Tell our STORY

Communities.

PRESENTATION BOARDS

PRECIOUS LEARNING from PREVIOUS FAILURES

- Can't build journalistic project with only journalists;
- Starting point must be existing communities;
- Complex problems might have simple solutions;
- Iterate when experimenting.
CAN’T BUILD JOURNALISTIC PROJECT ONLY WITH JOURNALISTS;

CREATING PRODUCTS FOR WHICH THERE IS NO EXISTING COMMUNITY — NO!

“MONEY-MAKING” PROJECTS BY JOURNALISTS – NOT A GOOD IDEA?

DON’T TEST A PRODUCT AT A LATE STAGE OF DEVELOPMENT; ITERATE

IS THERE A SIMPLER SOLUTION?
(NOT NECESSARILY YOU NEED AN APP FOR THAT)

- RISK OF BECOMING “ONE OF THEM” (COMMUNITY)
- HELPING THEM TO BETTER ADVOCATE FOR THEIR CAUSE, IS A BY-PRODUCT, NOT YOUR PRIMARY GOAL;
- FIND A COMMUNITY; DON’T CREATE IT;

WORKING WALLS
1. Partner, not one of them but collaborate.
   - Create a new space committed with information.
   - Funds: comm., sponsor, grants, media.
   - Don’t create a community, just find it.

2. Working time feedbacks community
   - Different formats
   - Different level stores

3. **PUBLIC**
TELL OUR STORY

PROBLEM:
- Untold community stories
- Lack of support for journalism
- Public not informed about issues

WHAT HAVE WE LEARNED?
- Diverse teams needed
- Starting point: existing communities
- Simple solutions for complex problems

WHAT WE WANT:
- Tell untold stories
- Engage in communities
- Bring their problems to the general public
- Find a way to pay journalists for doing these stories

SOLUTION
- Find a community
- Establish common rules for a new common space (new model, tips of talent)
- Customized funding strategies, project-based
- Zero waste, journalism
- Platform as a common portfolio, funding

EXPERIMENT
- Journalism + Digital EA
- Community + Funding
- Story telling + Networking

SUCCESS = Engagement + Reach + Working funding model

MARKET FAILURE
- $2,000 want to network
- $1,200 want to network
- $850 want to network
- $50 don’t want to network