



Media Minutes

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TRANSCRIPT

Project: Report 2010

YouTube and the Pulitzer Center on Crisis Reporting have kicked off a new contest called Project: Report 2010. The contest provides amateur and aspiring journalists with a chance to share their stories with the world. The first Project: Report contest, held last year, has more than 3 million hits on YouTube.

The contestants' work will be judged on the quality of the stories and the production value of the videos. Ten finalists will be chosen from the first round to receive computers and cameras. Those 10 will then compete to receive one of five \$10,000 grants to work on an under-reported international story.

The Pulitzer Center on Crisis Reporting focuses on quality international journalism, educational programs and media literacy. Managing Director Nathalie Applewhite says that it's an opportunity to showcase under-reported stories and to inspire higher production values.

Nathalie Applewhite: *A lot of the new media world – everyone is grabbing a camera, and there are some wonderful, wonderful things being produced, but in some ways maybe, the traditional journalism values within that are not always known or valued. And so we hope that this would inspire some real quality productions and the opportunity for all of us to hear stories that we wouldn't otherwise be hearing about.*

The theme for this year's Project: Report is to document a day in the life of a "compelling person the world should meet and showcase how that person is making a positive impact on his or her community."

Applewhite says that the goal of the contest is to find inspirational characters and then tie their stories to larger issues. Another goal is to get the stories out to the widest possible audience. In addition to YouTube, the Pulitzer Center has relationships with traditional media and broadcast outlets that will highlight the contest stories.

Nathalie Applewhite: *For the five grand prize winners, we'll work with them directly. It's a mentoring relationship, and that will be to produce five international stories. So for*

us, this is a wonderful opportunity supplement the international reporting project that we're already doing. And having that happen in partnership with YouTube – it also gives the promise of having these stories actually reach the YouTube audience, which isn't always necessarily looking for quality documentary stories. But if you highlight them, people do watch them. You have to be putting good stories out there for people to know that they want good stories, right?

For more information, go to www.YouTube.com/projectreport.

Moving Beyond the Echo Chamber

Jessica Clark and Tracy Van Slyke were both working at the Chicago-based progressive magazine *In These Times* when they started to notice a lot of books being written about something called the “conservative noise machine” – a description of the strategy used to push conservative talking points and opinions in the mainstream media. Where, they wondered, was an analysis about what was happening online in the new, networked progressive media community and outside the cable news networks, talk radio shows, and major newspapers?

Clark and Van Slyke set out to answer those questions and just published a new book called *Beyond the Echo Chamber: Reshaping Politics Through Networked Progressive Media*. As Clark explains, the book examines a moment in time where media is rapidly changing from a broadcast-centric world into a networked one.

Jessica Clark: The book really takes a look at the evolution of the progressive media sector – both how traditional outlets have been adapting and how progressive activists, experts, politicians and others have taken advantage of social media tools to get the word out, to do reporting, to examine mainstream media frames.

Beyond the Echo Chamber analyzes both the use and impact of social media on a broad range of issues – from gender representation in the media to influencing public policy.

Jessica Clark: For example in the book we take a look at people are really concerned about the fact that there are not enough diverse voices in progressive media – we call that strategy “moving beyond pale male and stale.” We look at people who really want to use media to effect policy directly – we call that strategy “taking it to the Hill.” So if you're a local activists or media maker or councilmen you could just as easily use social media tools to bring people together and let them know what you care about and what to do next.

The authors hope that the book serves not only as documentation but also as a guide and tool.

Jessica Clark: We wanted it to be a narrative history of a really recent emergent sector – we also wanted people to be able to pick it up and turn to any chapter that they were

interested in ... each chapter has its own sort of strategic recommendations. And we anticipate that the visuals will give people a larger sense of an eco-system and allow them to think about how to strategize over time.

For more information, visit www.BeyondTheEcho.net.

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