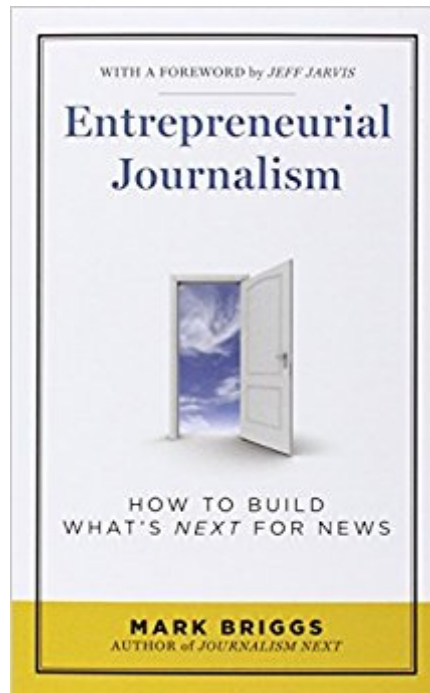




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Entrepreneurial Journalism: How To Build What's Next For News



Synopsis

Launch yourself into the new news economy. The digital revolution that provides so many options for news consumers also means massive opportunity for journalists. The trick: see the disruption as an opening you can attack. Entrepreneurial Journalism will inspire you with what's possible and show you the mechanics behind building a business. Working through eight clear and concise stages, you'll explore the secrets of successful news startups (including how they're making money) and learn how to be an upstart yourself, building an innovative and sustainable news business from scratch. Each chapter starts with a real entrepreneur's experience, teasing out how savvy and opportunistic journalists found their way to success. Mark Briggs then helps you size up the market, harness technology, turn your idea into a product or service, explore revenue streams, estimate costs, and launch. Build Your Business action items at the end of each chapter get you thinking through each step of your business plan. Discover how traditional news organizations are evolving and innovating, where the jobs are today and where the new jobs will be tomorrow. Learn from the pioneers, and become one.

Book Information

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Customer Reviews

As a recent j-school graduate, I spent the last few months working for a small trade publication as a sort of Jack of All Trades. In addition to reporting, I was editing, designing and selling ads in the course of a normal day. After a while, it got me thinking. What if I were to set off on my own? What if I used my journalism background and the business skills I was acquiring at this job to launch my

own online news source? I was growing tired of my job, but as most any entry-level journalist out there will tell you, reporting jobs (good ones, at least) are few and far between. If you're going to succeed as a reporter in this day and age, you need to approach the field with an entrepreneurial sense. I realized these things early on, but I had no real starting point from which to step off. This is still an emerging field, after all. Enter Mark Briggs. "Entrepreneurial Journalism" is a must read for anyone interested in learning what it takes to succeed in the age of digital news. This practical guide to start-up news ventures details exactly what you need to know in order to design a product that works. From the technical aspects to the business side, this book will answer all your questions. It's an easy read that's filled with stories from people who have launched their own news sources, and made money along the way. And while there's still much left to be learned in the field of online news, this book will definitely put you ahead of the game. I can say without hesitation that "Entrepreneurial Journalism" was just the motivation I needed to begin the process of building my own site. I owe a lot to this little book, and I highly, highly recommend it to anyone with an interest in how digital journalism will grow and prosper in the 21st century.

Mark Briggs has written another great book about today's journalism scene. Briggs writes with authority -- clearly conveying that he knows what he's talking about because he has done it and he has talked with others who have created cool start-ups. But unlike much of the writing on this topic, his approach said to me: "Here are some great things out there -- and you can do great things, too!" It's not a night-time reading book. It woke me up, my mind filling with ideas about how I could be an entrepreneur in journalism. I'm not a businessman; but in this book Briggs lays out such a clear, logical plan that he makes me think I could fake it and actually start something myself. I highly recommend "Entrepreneurial Journalism" and also suggest you look at Briggs' "JournalismNext" if you're interested in multimedia storytelling.

Briggs' latest book Entrepreneurial Journalism is an excellent, must-read book for anyone contemplating an entrepreneurial journalistic endeavor (ie your own news website). Also, because digital journalism is becoming more and more ubiquitous, I would encourage all current or prospective journalists to consider reading Entrepreneurial Journalism. The book is extremely well-researched and dense with insightful and necessary information, much like a textbook (the author [Briggs] states he's a college professor). However, it is much more reasonably priced than most textbooks and reads much more interestingly. Overall, I highly recommend this book.

This book by Mark Briggs is exactly what I was looking for. How do you take journalism to the next level for you? Read this book to find out. If you have the courage to do independent journalism, here is your road map.

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