**Community and Journalism Meeting Agenda**

**Wednesday, September 8**

In attendance: Tracy Van Slyke and Erin Polgreen, Media Consortium, Channing Kennedy and Noel Rabbinowitz, ColorLines; Jessica Stites and Annie Shields, Ms. Magazine; Nicole Nuss, Care2; Laura McClure, Mother Jones; Don Rojas, FreeSpeechTV.

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**Organizational Goals:** What is each TMC member looking to do internally to build community and journalism?

**ARC:** Noel:Looking to engage community and use journalism to move people to action. Channing: want to try to build more community in the comments.

**FSTV:** Looking to become a citizen journalism network that brings local voices to the forefront of national progressive news.

**MoJo:** Interested in collaborative video and community journalism. A lot of citizen contributions to the spill in the gulf.

**Experiment Goals:** Participants brainstormed a few ideas for what they want this lab’s experiment to accomplish.

·      Revolutionize Advocacy Journalism

·      Enable new/insightful reporting that couldn’t be done otherwise

·      Increase Audience/Community Return

·      Use Journalism to power communities

**Potential Experiments:**

·      Work with FreeSpeechTV and The Uptake to develop a training and implementation program to engage citizen journalists from 5 cities in the creation of multi-media content.

·      Broker a deal with Public Insight Network to secure access to their source database, recruit TMC audiences for DB, and figure out how to turn those recruits into new lists for our members to use to market content to.

·      Create a database of Journalist/Programmers who can work on spec to produce interactive investigative journalism.

**Experiment Criteria:**

* Have top line goal(s) that can be shared by all participants in that small group lab.
* Address one or more of following opportunities:
  + Bring in revenue from new sources or deepening current revenue-generating opportunities;
  + Raise impact/influence of journalism (i.e. collaborations, new journalism production models, community engagement);
  + Expand reach of content to targeted audiences.
* Be scalable/replicable.
* An emphasis on experiments that are collaborative or customizable per organization is highly encouraged.

**What have we learned from our conference calls?**

**Linda Public Insight Network**

**Jessica**: Making information contribution game-like so that people are motivated into sharing. Also making a wall between marketing and content contribution. There are concerns about the shield law and legality of contributions.

**Tom Grastry of Stroome**

**Noel:** The tech platform is a nice integration of Kaltorra and drupal. Needs a significant investment to build out a community site.

**Tracy:** Potential to collaborate with partners across a network.

**Erin:** Ability to be a collaborative clipping service/archive for networks to share interviews, etc with each other and their community.

**Mark Luckie**

**Noel:** Pretty 101.  But point about deadlines was important.

**Steve Grove**

**Channing:** Lots of used for [youtube.com/direct](http://youtube.com/direct" \t "_blank).

**Don:** Reached out to him after the call and he was not responsive.

**Community and Journalism Special Guests**

Guests from several different kinds of organizations presented on their internal strategies and success stories around integrating community and journalism.

**Kwan Booth, Oakland Local: Empowering on the ground communities**

How do you engage your community? Know what and how people want to engage with content. Asked people what they were already doing and how we could help with that process. Know where your community lives and find them there.

Case Study: Oscar Grant coverage. Planning an archive for the first anniversary of Oscar Grant’s death. Started by curating content of trial coverage. Promoted via enewsletter, twitter, social networks, had a network of partners and key users that they emailed links to crosspromote.  The curation helped intro them to new people and gave them a publicity + credibility boost. Tracked everything through [bit.ly](http://bit.ly" \t "_blank). Enewsletters had the greatest long-term impact. While clicks weren’t really high, people started emailing the organization with tips and story ideas. Solicited feedback from the community re general media converage: what was bothersome, what was missing. Had many one-on-ones, conversations, etc.. with people. 1st person engagement is critical for building community.

Collaborations are about working across the network and also working to engage different organizations. Also held regular conference calls with community activists and media organizations. Oakland local also created an open forum for people to voice their opinion about the event. When you’re asking for community contributions, you have to do a lot of priming the pumps.

City of Oakland is also really engaged in this process + is partnering w/Oakland local to analyze what went wrong and how to change.

**Trainings:** Several sessions training people around the editorial process, training them on how to produce content for OL vs. just press releases.

**Joaquin Alvarado, senior vice president, digital innovation, American Public Media: Building the online community**

PIN is several things. Human network of 100K sources that are contributing their expertise to national newsrooms. News is evolving faster than most organizations can keep up with. Idea is that PIN has a layer of tools and a network analyst who can integrate internal content production with PIN’s tools and network. 50 networks by the end of the year, looking to begin working with startups and independent news organizations.

Recruitment: have done 1-1, but can be more culturally driven or based on region. Trying to encourage public perception of reporting via independent, community-based sources. As a community, we have to get smarter, faster about how we support economic models. Need to use better science in our approach to journalism. Part of what we have to do is start figuring out platforms that encourage collaboration and not competition.

**Chase Davis, California Watch and media-tech group Hot Type: The behind-the-scenes of interactive journalism**

California Watch is about 15-16 staffers, unit of the center for investigative reporting, job is to do investigative reporting and share with California news outlets. Chase has worked to develop interactive journalism projects for a number of sites, including a project on banking that accrued several million hits on its first day for MSNBC. Interactive journalism lends clarity to large scale sets of data in the way that straight prose or video cannot.

How much does it cost to produce sites primed to produce interactive coverage and engage with communities? Can take a month to create working prototypes for projects (training from scratch). Launch of TexTrib talking 50 to 100K, bay citizen was same range. CaWatch was about 50-75K. When you talk about contractors for big jobs, there aren’t a lot of people doing it.

Recommended resources for beginning coders? Flash development, backend development, layout + design, CSS, etc. First language is mysql. Rent-a-coder.com. There aren’t a lot of people that do this stuff in news rooms even. Fewer than 100 people that do that on a regular basis. Django and Rails are most commonly used to create this kind of content.

POTENTIAL PROJECT: Create a network of coders that can provide quarterly projects for news organizations. What does a software service model look like in this space and how can we pay for it without going bankrupt?

**Community and Journalism Continuum**

Building on the presentations and conversations in the morning, attendees brainstormed and identified opportunities, barriers, strategies and resources needed for successful experiments within interactive journalism, media collaborations, and community engagement/reporting.

**Interactive Journalism**

Opportunities: Easier to share, spread info, encourage return to site. Helps capture user data.

How does it engage communities/audiences?

·      Must be timely

·      Must be visually appealing

·      Must have potential to be cross-platform

Resources needed:

·      Programming Savvy. Building interactive data from scratch is a big barrier for non-programmers

·      Staff need to be trained

·      Might lack internal capacity to stay with the story and foster community

·      Needs smart promotion

What does it mean for you?

·      *Ms.* Sees opportunities to increase visibility of marginalized communities through mapping.

·      *FSTV* wants to know how to bring data vis reporting to television

·      *ARC* wants to encourage community, education, conversation and ultimately ACTION.

·      *MoJo* wants to standardize this kind of reporting and move away from one-off efforts.

·      *Care2* engages community through petitions and comment system.

**Media Collaborations**

Opportunities:

·      Sharing audiences to reach new demographic sets

·      Leveraging assets is an economic necessity

·      Shared sources can mean greater output, visibility

Resources needed:

·      Shared workspace, standards, infrastructure

·      Clear outlines of responsibility

·      Knowledge of audience

·      Commitment of staff resources

·      Ongoing promotion

**Community Engagement/Reporting**

Opportunities:

·      Users drive editorial scope of content

·      Deepen current community, expand into new ones

·      Curates unexpected voices

Barriers

·      Staff time, lack of standards, must be able to be nimble and responsive

·      Redefining practice of journalism

·      Where do you begin? Build your own or go to established community like Facebook?