

# Disrupting the News

Ethan Zuckerman (@ethanz) 10.1.2014



**MEDYA SANSÜRÜ CNNTÜRK - CNN 1.06AM 2 HAZ 2013**  
**MEDIA CENSORSHIP CNNTURKEY VS CNN - 1.06AM 2 JUN 2013**

Newspaper	Share in total sales (%)	Owned by	Conglomerate sectors	Political affiliation	Acquired/Established in
Zaman	23.5	Fera Newspaper Co	Indirectly construction, education, healthcare	Pro-Gülen	1985
Posta	9.4	Doğan Holding	Media, energy, retail, commerce, finance, real estate	Swing	1995
Hürriyet	9.0	Doğan Holding	Media, energy, retail, commerce, finance, real estate	Swing	1994
Sözcü	8.5	Çapdaş Publishing House	Publishing	Opposition	2007
Sabah	7.7	Kalyon Holding	Construction, infrastructure, energy	Pro-Erdogan	2013
Haber Türk	5.3	Çiner Holding	Energy, media, commerce	Pro-Erdogan	2009
Türkiye	4.0	İhlas Holding	Construction	Pro-Erdogan	1970
Milliyet	4.1	Demirören Holding	Energy, real estate, commerce, industry	Pro-Erdogan	2011
Bugün	3.0	Koza Holding	Energy, mining, tourism, construction	Pro-Gülen	2005
Star	3.3	Sancak Holding	Construction, media, pharmaceuticals	Pro-Erdogan	2005
Yeni Şafak	2.9	Albayrak Holding	Construction, transportation, industry	Pro-Erdogan	1994
Vatan	2.7	Demirören Holding	Energy, real estate, commerce, industry	Pro-Erdogan	2011
Takvim	3.4	Çelik Holding	Construction, energy, finance, industry	Pro-Erdogan	2007
Akşam	3.2	Sancak Holding	Construction, media, pharmaceuticals	Pro-Erdogan	2013
Güneş	3.1	Sancak Holding	Construction, media, pharmaceuticals	Pro-Erdogan	2013
Taraf	2.3	Alkon Newspapers	None	Opposition	2007
Yeni Akit	3.6	M. Doğan Uğurlu	None	Pro-Erdogan	2010
Cumhuriyet	3.7	Cumhuriyet Charitable Foundation	Education	Opposition	1924
Radikal	0.9	Doğan Holding	Media, energy, retail, commerce, finance, real estate	Swing	1996

Analysis by Mert Yildiz for Econoscale

Turkish media culture - many of the main networks owned by business conglomerates with complex relationships to the government - stories of Turkish TV stations getting phone calls from Erdogan and shutting off programs as they were running







livestreaming became common during occupy, have seen it as a regular feature in protests. Friends at YouTube, where many are hosted, tell me that it's routine for streams to have 100k simultaneous viewers...

Journos:  
Çokkatmanlı  
Haritalar  
journos.com.tr

TWEETS 19.3K PHOTOS/VIDEOS 13.9K FOLLOWING 1,649 FOLLOWERS 53.1K FAVORITES 647 More v

**140journos**  
@140journos  
140journos, Ocak 2012'den beri olay yerinden, gerçek zamanlı, doğrulanmış veriler paylaşan, topluluklar arası haberleşme projesi.  
140journos.com  
yaratıcilikinstitusu.com/projects/140jo...  
Joined January 2012

**Tweets** Tweets & replies

Pinned Tweet  
**140journos** @140journos · Sep 4  
Bültene kayıt olun, hafta boyunca doğrulanmış vatandaş içerikleri e-posta kutunuza gelsin. [eepurl.com/SHQSj](http://eepurl.com/SHQSj)

**140journos**  
Haftalık Bülten

Who to follow · Refresh · View all

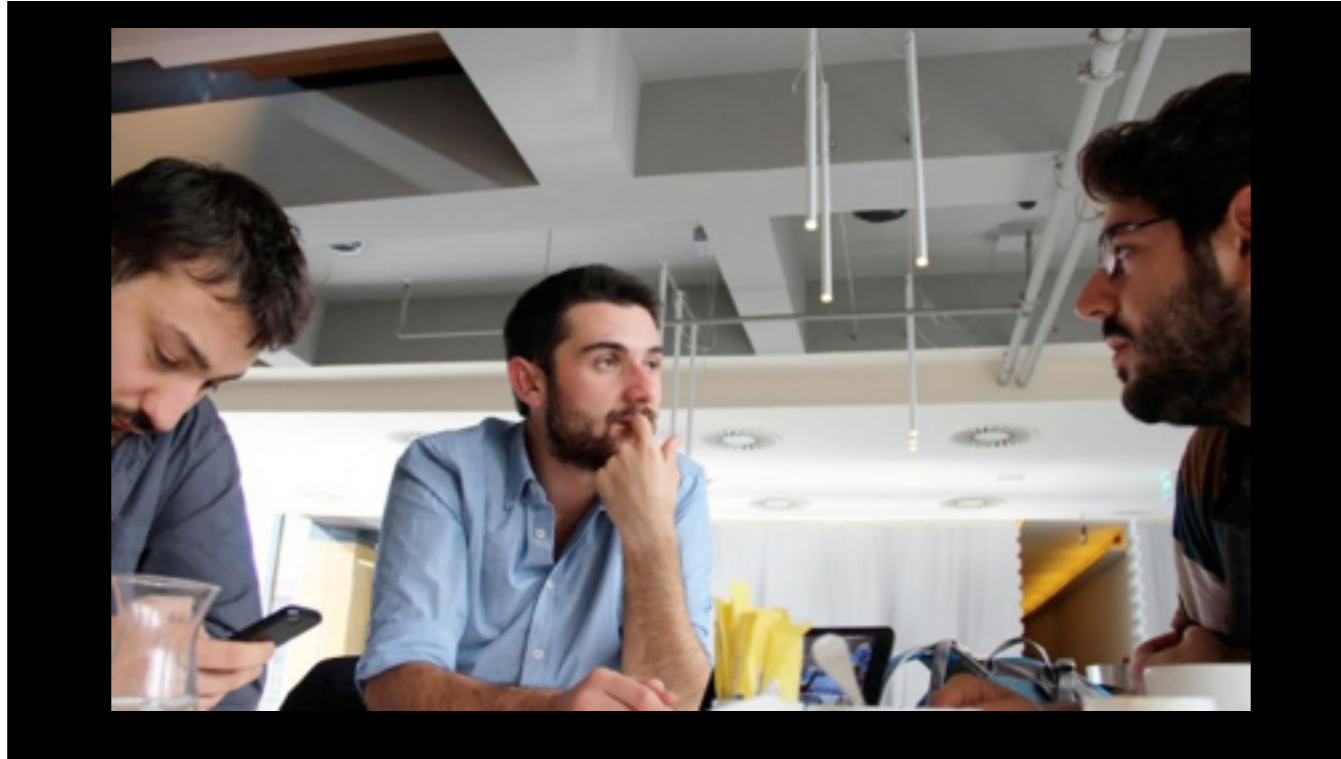
**Arja Kovacs** @arjakovacs  
Followed by Clay Shinky and...  
Follow

**Denise Howell** @dhowell  
Followed by Derek Slater an...  
Follow

**hashtags** @hashtags  
Followed by P-phone and ot...  
Follow

part of what's interesting in Turkey is emergence of organized, semi-professional collectives





140 journos - up to 20 people, Engin Onder as the visible figure - twitter, soundcloud





TURKEY

## 140journos Is Uncensoring Turkey's News

By John Beck

April 7, 2014 | 5:00 pm

f Share

t Tweet

+

Turkish Prime Minister Recep Tayyip Erdogan really doesn't like social media. He described it as "the worst menace to society" after introducing a Turkish TV audience to "a [scourge](#)

Tuesday, September 30, 2014. Last Update: Tue 2:50 PM EST Contact | Donate | Advertise

# COLUMBIA JOURNALISM REVIEW

SUBSCRIBE  
new | gift | renew

The Industry Politics & Policy Business Science Culture Magazine Resources Search:

---

## Behind the News CJR on the media

06:50 AM - May 20, 2013

### 'We are all journalists now'

140 Journalists and Turkey's "counter-media" movement

By Deirdre Diugaleski More sharing [Single Page](#)

In a 2011 court case in Diyarbakir, Turkey, a student is on trial for membership in a terrorist organization. The case is legally open to the public, but no journalists are present in the small, cramped courtroom. After several hours, one of the police officers perusing his Twitter account outside discovers that someone is tweeting updates from the trial. He marches in during a break and angrily forbids the unknown user from covering proceedings. When the Tweets continue, the officer informs the judge, who also insists the tweets stop.

MOST POPULAR MOST COMMENTED TWITTER

**Alessandra Stanley's troubling history of error**

**Why one editor won't run any more op-eds by the Heritage Foundation's top economist** - A reply to Paul Krugman on state taxes and job growth made some incorrect claims

**Is ISIS a faith-based terrorist group?** - Journalists and scholars disagree about how much Islam, rather than politics and power, drives Muslim extremists

**Why Bill Simmons might leave ESPN** - Other outlets would jump at the chance to gain his following

**Why news organizations are abandoning the Redskins** - The media mostly avoids Washington's football team name

---

**SIGN UP FOR CJR ALERTS**

Email blasts from CJR writers and editors

Enter email address here

capable of reporting without anyone knowing - story of reporting from a trial open to the public but closed to the media  
 trying to professionalize - decided to report on Gezi, but not protest. building networks through Twitter so they can verify stories as they come through

when revolutions aren't disruptive enough

much as I love the revolutionary model, limited in impact

many of these disruptions are being adopted within MSM

understanding how MSM has adopted these revolutions helps us understand the evolution of the space



140journos built around a model that believes that if you reveal the secret, those in power are forced to change - inspired by a journalist who visited the site where 35 villagers were killed in an airstrike on the turkey/iraq border in Roboski - journalist was brave enough to report it and it became part of the national dialog



thing is, they're probably wrong. Erdogan won three general elections - unprecedented in Turkish history - won the presidency a month ago with 12% margin of victory

ask Turks who watch the media closely, but not activist, digital media, and they have no idea who 140journos are



Erdogan has term Twitter "the worst menace to society" - makes him sound silly  
but we can understand this strategically, trying to marginalize this news from this channel  
what Erdogan condemns is, sometimes, true - hard to verify, more opinion than reporting  
in part because of Erdogan's comments, marginal, not ready to be a replacement for quality reporting as we know it



we all make media  
someone else is closer to the scene  
information surplus, not scarcity





really hard to verify - photo on the left widely used to illustrate stories about syria - not an orphan sleeping between parents graves, but an art project from Saudi

- 140 journos may be pros, but Free Syrian Army isn't



verifying the waves of information that come in during a crisis is a near-impossible task, complicated by a need to be first



speed kills

- commodification of news means speed is now a top newsroom priority - nypost
- deb roy's hopes for algorithms that can verify
- my fears that this is really hard to do - can't rely on an iterated history when there's breaking news, observers



strong blend of opinion and reporting

- gets blamed on the internet, probably should be blamed on cable news - financial efficiency of talking heads
- tendency to demand that we want news to report, viewers to decide - not really what we want - want



losing the agenda setting function

- turkish TV was able to ignore Gezi, US TV can't ignore twitter on Ferguson - dependency on social media for deciding what to cover





bell, ca - robert rizzo - preventative function of journalism

weak coverage of bell, ca by LA times -

fear of showing up on the front page of the newspaper preventing crimes

possible that digital media is going to have this same function - ray rice and TMZ

losing control of the narrative  
losing the audience  
losing the cross-subsidy

losing control of the narrative

- more producers of the news
- news driven by social media agendas

losing the audience

- collapsing audience for evening news, newspapers
- move onto digital news, yes, but vastly more outlets, driven by social, browsing instead of brand loyalty

losing the cross-subsidy

- entertainment content - if you liked the crossword, pay for the iraq bureau
- doesn't make any sense - nearly unlimited in where we can go for content,  
suddenly means that news is a very bad business... or, perhaps, that news that reaches the general public is a very bad business





losing control of the narrative - gaining a broader set of voices in the dialog  
golden age of writing, particularly writing rooted in personal experience




easier to source stories - storyful









danger of lionizing the old days "didn't see a lot of black people on tv" - possibility of inserting ourselves into media

About 223,000 results (0.15 seconds)

 **Ebola Is Diagnosed in Texas, First Case Found in the US**  
New York Times - 1 hour ago  
20 has been found to have the **Ebola** virus, the Centers for Disease Control and Prevention reported on Tuesday. He is the first traveler to have ...  
Report: CDC has confirmed an **Ebola** case in **Texas**.  
Washington Post - 5 hours ago

**CDC confirms first case of Ebola in US**  
In-Depth - Fox News - 6 minutes ago  
**CDC: Ebola confirmed in Dallas patient**  
Highly Cited - WFAA - 3 hours ago  
**First US Case Of Ebola Confirmed in Dallas**  
Blog - NPR (blog) - 2 hours ago  
**Dallas hospital diagnoses first patient with Ebola**  
In-Depth - USA TODAY - 5 hours ago


     


The Denver Chan... YouTube YouTube Mashable Vox KTLA

[Explore in depth](#) (1,460 more articles)

losing the audience - combination of near-monopoly on local ad markets and ingrained habits led to a ton of crappy content

seeing a different kind of crappy content - me, too content - makes sense from an advertising point of view, but a really poor way to do public service

Unfolding the 2014 Crimean Crisis FOLD 



**On March 16th, the people of Crimea overwhelmingly voted to join Russia, and Russian President Vladimir Putin formally claimed Crimea on March 18th.**

Prior to the vote, Crimea was an autonomous republic, but also an "inseparable constituent part of Ukraine," according to the Ukrainian constitution. Prior to the vote, Russian soldiers and pro-Russian militias had taken over military bases, airports, and government buildings in Crimea. The Crimean parliament cited Kosovo as a precedent for their intention to separate from Ukraine.

**This vote comes after an escalating crisis in the region that began in February this year in the aftermath of the Ukrainian revolution.**

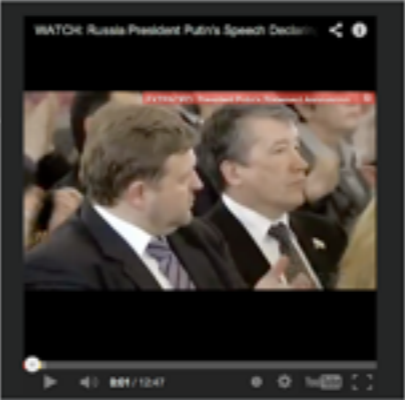
The Ukrainian revolution began with protests against the central government on February 18th, and culminated in the ousting of pro-Russian President Viktor Yanukovich and the interim appointment of a new government a few days later. According to reports, as many as 100 people died during the protests, and over a thousand people were injured. Russian President Vladimir Putin said President Yanukovich was illegally impeached and that he still believes that Yanukovich is Ukraine's legitimate president.

**Part of the crisis in Crimea was a result of pro-Russian troops seizing control of the majority of Crimea on February 27th.**

Following orders from Russian President Vladimir Putin, Russian soldiers lacking insignia established a checkpoint between the

After the disintegration of Yugoslavia, Serbia and Croatia fought together as the Republic of Serbian Krajina, a nearby province of Bosnia. Here, itself, fought to at war, the United Nations and passed in 2008. Kosovo, most independent supported that Kosovo Crimea's in

WATCH: Russia President Putin's Speech Decision



encouragement to focus on what news orgs can do well – context, in-depth work  
our experiments in this area: FOLD, fixing the livestream  
hope for content that makes it possible for citizens to make a difference – getting beyond

cross subsidy  
double bottom line



losing the cross-subsidy: not enough disruption

still using the model we used in broadcast tv - not a great model but the one we could figure out

moved it online and did two things that have broken it further

made it measurable, and figured out that while transactional advertising works well, display advertising usually works dimly



# paying for content

might need to figure out how to pay for news we need

pretty easy individually - you want great content, you can pay for it, golden age

actually, we want great content accessible to a lot of people so they can discuss it, argue about it, deliberate - that's hard, and that's why we've not moved beyond advertising yet

gets really interesting when you disrupt this, IMHO

Waarom > Wat > Wie > Voorbeeld > Word lid > English > Inloggen > *de Correspondent*

pay to make the news

 Een dagelijks medicijn tegen de waan van de dag

Al lid? Log dan nu in >

**Wat is De Correspondent?**

De Correspondent is een dagelijks, advertentievrij medium met als belangrijkste doelstelling om de wereld van meer context te voorzien. Door het nieuws in een breder perspectief of in een ander licht te plaatsen, willen wij het begrip 'actualiteit' herdefiniëren: niet om je aandacht te trekken, maar om je inzicht te bieden in hoe de wereld werkt.

 Word lid >

pay for the community



# THIS AMERICAN LIFE.

pay to share

Funny. Dramatic.  
Surprising. True.

Ira →  
glass



pay for social good: philanthropy



pay for social good: public media



BBC  
WORLD  
SERVICE



DW Deutsche  
Welle

real public media - need strong metrics to make sure you're serving an audience



pay as you go



VRM/istenlog

pay as you go - micropay, monitored usage subscription

disruption as making markets  
more efficient works

does disruption work in  
meeting civic needs?