

# Hello Media Consortium!

Innovate or die  
(A little harsh)

**Trying new stuff us fun!!!**



This is one of  
114,513,534,234,523 ideas

- We can experiment with networked reporting, new editorial structures, storytelling tools, participatory journalism and partnerships between professional and amateurs.





# Why Experiment?

- **Rule of the Internet:** It is cheaper and easier to try something than to debate.
- Stems from “Agile and Iterative” development. Fail early and fail often.



# Why Collaborate

- \* **Content is King and is the most important.**
- \* **Collaboration is Queen and is the most powerful.**





# Foundation for Collaboration

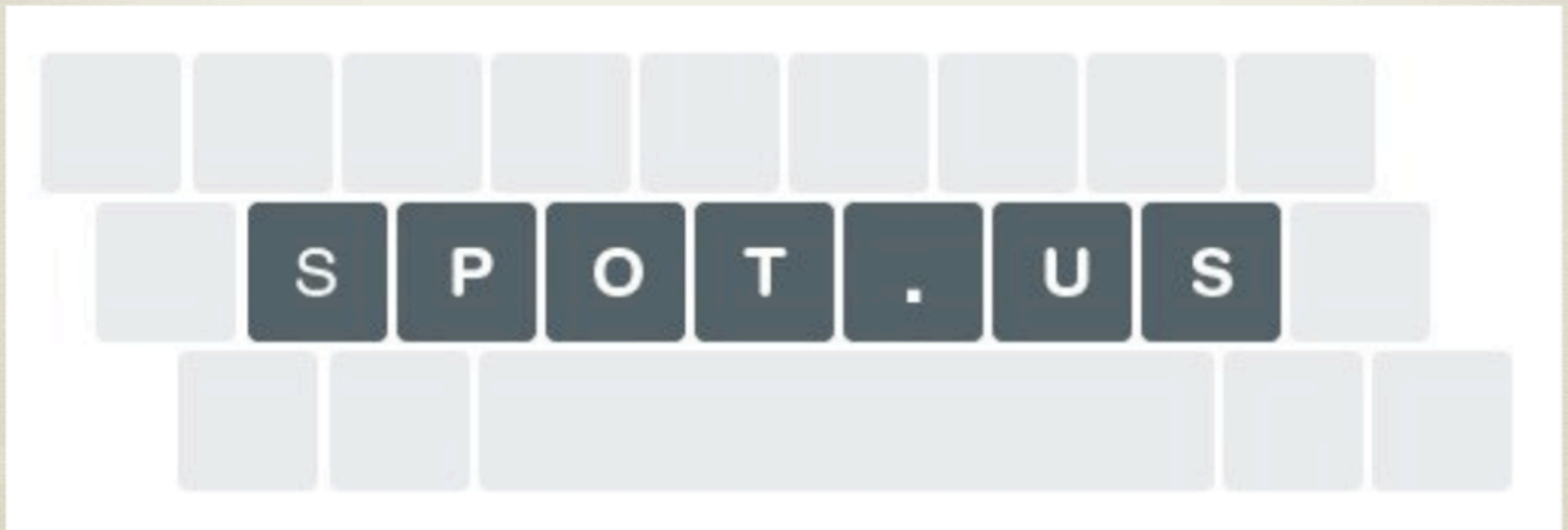
- Trust 🖐️ work with folks you can trust.
- Never forced: In the interest of all parties.
- “Buy in” with decision makers.
- Key liaison – somebody from every party who is tasked to the project.
- Commitment of time/resources and/or money from both parties. It does not need to be all three.
- The story/project. That must be at heart of it all.



# Community Funded Reporting



**The act of distributing the cost of hiring a reporter across many different people.**



You can steal this idea.

\* **No joke..... There are several ways to steal this idea.**

\* **Ask me how.**



# What Does it Look Like?



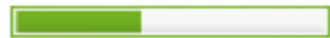
## Investor's Club: Do the UC Regents Spin Public Funds into Private Profit?

12.31.09 by [Peter Byrne](#) in Bay Area- San Francisco

With thousands of students protesting huge tuition hikes, the public needs to know who benefits from controlling the University of California's \$53 billion in Wall Street

investments. That is billion, with a B! Several very wealthy, politically powerful men are fixtures on the regent's... [Read More »](#)

**Fund this Story**



**\$4,117.00** raised

**\$5,883.00** to go



By [PETER BYRNE](#)



## Underground Economies: The Pot Biz

12.15.09 by [Ryan Van Lenning](#) in Bay Area- East Bay

As we head into the New Year unemployment in Oakland pegged at 17 percent (in contrast to 12 percent nation-wide), and with many Oaklanders deeply under-employed, tales of the underground economy--what we all do to get by

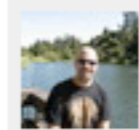
that the Department of Labor doesn't track--take on... [Read More »](#)

**Fund this Story**



**\$371.00** raised

**\$79.00** to go



By [RYAN VAN LENNING](#)



## Mid-Market Blight - Issues at the Center of our City.

12.08.09 by [Susie Cagle](#) in Bay Area- San Francisco

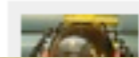
Since the city outlawed signage and tore up the thoroughfare for BART construction in 1970, mid-Market has remained an odd no-man's land in the heart of an affluent, world-class urban center. Tourists strolling down the picturesque

**Fund this Story**



**\$600.00** raised

**\$100.00** to go



By [SUSIE CAGLE](#)



# The Theory of Donating

- People donate to NPR or some Media Consortium Organizations all the time. What's the big idea?

Throwing money over a wall



VS.....



# Transparency and Control



## Mid-Market Blight - Issues at the Center of our City.

12.08.09 by [Susie Cagle](#) in Bay Area- San Francisco  
Since the city outlawed signage and tore up the thoroughfare for BART construction in 1970, mid-Market has remained an odd no-man's land in the heart of an affluent, world-class urban center. Tourists strolling down the picturesque boulevard of upper Market, shopping bags in tow, expect... [Read More »](#)

Fund this Story

\$600.00 raised  
\$100.00 to go



By [SUSIE CAGLE](#)



## Who benefits from the legalization of medical marijuana?

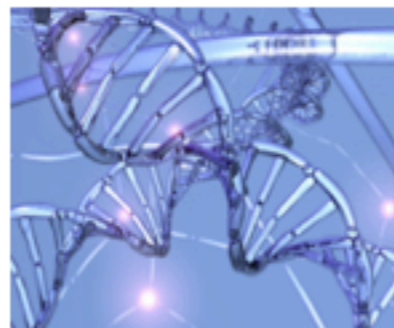
11.13.09 by [The Minister of Information JR](#) in Bay Area  
Medical Cannabis has been a hot topic in California for several years and especially since Prop 215 was passed. The debate heated up even more when, on October 19th, the Obama Administration announced that federal prosecutors would not pursue medical marijuana users and distributors who... [Read More »](#)

Fund this Story

\$130.00 raised  
\$870.00 to go



By [THE MINISTER OF INFORMATL.](#)



## The cost of the DNA backlog

11.10.09 by [Justin McLachlan](#) in Los Angeles  
A year ago, the LA City Auditor reported that the backlog of DNA samples waiting to be tested by the Los Angeles Police Department had grown to nearly 7,000 with hundreds languishing beyond the legal deadlines. This year, the LAPD says it reduced that backlog... [Read More »](#)

Fund this Story

\$745.00 raised  
\$310.00 to go



By [JUSTIN MCLACHLAN](#)



## SF city downsizing slashes workers' paychecks

11.05.09 by [Kevin Stark and Monica Jensen](#) in Bay Area- San Francisco  
The total number of employees laid off by the city since the summer budget cutbacks has been devilishly hard to determine. But beyond the numbers of people laid off, which was relatively low, we will uncover the true impact of the cuts on low- to... [Read More »](#)

Fund this Story

\$272.50 raised  
\$327.50 to go



By [KEVIN STARK AND MONICA JE..](#)



## Sounds of Silence on 'Separation Agreement' for

Fund this Story



# What does this represent?

- A new transparency and collaboration in journalism.

I'm here to see how far the rabbit hole goes and report back to the larger journalism community.

What I used  
to say....





# The Water is Fine....



Training wheels are coming off soon.

<http://sfbay.Spot.Us>

<http://la.Spot.Us> (WITH USC)

<http://???.Spot.Us>

<http://???.Spot.Us>





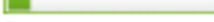

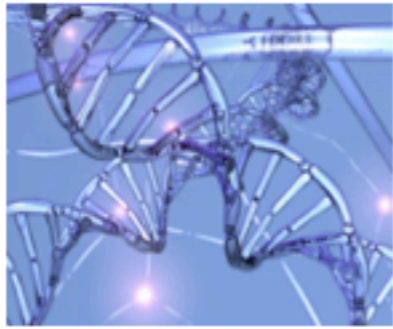







**Looking for content partners in locations around the country.**



# Not that hard to Picture.

Imagine this page filled with pitches from Media Consortium members from around the country.

	<p><b><u>Mid-Market Blight - Issues at the Center of our City.</u></b></p> <p>12.08.09 by <a href="#">Susie Cagle</a> in Bay Area- San Francisco</p> <p>Since the city outlawed signage and tore up the thoroughfare for BART construction in 1970, mid-Market has remained an odd no-man's land in the heart of an affluent, world-class urban center. Tourists strolling down the picturesque boulevard of upper Market, shopping bags in tow, expect... <a href="#">Read More »</a></p>	<p><b>Fund this Story</b></p> <p></p> <p><b>\$600.00</b> raised \$100.00 to go</p> <p> <a href="#">By SUSIE CAGLE</a></p>
	<p><b><u>Who benefits from the legalization of medical marijuana?</u></b></p> <p>11.13.09 by <a href="#">The Minister of Information JR</a> in Bay Area</p> <p>Medical Cannabis has been a hot topic in California for several years and especially since Prop 215 was passed. The debate heated up even more when, on October 19th, the Obama Administration announced that federal prosecutors would not pursue medical marijuana users and distributors who... <a href="#">Read More »</a></p>	<p><b>Fund this Story</b></p> <p></p> <p><b>\$130.00</b> raised \$870.00 to go</p> <p> <a href="#">By THE MINISTER OF INFORMATL.</a></p>
	<p><b><u>The cost of the DNA backlog</u></b></p> <p>11.10.09 by <a href="#">Justin McLachlan</a> in Los Angeles</p> <p>A year ago, the LA City Auditor reported that the backlog of DNA samples waiting to be tested by the Los Angeles Police Department had grown to nearly 7,000 with hundreds languishing beyond the legal deadlines. This year, the LAPD says it reduced that backlog... <a href="#">Read More »</a></p>	<p><b>Fund this Story</b></p> <p></p> <p><b>\$745.00</b> raised \$310.00 to go</p> <p> <a href="#">By JUSTIN MCLACHLAN</a></p>
	<p><b><u>SF city downsizing slashes workers' paychecks</u></b></p> <p>11.05.09 by <a href="#">Kevin Stark and Monica Jensen</a> in Bay Area-San Francisco</p> <p>The total number of employees laid off by the city since the summer budget cutbacks has been devilishly hard to determine. But beyond the numbers of people laid off, which was</p>	<p><b>Fund this Story</b></p> <p></p> <p><b>\$272.50</b> raised \$327.50 to go</p> <p> <a href="#">By KEVIN STARK AND</a></p>



# Example



## Independent Coverage of the Johannes Mehserle Trial



### Author

Thandisizwe Chimurenga



Spot.us  
\$250.00



Oakland Local  
\$250.00



New American Media

### Take These Actions!

#### MAKE A DIFFERENCE

**Fund this Story**

\$500.00 raised  
\$1,000.00 to go

due in 4 months

**Donate Talent**

1 assignments

#### Description

Story updates (0)

Comments (0)

Assignments (1)



Oakland Local, New America Media, Spot.us and others are teaming up to provide independent coverage of this trial.

More than a year after the shooting death of Oscar Grant by a BART policeman, the trial of the officer in question, Johannes Mehserle, is taking place.

Because the courts ruled that it would be impossible

for Mehserle to get a fair trial in the Bay area, the judge ordered that the case be moved to Los Angeles.

For many people in Oakland - and many around the Bay area - the question of whether there will be a thorough and accurate reporter covering these events has been an open issue. Who will report on what is happening at the trial and present an accurate and unbiased view of all parties involved? And at the same time, as media has grown more corporate, who will publish these stories?

So that we can offer independent, quality coverage of the Johannes Mehserle

#### Share



#### Watch this story

email address

SEND ME UPDATES!



**Get the Spot.us Pitch Widget**