

LINKS TO RESOURCES FOR COMMUNITY NEWS PROJECTS

FIRST STEPS: DEFINING COMMUNITIES' INFORMATION NEEDS:

1. **The Knight Commission on the Information Needs of Communities in a Democracy** developed some overarching categories for defining an informed community: <http://www.knightcomm.org/foreword/>

2. **FCC Project: Future of Media & Information Needs of Communities in a Digital Age:** <http://reboot.fcc.gov/futureofmedia>

As part of this project, the agency encouraged citizens to weigh in on the state of media in their communities:

3. **Conclusions on this topic from the Free Press Panel on Measuring Informed Communities:** <http://bit.ly/dnGhB>

It also summarizes all the initiatives mentioned above on measuring information needs.

4. **Reynold Journalism Institute Survey of Online Community Publishers -** <http://bit.ly/cpJ2aI>

A. RESOURCES FROM KNIGHT:

Multimedia and technical training, strategy, revenue streams, cases, conferences...

Knight Foundation: <http://www.knightfoundation.org/>
(Projects, Grants, Research and Publication)

1. **Knight Community Information Needs project:** <http://www.informationneeds.org/>
(Funding, resources)

- Resources from their Media Learning Seminar 2010: <http://bit.ly/9ZOu8B>

2. **Knight Digital Media Center - USC and Berkeley University:** <http://www.knightdigitalmediacenter.org/>

(Resources, conferences, video coverage of speakers, multimedia training and tutorials, Blogs)

For example, you can find:

- Resources and videos from Knight Community Infoneeds Boot Camp Challenge 2010: <http://bit.ly/9GCD5g>

- Michele McLellan's Blog: News Leadership 3.0: <http://bit.ly/13F73C>

- 6 stages of developing community news sites: <http://bit.ly/c7GzGt>

- Resources from New Entrepreneur Boot Camp 2010: <http://bit.ly/dizEAQ>

- [Learning the web: Lisa Williams' Guide for journos](#)

You can browse all KDMC conferences and workshops here: <http://bit.ly/82PnJP>

3. Knight Digital Media Center - Berkley / Multimedia

Training: <http://multimedia.journalism.berkeley.edu/>

(Multimedia and technology training: webcast to conferences and workshops, tutorials (e.g. web development, flash, video, software), Blogs)

For example, you can find:

- Webcast and presentation from 2010 multimedia training workshop: <http://bit.ly/9MkyoC>
- Web development tutorials. e.g. Building a "Topics" Site with WordPress: <http://bit.ly/b1k9Jp>

4. Knight's Citizen News Network at J-Lab (American University):

<http://www.kcnn.org/>

(Resources, learning modules, research)

For example, you can find:

- J-Lab New Media makers toolkit: <http://bit.ly/vUz5p>
- The Freebies List (free tools): <http://bit.ly/2DvZMR>
- **The HOW TO Site for community journalism from J- Learning and J-Lab:** Guides for Plan it, Build it, Present it, Promote it: <http://bit.ly/9xaDAQ>
- New Voices - program to seed innovative community news ventures in the United States. Through 2010, New Voices is helping to fund the start-up of 56 micro-local news projects: <http://www.j-newvoices.org/>

5. Knight resources for non profit journalism: (from a conference): <http://bit.ly/dk5oIR>

6. Knight is also developing free apps for use in newsrooms: <http://knightapps.org/apps>

B. OTHER RESOURCES:

1. Online News Association: <http://journalists.org/>
Training, Legal Resources, Conferences (by registration)

2. CUNY New Business Models for News (Jeff Jarvis): The project is researching best practices in the business of journalism online, gathering new ideas and experiments in revenue for news. We will build complete business models to share with the industry and with the journalists, communities, entrepreneurs, technologists, and investors who will create the future of news. Good tool for doing your projections. Hyperlocal models: <http://newsinnovation.com/category/hyperlocal/>

3. USC Annenberg Center on Communication Leadership and Policy:

- Entrepreneurship and the Community Web Conference 2009: <http://bit.ly/deUnnk>
All the presentations and video coverage, reporting on some of the main strategies.

- (BOOK) Adam Clayton Powell, Reinventing Local News, Connecting with Communities Using New Technologies: New Edition coming soon. Link to ppt presentation: <http://bit.ly/d4e50a>

4. Socialbrite team: "We want to put the right social tools and strategies in your hands to bring about positive change, whether you're a nonprofit, an NGO, a social cause organization, an educator or a media maker": <http://www.socialbrite.org/>

For example, you can find:

- 15 social tools for local impact: <http://bit.ly/bUHINr>

5. The Collaboratory run by the Reynolds Journalism Institute at University of Missouri: <http://www.rjicollaboratory.org/>

The RJI Collaboratory works with entrepreneurial journalists, citizens and organizations to create strategies and tools for high-quality Web-based journalism.

6. Webmasterworld.com: Forums and resources to talk about search engine optimization (SEO) and site owner issues.

7. Serra Media: Startup by Glenn Thomas and Mark Briggs based in Seattle that serves as a digital innovation platform for local online publishers developing tools for community and advertisers engagement: <http://www.serramedia.com/index.html>

8. Tom Davidson (Growthspur) BLOG: Resources, tips and coverage about the business of news and entrepreneurial journalism : <http://tgdavidson.com/>

- Tom Davidson's list of resources and links for entrepreneur journalism: <http://bit.ly/dfX5Fy>

9. GrowthSpur - You Cover Your Community—We Help You Make Money Doing It: www.growthspur.com You Cover Your Community

- **GrowthSpur Blog** - Great tips and resources for operating a local site: <http://growthspur.wordpress.com/>

- For example, A basic toolkit for building your site (free stuff you can use): <http://bit.ly/9uJz4I>

10. Placeblogger - is a searchable index of local weblogs: <http://www.placeblogger.com/>

11. Robert Niles. Community Organizing Toolkit (Game): <http://www.organizinggame.org/>

12. Mediashift Mark Glaser, 8 steps to build the ideal community information hub: <http://to.pbs.org/kHWZ2>

13. (BOOK) Ken Doctor, Local: Remap and Reload, in Newsonomics: How emerging business of digital news shapes what we read and know: <http://bit.ly/aVMFnY>

14. Tom Davidson's essential digital economics library: <http://bit.ly/bbWbuM>

C. FUNDING COMMUNITY PROJECTS:

J-Lab Funding Database: http://www.kcnn.org/toolkit/funding_database/

Knight grants programs: <http://www.knightfoundation.org/grants/>

Knight's project to fund local news via community foundations: <http://bit.ly/8R7NYD>

- Great post on the importance of community foundations for founding local news projects:
<http://bit.ly/7Gv9c4>

D. FREE LEGAL RESOURCES:

1. The Online Media Legal Network (OMLN) - is a network of law firms, law school clinics, in-house counsel, and individual lawyers throughout the United States willing to provide pro bono (free) legal assistance to qualifying online journalism ventures and other digital media creators: <http://www.omln.org/>

2. UCAN's New Media Rights project - offers free legal help, equipment, and technical expertise to online artists, musicians, filmmakers, and citizen journalists: <http://www.newmediarights.org/>

3. Knight Legal Advice Site: http://www.kcnn.org/legal_risk/comments/legal_risk_blog/

4. Online News Association: <http://journalists.org/> (Needs registration)

E. SURVEYING, MAPPING AND LISTING COMMUNITY NEWS PROJECTS:

1. Michele's List - Michele McLellan of the Reynolds Journalism Institute has been compiling [Michele's List](#), which categorizes and surveys new local news providers: <http://bit.ly/dbAtaf>

2. Reynold Journalism Institute Survey of Online Community Publishers -
<http://bit.ly/cpJ2al>

3. Mediashift article with great links on Mapping the community projects: <http://to.pbs.org/cvSNBd>

4. Knight's map on citizen media bloggers: http://www.kcnn.org/citmedia_sites/

5. Placeblogger - is a searchable index of local weblogs: <http://www.placeblogger.com/>

F. NETWORKED JOURNALISM TO COVER COMMUNITIES (you could join):

1. JLab project to fund networked journalism: <http://bit.ly/bkGl2d>

- One example: [The Seattle Times](#) is partnering with 22 leading news sites and blogs to enhance coverage for the region. Funded by J-Lab: <http://bit.ly/bON07V>

2. Great inventory of journalism collaborations by Josh Stearns (networks you can join): <http://bit.ly/btsSgi>

3. Mediashift, Adriana Krewson, 5 Recent Big Moves In Hyper-Local News, Mediashift: <http://bit.ly/cZIdcl>

G. ADVERTISING AND COMMUNITY INFORMATION:

See resources from Points A and B

Further links and examples:

- Jeff Klein, Tips for advertising sales: <http://bit.ly/7nkpRk>
- Tom Davidson's presentation on advertising revenue streams: <http://bit.ly/c28cIH>
- GrowthSpur Blog: <http://growthspur.wordpress.com/>
- Mediashift article that **summerizes network advertising initiatives** for local news sites: <http://to.pbs.org/dxQtxW>
- Sacramento Press SLOAN advertising network presentation (VIDEO): <http://bit.ly/bwyURs>
- Adify Ad network platform (SLOAN technology): <http://www.adify.com/>
- AddiPLY. Local network: <http://www.addiPLY.com/>
- New Spot.US Experiment on comm advertising: <http://bit.ly/bFTkmC>
- Free resources for surveying your audience:
Survey monkey: <http://www.surveymonkey.com/>
Google Docs (Create New/Forms): docs.google.com

H. DATABASES AND GOVERNMENT DATA AS A RESOURCE FOR LOCAL NEWS:

1. Article by Amy Gahrn: <http://bit.ly/b1Dy7d>

"One news venue that's seeing direct benefits from repackaging and publishing government databases is the fledgling [Texas Tribune](#). At a journalism event last weekend in Austin, Texas Tribune to editor Evan Smith mentioned that traffic to their site's [data pages](#) is "about two and a half times the traffic of our narrative journalism pages." (That's for *all* of their narrative journalism, not just selected stories.)"

2. Pew Research study on government data online (resource for journalists): <http://bit.ly/92KxUm>

3. See Knight's resources and tutorials for data visualization:

Examples from the Knight Digital Media Center - Berkley / Multimedia Training (A.3) tutorial:

[Google Docs](#): Create spreadsheets and Gadgets that you can embed in your page.

Swivel: Offers better control over chart color, display, etc. Charts can be published for free as long as the data is available to the public.

Requires subscription to keep data and/or charts private.

ManyEyes: Offers many free, high-quality visualizations but data is open/shared and embeds are a little ugly.

Data.gov: A clearinghouse for data generated by the federal government.

20 Essential Data Visualization blogs: A great way to learn about data. You will find tips, tricks and see some great work

GOOD EXAMPLES FROM DATABASE JOURNALISM:

4. Sunlight transparency projects: <http://sunlightfoundation.com/>

Examples:

<http://www.opencongress.org/people/senators>

<http://transparencydata.com/#>

5. Other data / mapping examples:

LA Times projects:

<http://projects.latimes.com/index/>

LA Times homicides project:

<http://projects.latimes.com/homicide-report/blog/page/1/>

NY Times homicide project:

<http://projects.nytimes.com/crime/homicides/map>

NY Times Netflix project:

<http://www.nytimes.com/interactive/2010/01/10/nyregion/20100110-netflix-map.html>

I. LESSONS FROM ONGOING PROJECTS

1. Minnpost

Joel Kramer: Lessons I've learned after a year running MinnPost: <http://bit.ly/JVvzq>

See also links in points A and B. For example:

2. Video from the CCLP Entrepreneurship and the Community Web Conference 2009 (B.3). Entrepreneurs talk about their ongoing community news projects:

Barry Parr <http://coastsider.com>, Julia Scott www.BargainBabe.com, Peter Sklar www.edhat.com, Peter Krasilovsky <http://localonliner.com/>, Louis Freedburg californiawatch.org, Tara, Leonard www.santacruzwire.com, Maria Gaura <http://santacruzwire.com/>, Eddie North-Hager <http://www.leimertparkbeat.com>, Scott Flodin <http://totalcapitol.com/>, Jacob Bayless <http://EmpireReport.org>, Susan Mernit <http://oaklandlandlocal.com>, Chris Jennewein <http://www.sdn.com>, Eric Richardson <http://blogdowntown.com>, Amra Tareen www.allvoices.com, Ben Ilfeld www.sacpress.com, Anh Do <http://la.spot.us/>

Link to video: http://www.youtube.com/watch?v=AX7_xTEUxWs

3. [Voice of San Diego Case Study by Columbia Knight Case Study Initiative](#)

4. **Videos and presentations from 2010 Knight's Community Info Challenge Boot Camp** where Susan Mernit Oaklandlocal.com, David Cohn Spot.Us, Joel Kramer MinnPost.com, among others, talk about different aspects from their projects: <http://bit.ly/9GCD5g>

4. [Tanja Aitamurto writes about the Spot. US case study for her PhD paper.](#)

J. TEACHING ENTREPRENEURIAL JOURNALISM:

1. CUNY'S conference on teaching entrepreneurial journalism: <http://bit.ly/7VaF6Y>

- CUNY: Jeff Jarvis new business models: <http://newsinnovation.com/>

3. ENTREPRENEURIAL JOURNALISM EDUCATION

WORKSPACE: <http://entrepreneurialjournopbworks.com/>

4. Lisa Williams. Startups for journalists: <http://www.slideshare.net/lisawilliams/startups-for-journalists>

5. **CASE STUDIES:** Columbia Case Studies Initiative: <http://bit.ly/Sa1I7>

- Session on teaching with Multimedia Case studies by Columbia Journalism Initiative: <http://ccnmtl.columbia.edu/nme2008/sessions/casestudies.html>

K. GOOD ARTICLES THAT SUMMARIZE THE TRENDS ON LOCAL INFORMATION:

1. (BOOK) Ken Doctor, Local: Remap and Reload in Newsonomics: How emerging business of digital news shapes what we read and know: <http://bit.ly/a83gmi>

2. Josh Stearns, The Localism Movement in Journalism: <http://bit.ly/aBrufI>

3. Dan Kennedy, Future of news lies in the grassroots, Theguardian.co.uk: <http://bit.ly/aFILp5>

4. Bay Citizen Embraces 4 Emerging Trends Among News Startups: <http://bit.ly/ZtkNf>