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.
**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 »]

**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 »]

**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
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
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.
Independent Coverage of the Johannes Mehserle Trial

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 trial, Oakland Local, a new hyperlocal non-profit, has teamed up with New America Media and Spot.us to help fund this reporting effort.

Make a Difference

Fund this Story

Donate Talent

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