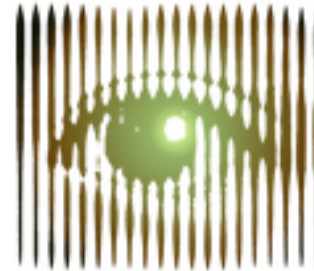


JOURNALISM
that matters



A Quick Tour of Insights From 16 Convenings

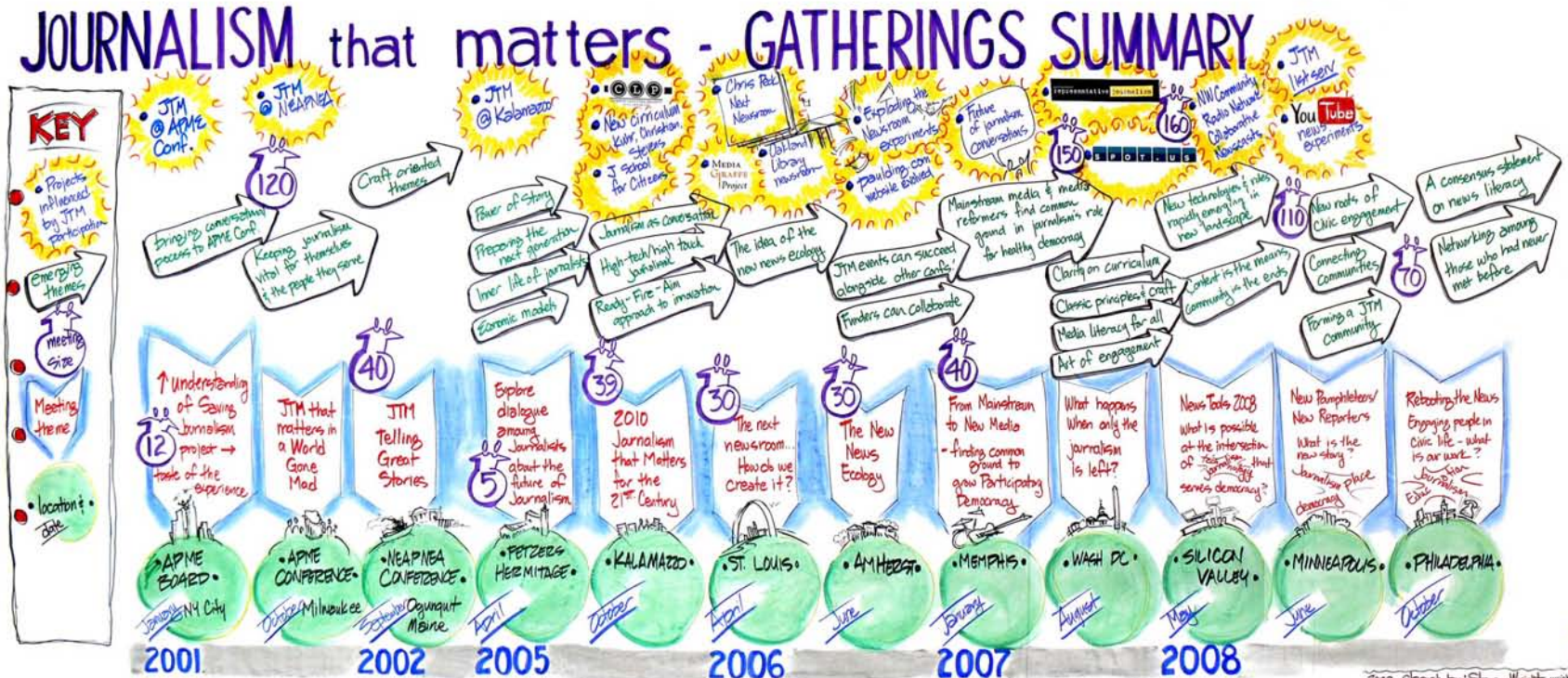
August 8, 2011

About the Insights

The images that follow summarize insights and ideas that have emerged from the 16 gatherings held by Journalism That Matters around the country between 2001 and 2011.

Events To Date

JOURNALISM that matters - GATHERINGS SUMMARY



- 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.**
- April 2011 MIT, Cambridge, Mass., Beyond Books, 130 people.
Emerging theme: **Journalists & librarians share common cause in serving the information needs of communities. Let's work together.**
- June 2011 Greensboro, NC, Create or Die 2, 52 people.
Emerging theme: **Radically new forms of news and information are emerging. Think investigative journalism delivered through hip-hop and video games.**

What We've Learned About the New News Ecology


JOURNALISM that matters 

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
--	--

JOURNALISM that matters 

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
---	--

Large organizations bring credibility; small organizations bring heart. Collaborate.


What We've Learned About the New News Ecology

JOURNALISM that matters 


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

JOURNALISM that matters 

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.

JOURNALISM that matters 

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

JOURNALISM that matters 

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


Radically new forms of news and information are emerging. Think investigative journalism delivered through hip-hop and video games.

What We've Learned About the New News Ecology

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

JOURNALISM that matters 

Stories sourced...



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

JOURNALISM that matters 

Stories disseminated...



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



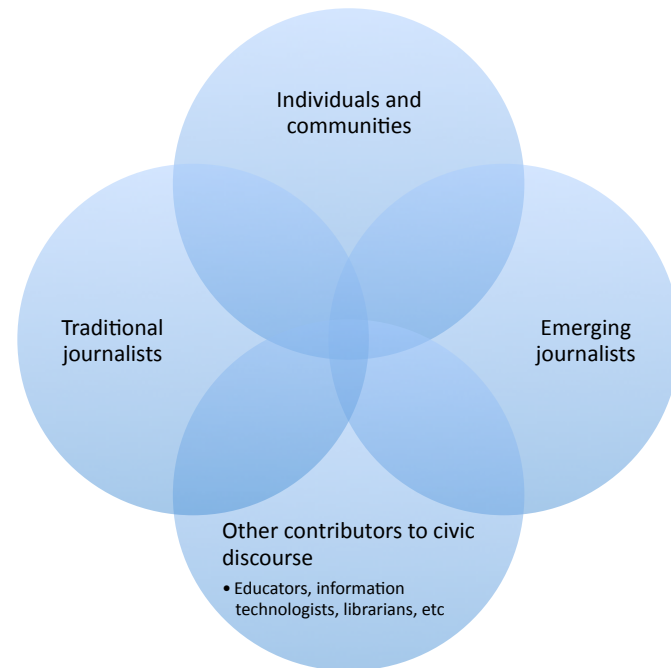
About Journalism That Matters

Mission

Journalism That Matters shapes an evolving news ecology that cultivates thriving communities. We believe journalism matters most when it is of, by, and for the people.

Who we serve

JTM serves those who are shaping the evolving news and information ecosystem including emerging and traditional journalists, people and their communities, and others who contribute to civic discourse, such as educators, information technologists and librarians.



More about JTM

Value Proposition

We serve by:

Bringing together a wide array of people so that journalism engages communities and communities engage in journalism.

Using breakthrough engagement that fosters collaboration, innovation, and confidence to address complex challenges.

Making visible the emerging principles of journalism by, for and of the people by sharing stories of the evolving news and information ecosystem.

Our Brand

JTM has a proven track record of engagement that creates breakthrough ideas, innovation, collaboration and action. It works at the intersection of journalism and communities, helping journalism sustain communities and communities sustain journalism. Our more than 1,400 participants affirm that JTM has inspired new ideas, projects, roles, partnerships, ventures, and fresh soil for nurturing participatory democracy. Journalism That Matters shapes an evolving news ecology that cultivates thriving communities. We believe journalism matters most when it is of, by, and for the people.