations
- New and often unlikely partnerships
- Breakthrough initiatives
- A community of journalism innovators
- A growing culture of journalism innovation

Mapping the News Ecology Traditional



Mapping the News Ecology Emerging



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What We've Learned About the New News Ecology

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Journalism's purpose...

Traditional Newsroom




AN EMERGING NEWS ECOLOGY

<ul style="list-style-type: none"> ● to provide people with the information they need to be free and self-governing 	<ul style="list-style-type: none"> ▶ to inform, engage, inspire, and activate people to be free and self-governing Citizens
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Content that...

Traditional Newsroom




AN EMERGING NEWS ECOLOGY


<ul style="list-style-type: none"> ● publisher owns & creates ● arouses ● answers who, what, when, why & how ● paws around the ads ● follows the inverted pyramid ● offers an A vs. B. narrative ● informs ● editor-centric 	<ul style="list-style-type: none"> ▶ public owns & creates ▶ inspires engagement ▶ answers who, what, when, why how, and <u>what's possible now</u> ▶ serves the greater good ▶ is edited for readability, not style ▶ expresses systematic narrative ▶ informs, connects people & ideas, inspires & activates ▶ community-centric
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Large organizations bring credibility; small organizations bring heart. Collaborate.


What We've Learned About the New News Ecology

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Education...



- for journalists
 - ▶ for:
 - journalists
 - the public
 - "citizen journalists"
- in journalism's values, craft & tools
 - ▶ in:
 - media literacy for everyone
 - journalism's values, craft & tools
 - the art of engagement

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Economics...



- ad supported
 - ▶ multiple sources of support
- high cost production & distribution
 - ▶ low-cost production & distribution
- most of the cost is not journalism profit-driven
 - ▶ costs mostly journalism related mission-driven

What We've Learned About the New News Ecology

Journalism is entrepreneurial AND serves the public good.


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Journalism as...

Traditional
Newsroom

AN
EMERGING
NEWS
ECOSYSTEM

- lecture ▶ Conversation
- one-to-many ▶ many-to-many
- low tolerance for experimentation ▶ community of innovation
- central authority ▶ community connector
- knowledge-centric ▶ relationship-centric
- valuing relevant, timely, accurate info ▶ valuing relevant timely accurate & transparent info

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Journalist as...


Traditional
Newsroom

AN
EMERGING
NEWS
ECOSYSTEM


- gatekeeper ▶ sense-maker
- outsider ▶ community member
- lone wolf ▶ collaborative partner
- focused on the external world ▶ focused on their inner life and the external world
- expert, arbiter of truth ▶ coordinator, facilitator, convener, evaluator, refiner
- professional, dispassionate ▶ professional & citizen, passion in the mix
- content creator, skeptical of experimentation ▶ content creator & guide innovator

What We've Learned About the New News Ecology

*Communities take responsibility for their own story.
One strategy: embed journalists in the community.*

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Stories sourced...



- from within the news organization
- ▶ from many people and places
- are deadline driven
- ▶ and continually unfolding

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Stories disseminated...



- media specific
- ▶ multi-purpose (e.g. print, broadcast, web, podcast, cell phone, etc.)