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.
Innovation Generator
Events To Date

March, 2009  
Poynter Institute, St. Petersburg, Journalism in the New News Ecology, 88 people. 
Emerging theme: **Journalism is still about the public good and now it is entrepreneurial.**

January, 2010  
Seattle, Re-imagining News and Community in the Pacific Northwest, 250 people.  
Emerging theme: **Large organizations bring credibility; small organizations bring heart. Collaborate.**

June, 2010  
Detroit, Create or Die, 94 people.  
Emerging theme: **Communities take responsibility for their own story. One strategy: embed journalists in the community.**
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
What We’ve Learned About the New News Ecology

Large organizations bring credibility; small organizations bring heart. Collaborate.
What We’ve Learned About the New News Ecology

**Education**
- for journalists
- in journalism’s values, craft & tools

**Economics**
- ad supported
- high cost production & distribution
- most of the cost is not journalism related, mission-driven

- multiple sources of support
- low-cost production & distribution
- costs mostly journalism related, mission-driven
What We’ve Learned About the New News Ecology

*Journalism is entrepreneurial AND serves the public good.*
What We’ve Learned About the New News Ecology

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