

emerging journalism models & creative commons

eric steuer
seminario acceso
san jose, costa rica
november 12, 2009

this is not a presentation about
the death of journalism

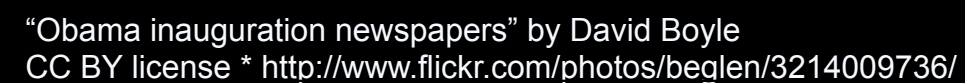
journalism is
thriving

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:

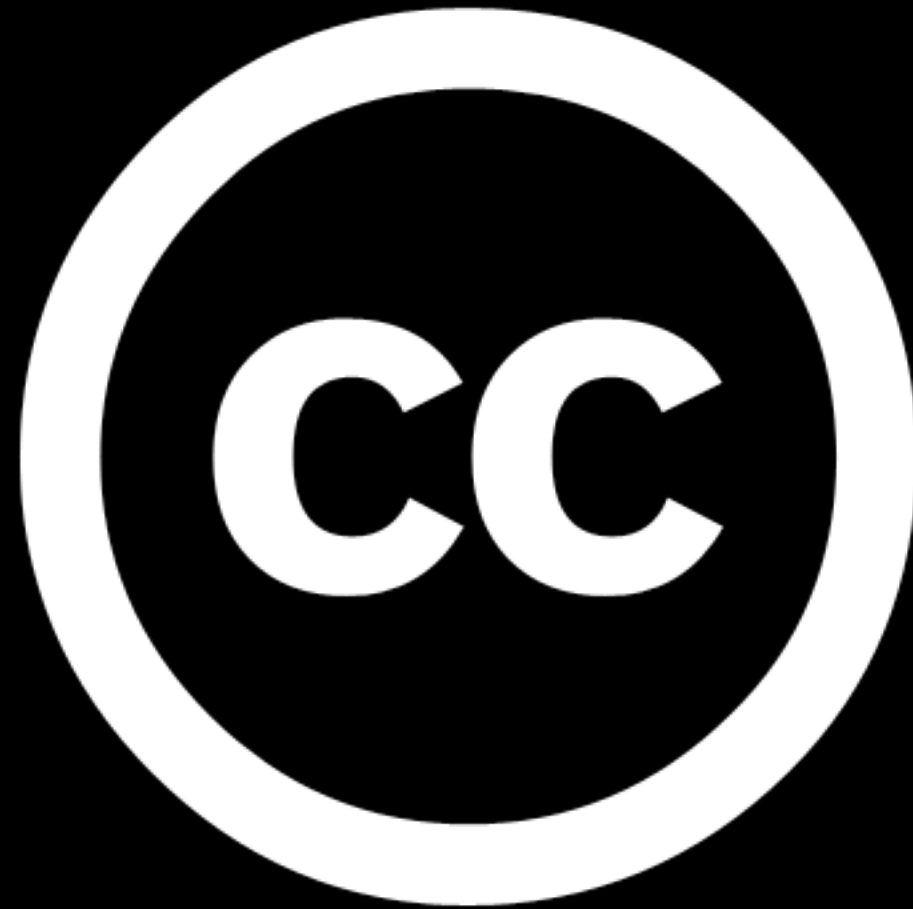
music industry didn't die;
it evolved

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

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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

hypoglycemic medication. In our experience, weight gain is not an issue with SEROQUEL, unlike some other antipsychotic medications."

—Michael J. Reinstein, MD

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.

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- [High-Risk Meds, Cut-Rate Care for Chicago's Indigent Mentally Ill](#)
- [One Psychiatrist, Many Prescriptions](#)

ProPublica Highlights

[Is New York's Marcellus Shale Too Hot to Handle?](#)

New York state officials have discovered that wastewater created by gas drilling is radioactive.

[What Health Care Reform Means For: Small Businesses](#)

Using results from a questionnaire, we're looking at how the proposed health care reforms will affect people facing common health care coverage situations. Today we look at small businesses.

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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-no-derivative works license

The Huffington Post Investigative Fund ^{BETA}

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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...](#)

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BLOG: THE RUNDOWN

The Good News From Our Citizen Journalism Project

One of the big questions in the debate over the future of journalism is whether the Internet can foster a new alliance between professional reporters ... [Posted by Adam Clark Estes, 2009-10-26 18:01](#)

Join Our Investigation: How Often Do Health Insurers Deny Claims?

Amid all the loud arguments about the proper role for government and private companies in American health care, one point often seems lost: Exactly ho... [Posted by Adam Clark Estes, 2009-09-18 14:52](#)

Report: SEC Watchdog Investigating Bank of America Fine

If you've been following Bank of America's contradictory statements about whether it

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

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Report Denies That Ceylan Önkol was Killed By a Mortar Blast

W.V. Fitzgerald 20 hours ago

Region: Turkey



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

Region: India



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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3) community-funded reporting



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Spot.us - Story: Dissecting the Great Pacific Garbage Patch

Source: bit.ly

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Liveblogging from California Data Camp

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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... [Read More »](#)

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Afloat in the Ocean, Expanding Islands of Trash

By LINDSEY HOSHAW

Published: November 9, 2009

ABOARD THE ALGUITA, 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.

[Enlarge This Image](#)



Lindsey Hoshaw for The New York Times

A spotted gray trigger fish was just big

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

COMMENTS

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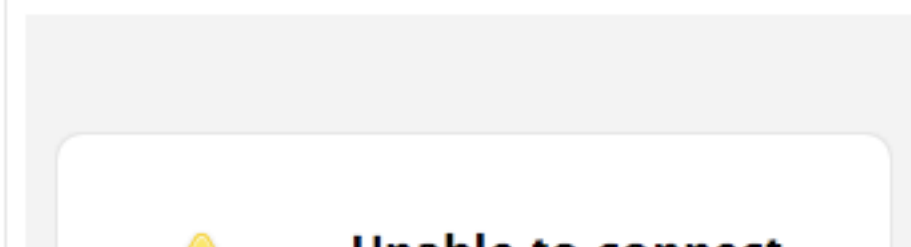
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- * freelancer lindsey hoshaw used spot.us to raise \$6,000 from 116 donors to pay for reporting about pollution patches in the pacific ocean
- * the new york times bought the story and hoshaw's photos; spot.us and hoshaw kept fees and funders were paid back

4) new twists on older models



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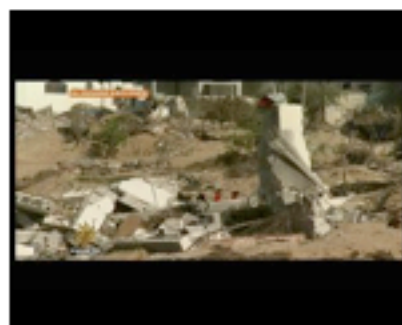
On this site you will find select broadcast quality footage that Al Jazeera has released under various Creative Commons licenses. Through Creative Commons licensing, you are able to legally share and reuse our footage. [Learn More.](#)

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.”



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Photo by AFP

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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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.



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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)
7 days ago

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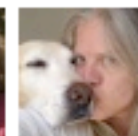
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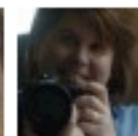
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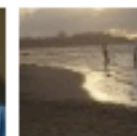
Hillary



Therese



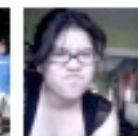
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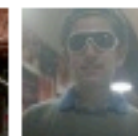
Sheryl



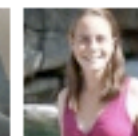
Chloe



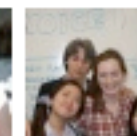
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