

Notes

on Citizen Journalism

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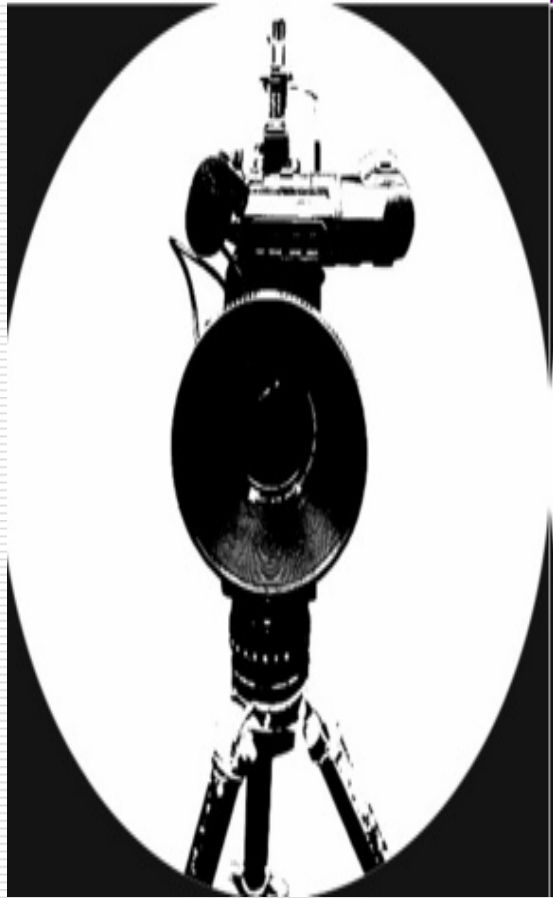


Discussion outline

- ❑ What is citizen journalism?
- ❑ Overview of citizen journalism
- ❑ Case studies
- ❑ What does it take to be a citizen journalist?



What is citizen journalism?



- Giving audiences the opportunity to practice the journalism profession
- Mechanism for empowering the public by making them
 - **aware** of the workings of the press; and
 - **part** of the press

Nature of audience involvement

- ❑ **Not** confined to giving feedback
- ❑ **Not** confined to being source of information

Bottomline:
Actual practice of
the profession



Overview



- Citizen journalism – NOTHING NEW
- Remember taxi drivers who had been mobilized by some radio programs to report on traffic updates? Probably YES.
- Remember “barefoot journalism” or “periyodistang yapak”? Probably NOT.

Vestiges of citizen journalism



- *La Solidaridad*, *Kalayaan* and other underground publications – written, edited and produced by people who are neither full-time nor professional journalists

Citizen journalism & new media

□ Useful tools of the trade

- Digital camera or camera phone (for taking pictures)
- Digital video camera (for recording events)
- Cellular phone (for sending reports via SMS or MMS)
- Music player with recording capacity (for recording interviews)



Citizen journalism & new media

- Other useful tools
 - Blogs (for posting text, photos, videos)
 - Interactive “citizen journalism” websites
 - Social networking sites (esp. photo and video sharing ones like Flickr, YouTube)

The Flickr logo is displayed in a blue sans-serif font. The word "flickr" is in blue, and the letter "r" is in a bright pink color.The YouTube logo features the word "You" in black and "Tube" in white inside a red rounded square. Below the logo, the tagline "Broadcast Yourself" is written in a smaller, grey font.

Case studies

- ❑ Global Voices (globalvoicesonline.org)
- ❑ OhmyNews (english.ohmynews.com)
- ❑ NowPublic (nowpublic.com)



Mainstream goes citizen journ?

- ❑ *Philippine Daily Inquirer* – Metro Citizen's Call
- ❑ *TV Patrol* (ABS-CBN) – Citizen Patrol; Boto Mo, i-Patrol Mo
- ❑ *GMA News.TV* - YouScoop
- ❑ *Sun.Star Network* – Citizen Watch



To be a citizen journalist...

- ❑ Having a blog NOT enough
- ❑ Training indispensable, despite what others may say
 - Know the workings of the press
 - Know the skills in writing and production of media content
 - Know the professional standards
 - Know the ethical standards



WHY?



- Empowerment means a person writes and produces media content
 - He or she not reduced to “talking head” (in the case of TV)
 - He or she neither just a source of information nor mere feedback provider
- Same standards apply
 - Professional and citizen journalists adhere to the same ethical and professional standards

For example...

- If you're a blogger and you want to engage in citizen journalism, read the **Bloggers' Code of Ethics** based on Society of Professional Journalists Code of Ethics
 - Be honest and fair
 - Minimize harm
 - Be accountable



Source: CyberJournalist.net
(www.cyberjournalist.net/news/000215.php)

What does it take?

- Understanding the role of journalism in society
 - **Provide relevant information in order to help shape public opinion**
- Knowledge of journalistic skills and standards
- Commitment to serve the people, particularly the marginalized



Parting shots



- ❑ Developments in new media make it easier to write and produce media content
- ❑ Standards cannot and should not be adjusted (i.e., lowered) just to accommodate citizens engaging in journalism
- ❑ Citizen journalism part of developing audiences' media literacy

Thank you!



www.bulatlat.com
www.pinoyweekly.org