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Out of the press box and onto the field

Nov. 17

I have a personal announcement.

I am joining up with the new venture in news that Pierre Omidyar, Glenn Greenwald, Laura Poitras and Jeremy Scahill are creating, along with <u>Liliana Segura, Dan Froomkin</u>, <u>Eric Bates</u> and others who are <u>coming on board</u> to give shape to <u>this thing</u>, which we are calling NewCo until we are ready to release the name. #

Because it <u>doesn't exist yet</u>, NewCo could take many forms. Only a handful of those possible paths will lead to a strong and sustainable company that meets a public need. Figuring that out is a hard problem, to which I am deeply attracted. So I signed up to be part of the launch team. This post explains why I made that decision and what I hope to contribute. #

One voice at the table

About a month ago, <u>I told readers of PressThink</u> about Pierre Omidyar's plans for a new venture in news, based on my interview with him and an earlier consultation when he was gathering advice. These, I thought, were the key points: #

Omidyar believes that if independent, ferocious, investigative journalism isn't brought to the attention of general audiences it can never have the effect that actually creates a check on power. Therefore the new entity — they have a name but they're not releasing it, so I will just call it NewCo — will have to serve the interest of all kinds of news consumers. It cannot be a niche product. It will have to cover sports, business, entertainment, technology: everything that users demand.

At the core of Newco will be a different plan for how to build a large news organization. It resembles what I called in an earlier post "the personal franchise model" in news. You start with individual journalists who have their own reputations, deep subject matter expertise, clear points of view, an independent and outsider spirit, a dedicated online following, and their own way of working. The idea is to attract these people to NewCo, or find young journalists capable of working in this way, and then support them well.

"Support" means a powerful publishing platform that talented journalists can bend to their will. It means an up-to-date technology company resting inside the news company. It means editors to save writers from their errors, and maintain high standards. It means first class security and encryption for reporting on sensitive stories. A legal team for when trouble calls. Training and development for young journalists who are learning the NewCo style. Ownership that has pledged to invest it all in the journalism if and when revenues exceed expenses. #

"Support" also means: "when you have a big story we bring a large audience to it." Perhaps the most challenging part of the plan is this: Not a niche product. Has to serve a more general market for news. #

"And how are they going to do *that?...*" is the one question I got more than any other in talking to people after my first post on Omidyar's plan. Runner-up: what's going to make this different from other ways to get news online? Those are good questions. So good that when Dan Froomkin and Glenn Greenwald called to ask me if I wanted to help create NewCo, I had to listen. #

I also had to ask myself: what could I contribute? I don't have credentials as an editor or a reporter and I have never started a business. Instead, I've been watching journalism evolve with the web since 2003. I've been trying to explain what makes it different in the digital era, paying close attention to problems of trust, shifts in authority and the pro-am or participatory forms that have slowly emerged since the rise of blogging around 2000. To put it another way, I have been all over this discussion: "Is Glenn Greenwald the Future of News?" I've also been advising media companies on adapting to the web and teaching young journalists — my graduate students at NYU — how to contribute to innovation in their craft. #

Nobody has titles at NewCo yet. The agreement I have with Pierre Omidyar is that I will advise on building the company and participate in planning discussions as NewCo takes shape. One voice at the table, in other words. I will also explain its approach to journalism in written pieces that resemble my essays for PressThink. I am especially interested in the civic engagement and user

participation puzzle, which is one part of ... And how are they going to do that? #

Also important: building a learning culture within the organization. (NewCo has to be its own J-school or it cannot succeed.) The contract I signed — yes, I am getting paid — is part time for the remainder of 2013. By luck I am on leave from NYU for the spring 2014 term. After the new year I can devote much more time to this venture, which I intend to do. #

NYU, where I have made my home since 1986, is a research university. The purpose of that institution is to produce new knowledge. For me and the things I write and care about, NewCo is the most exciting project in journalism today. To be involved from the beginning in the birth of a company based on these ideas is the best test of my learning that I could devise. And I'm sure it will produce new knowledge, which I will share. #

Things are going to change around here.

A simpler way to put it: This is PressThink come to life. The second part of this post (which is for the most interested readers...) explains what I mean by that. But first: my involvement in NewCo changes things between me and you, meaning: the people who read my writing and follow me on Twitter or Facebook. #

Up to this point, I have observed upon — and criticized! — the press from a position outside and independent of it. The only exceptions to that are these (previously <u>disclosed</u>) positions: Advisory board, Digital First Media; consultant, Post Media Network of Canada; director, Gazette Company of Cedar Rapids, lowa. #

Today's announcement is different. From here on, I am a player in NewCo. I'm not just giving advice to a company that pre-dated my involvement. I am involved in the effort to create something. I am being paid \$ for my participation. Unlike an "advisory" position there is no real separation between me and the people who are building NewCo from scratch. Therefore I have to publicly abandon any position as an observer or independent analyst of Pierre Omidyar's new venture in news. Out of the press box and onto the field. #

And so when I speak about it you are entitled to apply whatever discount rate you find appropriate. About the intentions of Pierre Omidyar, the journalism of Glenn Greenwald and the eventual product of NewCo I am no longer an independent analyst rendering judgment. Criticism will have to come from others. And I am sure it will. #

I cannot say "Can't wait to get started" because I have already started. And I don't want to hear anything about "saving journalism" (a phrase I detest) because it doesn't need saving and anyway that is not the plan. The plan is to build something that can sustain itself and produce excellent work. #

Part Two: PressThink come to life.

Here are some posts I've written, selected from hundreds, that will meet their test as NewCo comes to life. #

The View from Nowhere: Questions and Answers. (2010) #

The View from Nowhere is a bid for trust that advertises the viewlessness of the news producer. Frequently it places the journalist between polarized extremes, and calls that neither-nor position "impartial." Second, it's a means of defense against a style of criticism that is fully anticipated: charges of bias originating in partisan politics and the two-party system. Third: it's an attempt to secure a kind of universal legitimacy that is implicitly denied to those who stake out positions or betray a point of view. American journalists have almost a lust for the View from Nowhere because they think it has more authority than any other possible stance

The View from Nowhere won't be a requirement for our journalists. Nor will a single ideology prevail. NewCo itself will have a view of the world: Accountability journalism, exposing abuses of power, revealing injustices will no doubt be part of it. Under that banner many "views from somewhere" can fit. #

Politics: some / Politics: none. Two ways to excel in political journalism. (2013) #

If you want to appear equally sympathetic to all potential sources, politics: none is the way to go. If you want to avoid pissing off the maximum number of users, politics: none gets it done. (This has commercial implications. They are obvious.) But: if you're persuaded that transparency is the better route to trust, politics: some is the better choice. And if you want to attract sources who themselves have a political commitment or have come to a conclusion about matters contested within the political community, being open about your politics can be an advantage. That is the lesson that Glenn Greenwald has been teaching the profession of journalism for the last week. Edward Snowden went to him because of his commitments. This has implications for reporters committed to the "no commitments" style.

Just as we wouldn't force a point of view on people or expect them to fall in line, NewCo is not going to insist that everyone follow Greenwald's lead. That's not the point of a View from Somewhere approach. Rather: we think the way to stand out in a crowded marketplace is to let individual journalists shine in a way that works for them. #

The rise of the personal franchise site in news. (2013) #

Features of the personal franchise site:

- * Star journalist at the center with a large online following and cross-platform presence.
- * Editorial control rests largely or entirely with the founder and personality at the center.
- * Part of a larger media company with a negotiated balance of power between the two states.
- * Identifiable niche or niches; no attempt to be comprehensive.
- * Plenty of voice, attitude and personal expression allowed.
- * Mix of news, opinion, analysis without a lot of fuss about categorizing each.

Authority in journalism is shifting to the individual with a voice, subject matter expertise, and a following online. The structure and operating style of the company will attempt to solve for that. We don't know exactly how yet but that is part of the adventure. #

The People Formerly Known as the Audience. (2006) #

The people formerly known as the audience are those who *were* on the receiving end of a media system that ran one way, in a broadcasting pattern, with high entry fees and a few firms competing to speak very loudly while the rest of the population listened in isolation from one another— and who today are not in a situation like that *at all*.

We haven't talked about this much yet, but one of my goals as an adviser is to have built into the platform a more active role for the people formerly known as the audience. Something more than comment threads and share buttons. #

From "write us a post" to "fill out this form:" Progress in pro-am journalism. (2011) #

It took me a while to understand this myself, but I want to isolate an important fact at the outset. *Professional journalism has been optimized for low participation.* Up until a few years ago, the "job" of the user was simply to receive the news and maybe send a letter to the editor. There was a logic to this. Journalists built their practices on top of a one-way, one-to-many, broadcasting system. Most of us understand that by now. What we haven't quite appreciated is how the logic of the one way, one-to-many pipes sunk deeply, not only into professional practice, but into professional selves.

What if you optimized for three possibilities: high participation, light involvement and none—just consumption? That would be the lesson of the one percent rule of online life, which says that if 100 people gather at your site, 90 will just use the product, ten will occasionally interact and one will become a core contributor. I want to see if we can build systems for that. #

When I explained this move to my 12 year-old son, he said: Are you having a mid-life crisis? Nooooo, I replied, but as you get older (I'm 57) you have to find new challenges. "That's cool," he said, and went back to his waffles.

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65 Comments

1. Craig Silverman says:

November 17, 2013 at 7:13 pm

Congrats for signing on. Very excited to see what develops.

Reply

Jay Rosen says:

November 17, 2013 at 11:43 pm

Thank you, Craig. You are a true friend.

Reply

2. PositivelyKAH says:

November 17, 2013 at 7:14 pm

If we really want to create a reputable, thought provoking news source, it should not be all things news. Be really good at objective news on a great platform in just a few areas and then strategically grow the product. Solve the American problem of niche news by being excellent at delivering specific news sets. Then sell the brand to those of us who want to know more and don't want to be sold a point of view. Then grow the brand. My two cents.

Reply

3. Anthony Barnett says:

November 17, 2013 at 7:18 pm

Tremendous, well done Jay: News from Somewhere.

Reply

o Jay Rosen says:

November 17, 2013 at 11:43 pm

That's the idea.

Reply

4. Robin 'Roblimo' Miller says:

November 17, 2013 at 7:22 pm

Want me to work with you in this new venture? As you know, I have a unique skillset besides being a pretty good reporter and writer. I'm not much into the "journalist as star" thing; my style is far too self-effacing for that. But we should talk.

Reply

Jay Rosen says:

November 17, 2013 at 11:41 pm

For those who do not know him, Robin Miller helped create Slashdot.org before anyone knew what online community could be.

Reply

5. Catherine Kustanczy says:

November 17, 2013 at 7:27 pm

Sincere and hearty congratulations, Jay. Could you be leaving the "old" testament of journalism to go off and write your own with Mr. Omidyar et al? I eagerly await the results. Looking forward to the next chapter of your career. Every good thing & mazeltov!

Reply

 Jay Rosen says: November 17, 2013 at 11:40 pm



Reply

6. bystander says:

November 17, 2013 at 7:31 pm

Apologies in advance, Jay, for being the "party pooper"... or, the thunderhead raining on your parade...

As the Greenwald/Omidyar team has been assembling, and each round of additions has been announced, I've been holding my breath hoping that you would **not** be among them.

There are going to be all kinds of writers and critics wanting to hold this project accountable. I had sincerely hoped that you would remain on the *outside* so that you could be an arms-length observer. Selfishly (?), I wanted one person I could pretty much trust without having to verify every.little.thing that gets written.

So, kudos for your willingness to sign on. I'm sure the effort will be better for your involvement than it would have been without it. Boo-hoo, for me. And, congratulations to NewCo for getting you to agree to come aboard.

May it be a stunning success for all of you.

Reply

o <u>Dan Fenster</u> says:

November 17, 2013 at 9:21 pm

This is an interesting point. I thought about this when reading Jay's disclaimer re: observing/participating. Isn't this the point of challenging the view from nowhere? We know you're on board now Jay, got it; that doesn't mean you can't/shouldn't/wouldn't give us your most honest opinion about the organization or about news or... well, anything, right? I don't know, it sounds like you're preemptively apologizing for becoming their PR hack or something. Which I don't think you're trying to do, for the record. I think you're trying to create self-sustaining public affairs journalism.

Hm. Maybe you're just explicitly stating from the outset the Somewhere your View will be coming from, to be as open and transparent as possible. Which would make this entire comment moot.

But then again, that sort of disclaimer cuts at the inherent validity of the View From Somewhere, no? I mean, part of

this project is about individuals building credibility and a following outside of any organization or institution, then having them bring that along to a group with more resources and focus aimed at market stability. Should we be questioning the trust and reputation you guys have built individually as independents now that you're in this project, or is that contradicting your/our selves?

Reply

Jay Rosen says:

November 17, 2013 at 10:24 pm

I was trying to be as clear as possible that you should not expect criticism of NewCo and its players from me when I am involved in this way. That will have to come from others. I don't usually say something like that, so perhaps I over-stressed the point.

Reply

Michael Murry says:

November 18, 2013 at 7:22 am

"I was trying to be as clear as possible that you should not expect criticism of NewCo and its players from me when I am involved in this way. That will have to come from others." — Jay Rosen

It seems to me that you recently expected CBS Sixty Minutes to rigorously criticise themselves and their own work product when you and others thought it didn't meet accuracy and source credibility standards. If you can't apply that same open and self-critical expectation to yourself, then you should seriously rethink this project.

Reply

■ Big Bob W says:

November 18, 2013 at 9:12 am

Michael Murry is spot on. Maybe instead of rethinking the project, you can rethink your stance on reflexivity and the importance of your freedom/willingness to critique of NewCo going forward...

Reply

■ Big Bob W says:

November 18, 2013 at 9:13 am

otherwise, it's merely:

Meet the NewCo boss, same as the old boss...

■ Jay Rosen says:

November 18, 2013 at 9:57 am

Well, let me try again. Obviously if NewCo screws up a big story, NewCo will have to suck it up and look at what went wrong and try to be as open and honest as it can. Self-reflection, self-criticism will be fully in order. You can expect me to push for that from the inside. And maybe I will write about it, as well.

What I meant is: during this period when NewCo is just a concept and all we are doing is announcing things and making plans, I am not going to be criticizing the people I am teaming up with. I won't be writing essays on, say, the flawed premises in Omidyar's new venture, which is the sort of thing I might have done at a blog called PressThink, because if I think a premise is flawed it's my job to argue for that view inside the organization. I have never had that role before.

Thus: "You should not expect criticism of NewCo and its players from me when I am involved in this way."

I don't think it's that hard to understand why I say that.

Reply

7. Karen Unland says:

November 17, 2013 at 7:31 pm

I am cheering for you so hard in this. Your observations from the press box have made such a difference in the way we think; when tested in the field on a team where you have real influence, just imagine.

Reply

Jay Rosen says:

November 17, 2013 at 11:39 pm

I'm nervous about it. But thanks, Karen. You have been such a loyal reader.

Reply

8. Dan Fenster says:

November 17, 2013 at 7:36 pm

Hm. Still feels vague to me, but I am extremely excited. Hell of a team.

Reply

Jay Rosen says:

November 18, 2013 at 10:08 am

It feels vague because it is vague. After all, we aren't publishing anything yet.

Reply

9. Howard Weaver says:

November 17, 2013 at 7:39 pm

Congratulations, Jay. You're in a great position to help make this a success, which I devoutly hope it will be.

\-\\

Reply

o Jay Rosen says:

November 17, 2013 at 11:39 pm

That means a lot to me, Howard.

Reply

10. Alan Mairson says:

November 17, 2013 at 7:52 pm

Wow. Congratulations, Jay! I'll miss your commentary & criticism from the pressbox, but I can't wait to see what's about to unfold on the field. Best of luck to you & your new teammates.

Reply

o Jay Rosen says:

November 17, 2013 at 11:38 pm

Thank you so much, Alan. That worried me but... I had to make a call and I made it.

Reply

11. Dean Wright says:

November 17, 2013 at 8:08 pm

Congratulations, Jay.

NewCo couldn't have done better in hiring someone who has been such a thoughtful observer and critic of the evolution of journalism.

This is one of the most exciting ventures to come along in a long, long time.

Reply

o Jay Rosen says:

November 17, 2013 at 11:37 pm

Much appreciated, Dean.

Reply

12. AnonyMouse says:

November 17, 2013 at 8:14 pm

Ok Jay, you've made your bed with Omidyar.

Do you know how bloody the sheets you're sleeping in are? Are you aware of his extremely unsavory connection to the microfunding scandal in India?

How he financed & supported an organization that led to the death of up to 200 indebted peasants?

How agents who worked for the organization he funded encouraged women to commit suicide? And prostitute their daughters! The part where they were stripped of their jewelry first adds special resonance.

But don't let me tell this story. Let's let the AP do it, ok? http://finance.yahoo.com/news/ap-impact-lenders-own-probe-080122405.html

Ah, the jewelry of the dead. Which part of your awesome new publishing platform will that finance?

This is only 1 of Omidyar's fascinating adventures in underdeveloped nations. There's so much more, Jay, should you do your homework. Too late now, tho'. You're on board.

Reply

o bystander says:

November 17, 2013 at 9:39 pm

IMO, you're wading in a really shallow pool "Mouse." The problem of Omidyar's foray into micro-lending – while not minor – is only a piece of a *potentially* bigger issue; ie, that of Omidyar's *apparent* support of/belief in the neo-liberal project. Ames and Levine take that smaller story and run with it to cast a wider net.

Interestingly, given Ames and Levine's premise, what they seem to leave untouched is it's not some "L/libertarian" supporting and providing a platform for "anti-statist" writers. Rather, Omidyar is assembling a group of writers who have written critically of various aspects of private-public partnerships (Third Way/Neo-Liberal: market will solve all 'stuff'). Whether it's the prison industrial complex, defense contractors, national security contractors, corporate campaign finance, the courts and the justice departments multi-tiered sentencing ... these writers have been less anti-government than they have been critical of the way corporations, the elite and "establishment" entities work with/through/on government to routinely thwart democratic processes and subvert democracy itself.

I'm a lot less willing than you to paint "guilt by association," but – (emphasizing!) to the extent that Ames and Levine's reporting is accurate – I do think it is an interesting discontinuity. Still, as Jack Shafer observes:

Jack Shafer @jackshafer

.@Pierre is so rotten rich he can hire friends, enemies, critics, and bystanders and still put out a good product.

I have a great deal of respect for the team that has been assembled so far. My money's on them. But, we'll just have to wait and see.

Reply

o Bill Michtom says:

November 17, 2013 at 9:42 pm

Nowhere in that story does Omidyar's name appear. Nor do I see his name when looking at Wikipedia entries for the companies mentioned.

Care to support your accusations?

Reply

13. Jerry Ceppos says:

November 17, 2013 at 8:41 pm

Congratulations, Jay! We'll have to invite you back to the Manship School!

Reply

14. Montecarlo says:

November 17, 2013 at 8:58 pm

Good Luck.

I think your new journalism venture could potentially change how we look at politics. Our current coverage is mostly from people who relish their access and insider's knowledge. Bill James is a baseball writer who in 1984, he wrote a very good essay, Inside Out Perspective about writing from an outsider's vantage point.

I've never said, never thought, that it was better to be an outsider than it was to be an insider, that my view of the game was better than everyone else's. It's different; better in some ways, worse in some ways. What I have said is, since we are outsiders, since the players are going to put up walls to keep us out here, let us use our position as outsiders to what advantage we can. Let us back off from the trees, look at the forest as a whole, and see what we can learn from that. Let us stop pretending to be insiders if we're not. Let us fly over

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the forest, you and I, and look down; let us measure every tract of land and map out all the groves, and draw in every path that connects each living thing. Let us drive around the edges and photograph each and every tree from a variety of angles and with a variety of lenses; and insiders will be amazed at what we can help them to see. Or maybe they won't; who knows. But anyway, we'll have some fun. Snake oil, \$1.95

Reply

o Jay Rosen says:

November 17, 2013 at 11:33 pm

Nine years ago:

http://archive.pressthink.org/2004/01/03/inside_baseball.html

Reply

15. Dick Tofel says:

November 17, 2013 at 9:18 pm

It will be a shame, Jay, to lose the benefit of your independent critique of this new venture— and also of its competitors, with respect to whom you're now, of course, conflicted. But I wish you the very best of luck with NewCo, both creatively and commercially.

Reply

Jay Rosen says:

November 17, 2013 at 10:08 pm

I thought for a long time about that. It was the hardest part of my decision by far.

Thanks, Richard.

Reply

16. Adam Sweet says:

November 17, 2013 at 9:18 pm

I'm worried this will become JAFNO (just another frickin news organization). We have enough of those! And I'm disappointed that you will have "sports" and "entertainment" as topics. I'm not interested in those. They are not "news"

Reply

Bill Michtom says:

November 17, 2013 at 9:50 pm

Are the multiple suicides of former NFL players and the NFL's exploitation of them not news? The problem extends to all people who play football, starting with children.

Time to open your mind. You might start with Dave Zirin at The Nation: http://www.thenation.com/authors/dave-zirin#

Reply

17. Green Mass Group says:

November 17, 2013 at 9:22 pm

The plan is to build something that can sustain itself and produce excellent work

I'm not sure that's a solid enough, or worthy enough, plan. You could make the argument that the Huffington Post satisfies both these criteria. Sustaining the endeavor is important, but how, and to what end? While HuffPost has some excellent content — both writing and reporting — the way in which it sustains itself, and the threshold of excellence (ha!) that it uses for inclusion, render the website laughably regressive. One of my expectations/hopes out of NewCo is that it basically renders HuffPost obsolete by way of example.

Reply

o Steve Consilvio says:

November 17, 2013 at 9:58 pm

Valid critiques, but coming from a third party political party makes it a bit Orwellian. The Democratic Party has grown regressive because the progressives left the party. Third party journalism will have the same problem. People read echoes of what they already believe. Culling out another small group will have no impact (especially if it covers the trite stuff like sports and weather).

We need to improve what we have, be Puritans, not Pilgrims. Pilgrims cannot get along with anyone and self-righteousness can come from the left or the right. The straight and narrow requires a rigorous intellectual honesty

and a willingness to self-evaluate.

Reply

18. Alan says:

November 17, 2013 at 9:39 pm

I've been loosely following NewCo and it just got much more interesting. Very best wishes!

Reply

19. Bill Michtom says:

November 17, 2013 at 9:51 pm

Congratulations, Jay! This is exciting news.

Reply

o Jay Rosen says:

November 17, 2013 at 11:08 pm

Agreed on the exciting part.

Reply

20. Andy Donohue says:

November 17, 2013 at 10:33 pm

Congrats, Jay. A most excellent development. This thing just keeps getting more interesting.

Reply

o Jay Rosen says:

November 17, 2013 at 11:08 pm

Much appreciated, Andrew.

Reply

21. Sandy Rowe says:

November 17, 2013 at 10:49 pm

Congratulations to you, Jay, and to NewCo for bringing you on board. Their chances for success in this important venture just increased immensely.

Reply

o Jay Rosen says:

November 17, 2013 at 11:07 pm

Is this the Sandy Rowe, formerly of Norfolk, Portland, ASNE, etc? Thank you so much for saying that.

Reply

22. Mark says:

November 17, 2013 at 11:07 pm

Knew there had to be some reason why you'd backed off Lara Logan and 60 Minutes.

Personal enrichment. Oldest reason in the world.

Reply

o Jay Rosen says:

November 17, 2013 at 11:45 pm

That's me: selling out and backing off.

http://pressthink.org/2013/11/will-cbs-news-apologize-for-the-reckless-denials-before-its-benghazi-story-collapsed/

Reply

23. Shaun Dakin says:

November 18, 2013 at 12:19 am

Good luck. Something new is needed. I'll be one of the first to read what NewCo publishes.

Reply

24. <u>Joey Baker</u> says:

November 18, 2013 at 12:26 am

Amazing! Congrats to you Prof. And to News Co.

Reply

Jay Rosen says:

November 18, 2013 at 12:27 am



Reply

25. Huma says:

November 18, 2013 at 12:40 am

World will soon be a better place because of people like you. Good luck.

Reply

26. RW says:

November 18, 2013 at 2:07 am

I am curious about a couple of things not addressed yet. Is this going to be English language only site? Is it a US base oriented site meaning the news and features are targeted to mainly a US audience? Will there be voices allowed who are virulently opposed to the US from other nations (Iran etc). Will the new venture continue indefinitely even if it does not pay for itself?

Reply

27. Bob says:

November 18, 2013 at 2:52 am

I hope the new venture will go beyond foreign policy and include a reality based view of economics.

Reply

28. arne says:

November 18, 2013 at 3:28 am

What about calling it HOV?

The hov was actually the temple of the gods in ancient Norwegian literature, and may be the heaven of insight, critical thinking and research in the digital network society.

I could contribute with the domain name hov.com

and promote the venture in Scandinavia, the place on earth that is most wired and most e-ready. Best Arne

Reply

29. Mark Drapeau says:

November 18, 2013 at 3:32 am

Very interesting, Jay. Very much look forward to seeing and reading more. Mark

Reply

30. David says:

November 18, 2013 at 4:26 am

NewCo is looking to be ever better. I look forward to subscribing (yay!), via PayPal (boo).

Reply

31. <u>ScuzzaMan</u> says:

November 18, 2013 at 4:34 am

Jay,

Please (PLEASE) acquire a copy of Chris Locke's "Gonzo Marketing: Winning Through Worst Practices".

What you're talking about in terms of participation, Locke anticipated years ago. Subsequent events have only proven him correct. But in that work he has many profound insights into the nature of conversation (i.e. dialogue) and how the internet overturns the historic unidirectional shouting-in-your-ear pattern of the preceding "broadcast" technologies.

Oh, and give it to Greenwald when you're done. He will immediately grok the points being made.

Very glad to see you on board.

Reply

32. Todd Smekens says:

November 18, 2013 at 7:00 am

Jay,

Been following NewCo and the theme it represents. We've been on the outside being critical for several years. I'm located in Middletown, USA, which has been an interesting venue to watch the war on the poor since the "poor" turned out to be the victims of the end of our industrial revolution. Wish you luck on the new project, and would keep Muncie Voice and Middletown Voice in mind as you start assembling your team. Being an outlier has advantages and disadvantages, you can build trust and credibility, but that doesn't pay the rent.

Reply

33. Todd Smekens says:

November 18, 2013 at 7:05 am

And, by the way, this was our article this weekend. http://muncievoice.com/9382/glenn-greenwald-myth-free-press-truth/

My vantage point is leadership and entrepreneurship – journalism is more about perception than anything.

Reply

34. Mark says:

November 18, 2013 at 7:40 am

What us your opinion on the ethics of Scahill, one of Newco's founders, very publicly participating in a campaign against Mother Agnes, (a campaign which includes defamation and threats) without providing any detail of the grounds on which his participation in that campaign is based?

Reply

35. Scott Rosenberg says:

November 18, 2013 at 9:22 am

Awesome news, Jay. Can't wait to see what emerges.

Reply

36. craig newmark says:

November 18, 2013 at 9:39 am

Jay, this is great!

I figure you'll advance the cause of trustworthy and accountable journalism, which can change the whole industry.

A focus on trustworthiness in journalism will threaten people; please stay the course. Thanks!

Reply

37. Aron Blue says:

November 18, 2013 at 10:28 am

Congratulations! This venture is turning into the Hall of Justice for journalists. I love it.

Reply

38. Elizabeth Osder says:

November 18, 2013 at 11:05 am

Bravo Jay,

Having walked the line of industry and academy, I know you will find this a compelling adventure. I've looked deeply at these models, and find the new twist a great relief from foundation manufactured model. I suggest a close look at the http://www.voiceofoc.org/ where Norberto Santana is the archetype – the real deal..

Reply

39. Cryptome says:

November 18, 2013 at 11:29 am

Any news, gossip, hints, schedules, when the Snowden material will be fully released? Seems to be petering out in favor of ever more editorializing. Sure hope NewCo opens with a full disclosure of its heavily advertized family jewels for all to

evaluate their worth. Without that disclosure not much reason to continue, well, except for the "irresistable opportunity" to fuck off like the 1%.

Reply

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