

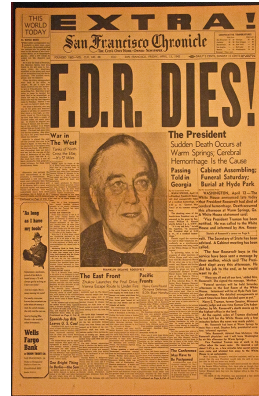
We the Media

Grassroots Journalism By the
People For the People

Introduction



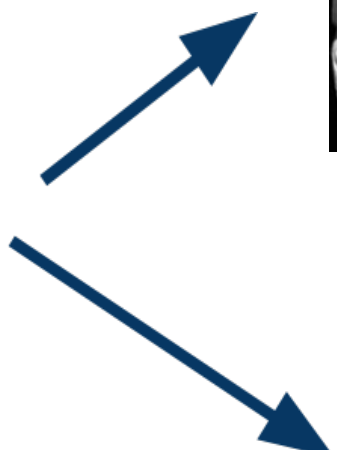
Grassroots journalism is part of the wider phenomenon of citizen-generated media - of a global conversation that is growing in strength, complexity and power.



Frozen Moments: Death of FDR - 1945

Events so important and personal that they transcend the normal flow of news.

FDR's death - radio, newspapers, extra editions and Magazines.



Frozen Moments: Assasination of JFK: 1963

JFK's death

mostly via TV

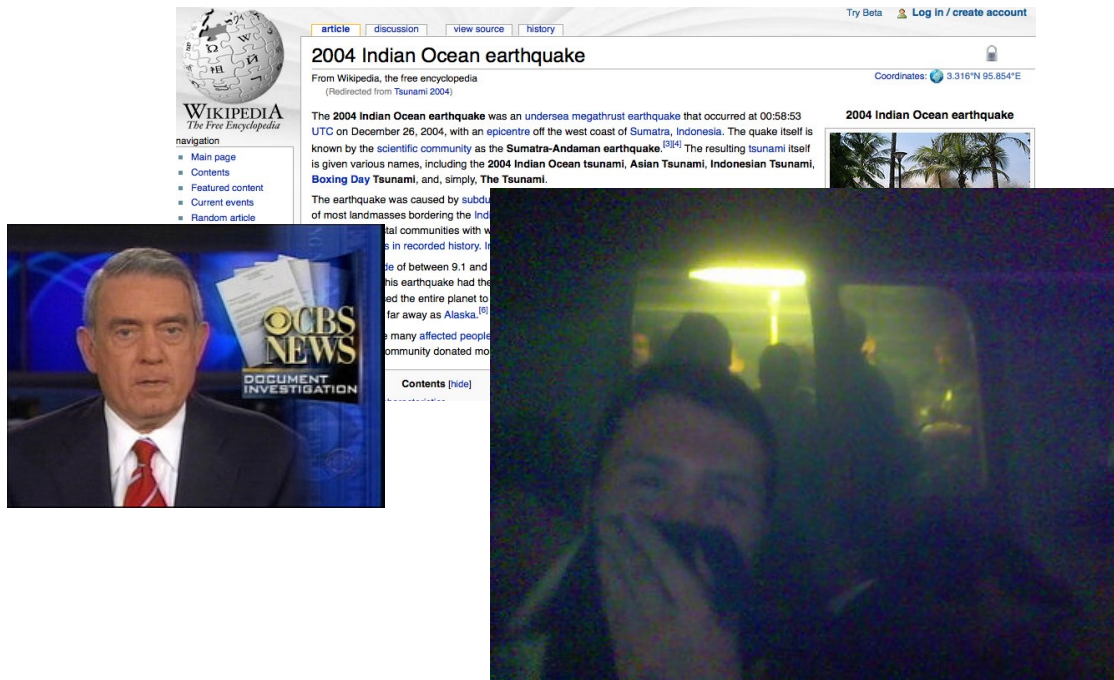
Walter Cronkite took off his glasses to blink back a tear.

Plus Newspapers and magazines and radio.



September 11th

Also via email, mail lists, chat groups and Web journals.



More Recent Events: Rathergate , Tsunami, London Bombing

Sept 2004 - Dan rather rushed a flawed report about Bush's disputed National Guard record - challenged by Bloggers.

South Asia Tsunami - blog posting and wikipedia more up to date info than traditional media

July 2005 London Subway bombings - Cell phone picture made the front page.

Also - Katrina

New Orleans Times Picayune created a weblog that becoame the front page of their new operation.

What else?

What other events can you think of and how have they been reported?

Number of Google hits on the word: "Podcasts"

2004:24

2010: 44,500,000



Velocity

In September of 2004 Doc Searls posted a blog item caled DIY radio with PODcasting. At that time a search for the word podcast turned up 24 hits.

Today 44.5 million.

Can you think of some other words that have come into out vocabulary?



Gillmore's Epiphany

He was live blogging at a PC forum event about Joe Naccio chief executive of regional telephone giant Qwest, a new monopoly in its market. He was complaining about difficulties in raising capital.

As he is blogging this, he gets an email with a link to a story about Naccio and insider trading from a guy named Buzz Bruggeman.

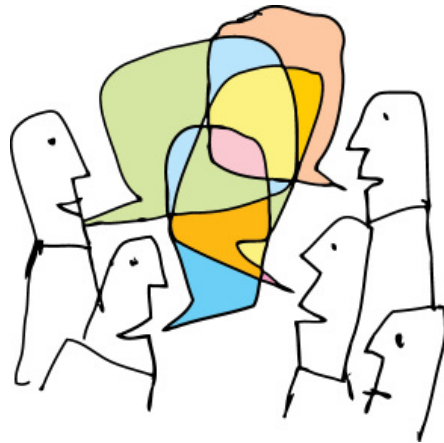
The people in the room were reading Dan's blog as they were listening to Naccio speak and there was a change in the mood of the room.

This was a tipping point for Dan. Buzz was not a journalist he was a member of the audience. Now he became part of the journalistic process.

He was a citizen-reporter whose knowledge and quick thinking helped inform my own journalism in a timely way. -



Lecture



Conversation

Transformation

Big media treated the news as a lecture. They said what the news was and you bought it or you didn't .

The communication network itself will be a medium for everyone's voice, not just the few who can afford to buy multimillion dollar printing presses.

Journalists



Three Constituencies

Dan has long taken for granted that his readers know more than he does. But the ability to shape larger conversations and to provide context will be at least as important as the ability to gather facts and report them.

Newsmakers



Three Constituencies

The rich and powerful are more vulnerable, but they also have new ways to get out their own messages, using the same technologies the grassroots adopt.

Can you think of any examples of this?

The Former Audience



Three Constituencies

Once mere consumers of news, the audience is learning how to get a better, timelier new report.



But there is a dangerous conservatism - from a business more than a political sense.

Corporate journalism is squeezing quality to boost profits in the short term.

Consolidation - Media companies are merging to create ever-larger information and entertainment conglomerates.

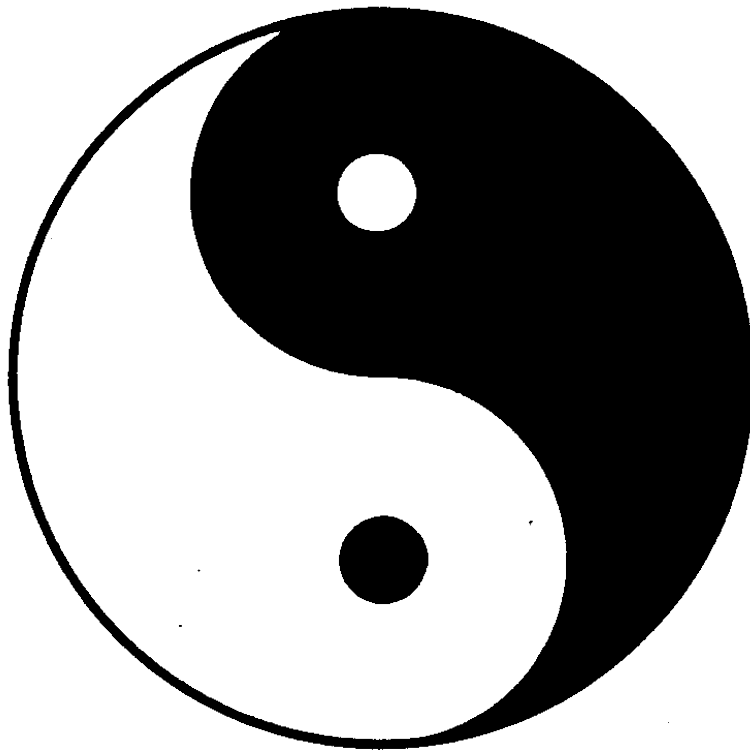
Who will do big investigative projects backed by deep pockets and the ability to pay expensive lawyers when powerful interests try to punish those who exposed them.

Also Afraid of information lockdown

Governments are uneasy about the free flow of info and only allow it to a point.

Entertainment cracking down on copyright infringement.

We cannot just assume that self-publishing will survive much less thrive. We will need to defend it.



Hopes and Dreams

Dan seeks a balance that preserves the best of today's system and simultaneously encourages tomorrow's emergent self assembling journalism.

The ability of anyone to make the news will give new voice to people who've felt voiceless and whose words we need to hear.

"In the end [citizen journalists] may help spark a renaissance of the notion, now threatened, of a truly informed citizenry."

(Gillmor, page xxix)



Do you agree?