emerging journalism models & creative commons

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this is not a presentation about the death of journalism
journalism is thriving
true: the old business models built around delivering news are ceasing to work
but: there’s more reporting than ever ... and by a wider variety of people
this is a good thing
on the decline: old modes of news delivery
but also: television and radio news
now, keep in mind
old modes won’t go away entirely
but they will change ... and they will be complemented by companies with entirely new models
the companies behind journalism must innovate
precedent:
music industry didn’t die; it evolved
old recorded music industry: record labels, record stores
new recorded music industry: record labels, physical retail, digital retail, commercial licensing brokers, sharing/remix/collaboration platforms, curation/aggregation/discovery tools, etc.
new music industry relies heavily on free (of cost) sharing and reuse of creativity
the creative commons approach has been **instrumental** in facilitating the growth of these types of businesses
because it provides a flexible framework that makes it easy for creators to express permissions
in turn, making it easy to leverage these permissions and build businesses around them
so, back to journalism
innovative new business models are already emerging
they too rely on free and legal sharing and reuse
the creative commons approach is proving to be key in the development of these models
some examples
1) nonprofit, philanthropic journalism ventures funded by foundations and/or other fiscal sponsors
Drugmaker Paid Psychiatrist Nearly $500,000 to Promote Antipsychotic, Despite Doubts About Research

by Christina Jewett, ProPublica, and Sam Roe, Chicago Tribune - November 11, 2009

Executives inside pharmaceutical giant AstraZeneca faced a high-stakes dilemma.

On one hand, Chicago psychiatrist Dr. Michael Reinstein was bringing the company a small fortune in sales and was conducting research that made one of its most promising drugs look spectacular.

On the other, some worried that his research findings might be too good to be true.

Read more...

- High-Risk Meds, Cut-Rate Care for Chicago's Indigent Mentally Ill
- One Psychiatrist, Many Prescriptions
propublica:
* investigative journalism
* 32-person newsroom lead by former managing editor of the Wall Street Journal
* gives stories for free to major news outlets; after period of exclusivity window stories are published under Creative Commons Attribution-NonCommercial-NoDerivative Works license
Rape Victim's Choice: Risk AIDS or Health Insurance?

A woman who was sexually assaulted took the anti-AIDS drugs her doctor prescribed as a precaution, only to learn that she had made herself virtually uninsurable. This is one of the stories emerging from the Investigative Fund's citizen journalism project on the health insurance industry. Read more...
huffington post investigative fund:
* watchdog journalism
* professional newsroom staffed by reporters and editors from a variety of news organizations
* destination site with all news published under creative commons attribution no-derivative works license
2) advertising-supported citizen journalism platforms that share revenue with reporters
Report Denies That Ceylan Önkol was Killed By a Mortar Blast
W.V. Fitzgerald 20 hours ago
The Village of Şenlik in Diyarbakır province Turkey. On September 28 Ceylan Önkol went out to tend the family sheep as her mother prepared macaroni for her. According to villagers there was a sound in the air followed by an explosion, shortly thereafter Ceylan (whose ages been reported as 12 and 14) was found dead with her midsection shredded. Body parts were scattered over 150 m with some landing ... more
Rating: ★★★★★ Views: 123
Tags: Ceylan Önkol, Turkey, Human Rights.

Irresponsible reporting by some foreign news agencies directly affects Kashmir Tourism
Vijay Kumar 23 hours ago
November, 10 (Vijay Kumar) - The ministers and officers of Jammu and Kashmir government on Tuesday at World Travel Mart in London informed that some times irresponsible reporting by some foreign news agencies are deliberately aggravating small incidents adversely which directly affects the psyche of intending visitors for visiting the Valley... more
Rating: ★★★★★ Views: 140
Tags: Kashmir Tourism, Irresponsible Reporting, J&K
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* groundreport publishes stories on its site and through syndication partners; contributors are paid based on the unique traffic to their posts
* reporters retain rights to their work and can choose which creative commons license to publish under
3) community-funded reporting
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Spot.Us Thanks to all who helped (and cheered on) our NY Times story on the pacific garbage patch. It's twice the size of texas! http://bit.ly/KcjBB

Spot.us – Story: Dissecting the Great Pacific Garbage Patch
Source: bit.ly
Spot.us enables the public to commission journalists to do investigations on important and perhaps overlooked stories. We are an open source project, to pioneer "community funded reporting."

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PITCH: Bay Bridge Explained
Posted Monday, October 12, 2009 by
McSweeney's San Francisco Panorama Newspaper Project in Bay Area

When it started in 1997, with an estimated budget of $1.8 billion, the earthquake retrofit of the San Francisco-Oakland Bay Bridge was supposed to take six years.

Seemingly plagued from the start, the project remains far from completion. Every setback -- from an FBI investigation into...

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* local news: currently the san francisco bay area and los angeles, ca

* any member of the public can commission and fund journalists to report a story. contributions are tax deductible and about ten percent of contributions usually goes to spot.us.

* if a news organization buys exclusive rights to the story, donations are reimbursed. otherwise, all content is made available through a creative commons license.
example: spot.us story in the new york times
Afloat in the Ocean, Expanding Islands of Trash

By LINDSEY HOSHAV
Published: November 9, 2009

ABOARD THE ALGUIETA, 1,000 miles northeast of Hawaii — In this remote patch of the Pacific Ocean, hundreds of miles from any national boundary, the detritus of human life is collecting in a swirling current so large that it defies precise measurement.

Light bulbs, bottle caps, toothbrushes, Popsicle sticks and tiny pieces of plastic, each the size of a grain of rice, inhabit the Pacific garbage patch, an area of widely dispersed trash that doubles in size every decade and is now believed to be roughly twice the size of Texas. But one research organization estimates that the garbage now actually pervades the Pacific, though most of it is caught in the current's vortex. The condition has become an ecological concern, especially to those who work the ocean's边缘 for a living.
spot.us

* freelancer Lindsey Hoshaw used spot.us to raise $6,000 from 116 donors to pay for reporting about pollution patches in the Pacific Ocean
* The New York Times bought the story and Hoshaw’s photos; Spot.us and Hoshaw kept fees and funders were paid back
4) new twists on older models
Welcome to the Al Jazeera Creative Commons Repository

On this site you will find select broadcast quality footage that Al Jazeera has released under various Creative Commons licenses. Through Creative Commons licensing, you are able to legally share and reuse our footage. Learn More.

Video Footage from War on Gaza

We have made available our exclusive Arabic and English video footage from the Gaza Strip produced by our correspondents and crews. The ongoing war and crisis in Gaza, together with the scarcity of news footage available, make this repository a key resource for anyone producing content on the current situation.

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Al Jazeera Websites
al jazeera

* creative commons video repository: broadcast-quality video of the war in gaza, made available to anyone for use under a creative commons attribution license
* al jazeera leveraging its access to the region and the scarcity of news footage available to promote its brand
al jazeera

* international herald tribune: “In a conflict where the Western news media have been largely prevented from reporting from Gaza because of restrictions imposed by the Israeli military, Al Jazeera has had a distinct advantage. It was already there.”
Americas

Tel Aviv & Washington in crisis?
By John Terrett on November 10th, 2009

Binyamin Netanyahu addressed a major American Jewish conference on Monday, arguing there's still life in the moribund peace process. But the mood doesn't seem quite so positive in the White House.

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* print and web magazine focused on social issues and social entrepreneurship
* business model: advertising and subscriptions – with all subscription fees going to partner charities, incentivizing consumers to subscribe and partner charities to reach out to their communities
* after six-month exclusivity window, all content is published under creative commons attribution-noncommercial license
creative commons’ student journalism 2.0
Student Journalism 2.0 engages high school students in understanding the legal and technical issues intrinsic to new and evolving journalistic practices. It is a project of ccLearn at Creative Commons, funded by the John D. and Catherine T. MacArthur Foundation in partnership with HASTAC (Humanities, Arts, Science and Technology Advanced Collaboratory), the University of California, Irvine and Duke University.

UWIRE shuts down. Do you think we need a service like UWIRE for high-school journalism? How do CC licenses play in? http://bit.ly/3CcbBO 
yesterday

Do you think the Internet has killed storytelling? http://bit.ly/1qZooC 
5 days ago

Do you agree with the future of newspapers according to Dave Eggers? http://bit.ly/41cRHM (via @Slate) 
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