

November 02, 2009

Subscribe to the Daily 'Dog | RSS | Twitter | Bulldogreporter.com



SEARCH

printer friendly format email page

Issue Date: Daily 'Dog - October 29, 2009

- Home
- Barks & Bites
- Thought Leaders
- PR Biz Update
- Media News
- PR Agency News
- PR People
- New Tools & Tech
- Journalists Speak Out
- Winning PR
- The Leading Edge
- The 'Dog Blogs
- PR University
- Free White Paper Library
- Measurement Directory
- The Firm Voice

Click here to learn more

www.tekgroup.com
Online Public Relations

Engage. Interact. Share.

Make your news part of the conversation with Social Media 2.0.

Bulldog Reporter's PR JOBMART

Click here for the latest job listings

TAGS

Public Relations News media news

PR Must Tread with Caution: Crowdsourcing, Citizen Journalism Lack Professionalism

By Rick Singer, Co-Founder and CEO, Network Media Holdings

I remember when I first heard the term "crowdsourcing" in 2006. *Wired* magazine ran an article about how the stock photo industry was in rapid decline, due to a small site called iStockPhoto. Using the power of the crowd, they were amassing millions of stock photos, predominately from amateur photographers, and thus severally undercutting juggernauts like Getty Images, which purchased iStockPhoto.

Since this movement, the concept of taking a job traditionally performed by a designated employee or individual and outsourcing it to an undefined group of people as an "open call" has taken off. Who wouldn't want an unlimited number of people doing the job of a few?

By creating an open platform, Apple, for example, has utilized the crowd to quickly build a huge database of mobile applications. Wikipedia is another example showing that the model could be used to create a comprehensive online encyclopedia—although not always accurate. Netflix used the crowd and \$1 million to come up with a better formula to provide relevant movie suggestions to its users, while companies like eBay and MySpace have built profitable businesses models that couldn't exist without the contributions of users.

It seems only logical—with the demise of national and local media outlets and a shift of focus to hyper-local reporting—that crowdsourcing would infiltrate the world of public relations and specifically the relationships PR practitioners have with journalists. But unlike the way crowdsourcing has evolved the stock photo industry for the better, crowdsourced journalism will never have the trusted voice of the tried-and-true expertise of traditional professional journalism. With no editors in place to guide the conversation, it is difficult to imagine these outlets will have an authoritative and professionally polished voice like a daily column.

Despite the success of crowdsourced blogging, one could argue that, for the most part, these sites are more humorous than informative. With sites like "This is Why You're Fat" and "Look at this F*cking Hipster" growing increasingly popular and even earning book deals, it's arguable that citizen journalism will provide the same hard-hitting "news." As media outlets evolve and adapt to the changing landscape of news, more will be forced to embrace the collective conscience of the hive.

And with mainstream news organizations already opening up platforms for citizen journalism, one wonders: Will this be the norm, or will niche sites that appeal to a dedicated base be the norm?

For example, sports enthusiasts are never at a loss for words or afraid to voice their opinions. From the Monday morning quarterback to the self proclaimed number-one fan, sports fans congregating in online communities would seem to be a natural extension of sports talk radio. Take a newly launched niche site like Sportslip.com. The site encourages "average Joes" to write their own story, hence their mantra, "Give 'em some lip." Encouraging a form of citizen journalism from amateur sportswriters, a site like this thrives on the hive mind, not only for content but for growth.

Remember the citizen journalist with supposed "inside information" who posted a story to the crowdsourced news blog iReport, operated by CNN? The report claimed that Steve Jobs had been rushed to the hospital with chest pains. Following the news, Apple stock dive bombed and it required the intervention of an official Apple spokesperson to dispute the claim.

Although CNN had good intentions of wanting to give its viewers a voice, they instead ended up providing the false information of a stock manipulator.

Yet for every failed attempt at crowdsourced citizen journalism, you can find an equally compelling story of how tapping the hive has worked. For example, citizen journalists filled the void during the early hours of the terrorist attacks in Mumbai—within minutes of the first attacks, on-the-scene reports started appearing on Twitter, Flickr and other social networking sites

Can crowdsourced journalism make life more difficult for a PR professional? Yes and no. It further fragments the news, for example—and citizen journalists are usually unwilling to accept "pitches." But instead of criticizing the movement, some PR practitioners and journalists are using the "crowd" to locate expert sources. Help a Reporter Out (HARO) is one of a handful of services that lets journalists ask questions to a large number of people quickly—in the hopes of adding valuable perspective to the news.

I believe the crowd can be a great source in providing access to breaking news. But for crowdsourced news to survive, it will require the guidance of professionals. With professionals vetting information and writing the features, the crowd is encouraged to mine data, bring light to stories slipping through the cracks and provide fresh insight to the conversation.

Comments:

Thursday, October 29, 2009 9:47:05 AM by Anonymous

Interesting comments. The article might, however, carry more impact without two misspelled words in the first paragraph as well as several other mistakes throughout.

Friday, October 30, 2009 4:44:12 PM by Anonymous

Very interesting and thought-provoking.

Leave your comment

Daily 'Dog Reader Anonymous

Daily 'Dog Social Media Channel



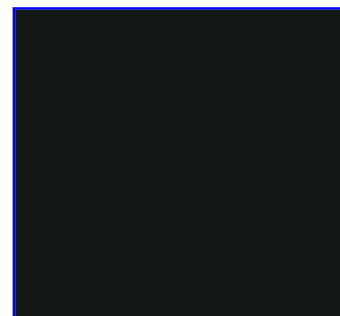
The Key to Success? Face-to-Face Meetings

During an economic downturn when more companies rely on electronic communication to conduct business, we helped British Airways connect business travel with opportunity by underscoring the importance of "face-to-face" meetings. This campaign invited U.S. business people to make their case for an armed business travel need and win free travel on BA to attend a meeting.

Follow: [Social media icons]

Get & Share

Click for the Widget



THE LEADING EDGE

Google Really Does Pay Attention to Feeds

By Sally Falkow



There has been speculation about the efficacy of putting news content into RSS feeds for some time. As early as 2005 Charlene Li, then at Forrester Research, said "if you do nothing else, put

pr business pr
technology
public relations
technology pr
firms PR
People
marketing
advertising **Media**
Relations
WOMA Buzz
Marketing PR
Trends public
relations trends
SEO
journalists
newsrooms
public affairs
Social Media
corporate
communications

Name

Website

Please note that comments are not automatically posted. The editors review all comments before posting, and they check the replies throughout the day. Please allow up to 2 hours for your comment to appear.

CAPTCHA Validation

Retype the code from the picture



Code:

your press releases in RSS feeds."

The TEKgroup/Bulldog Reporter survey shows increasing use of RSS feeds by journalists every year. Other...

[Read More](#)

PR Nonsense

PR Nonsense
<http://prnonsense.marchpr.com/>
Happy Halloween – Burn Guy Fawkes, Burn...

10/30/2009

Growing up in England, we never really 'did' Halloween...

Authentic PR Counsel

Authentic PR Counsel
<http://authenticprcounsel.com/>
PR Horizon Management: Pointing Clients Toward...

10/30/2009

The public relations profession faces many challenges in these hardscrabble times. Clients are holding tight, cutting their public relations budgets or simply saying goodbye...

The Flack

The Flack
<http://theflack.blogspot.com/>
Restoring Trust

10/30/2009

The Council of PR Firms executive director Kathy Cripps had a twinkle in her eye as she looked out across the expanse of The Yale Club's Grand Ballroom in New York City yesterday morning...

Rep Man

Rep Man
<http://www.repmanblog.com/>
Do you really want mom or dad to spend eternity in a Wal-Mart casket?

10/30/2009

Not content to undercut every other conceivable type of mom-and-pop store, Wal-Mart has now set it sights on the **recession-proof business** of death...

Ronn Torossian

Ronn Torossian
<http://ronntorossian.com/>
PUBLIC RELATIONS: VALUE, PRICING AND HARD WORK !

10/30/2009

Here are some thoughts I have at the start of this Friday, the end of a long week at this NYC based **Public Relations agency**...

PR 2.0

PR 2.0
<http://briansolis.com/>
The Future of the Social Web

10/30/2009

Prior to leaving Forrester to join **Altimeter Group**, Jeremiah **Owyang**, along with Josh Bernoff, Cynthia N. Pflaum, and Emily

Bowen, published a report that attempted to bring the future of the Social Web into focus...

BAD PITCH BLOG

Bad Pitch Blog
<http://badpitch.blogspot.com/>
Know Yourself, Be Yourself for Better Pitches

10/30/2009

Last week, I had the blind luck to present right before [Artie Isaac](#) at [SummitUp](#)...

culpwrIt

CulpwrIt
<http://www.culpwrIt.com/>
Master 5 Characteristics of Professionalism

10/29/2009

Let's start with a qualifier: I believe a majority of PR graduates are meeting entry-level professional standards required in business today. Unfortunately, not all grads meet those expectations...

my three cents

My Three Cents
<http://blog.makovsky.com/>
A FACTOR IN THE FAILURE OF NETWORK NEWS

10/29/2009

Here is an interesting factoid from a recent Michael Massing [Columbia Journalism Review](#) blog that suggests that the cult of personality may have a hand in the failure of mainstream TV news...

PR Coach

PR Coach
<http://www.pragencycoach.blogspot.com/>
Part 3: Positioning Your Agency for 2010 Success

10/28/2009

One of the most important aspects of your 2010 planning should be a critical evaluation of your relationships and work for your major clients...



6 A.M.
http://www.edelman.com/speak_up/blog/

Shared Value—The Future of Corporate Philanthropy

10/27/2009

I had lunch today with Charles Moore, President of the Committee Encouraging Corporate Philanthropy...

Catching Flack

Catching Flack
<http://catchingflack.com/>
PRSA finally unveils a new web site

10/27/2009

PRSA finally took the wraps off its [new web site](#)...

PR Conversations

PR Conversations

<http://www.prconversations.com/>
Tidbits: one, two, three, four...who are we all rooting for?

10/26/2009

Tidbit 1. From **Louvain la Neuve** on 'Contredire L'entreprise':

°today's title implies that corporates speak and others react, but be careful in overemphasising corporate win, warns **Jean Pierre Beaudoin...**

STEWWINSTONPR

Steve Winston PR
<http://www.stewwinstonpr.blogspot.com/>
WHAT IF...?

10/26/2009

What if every company used Tylenol's wonderful 1980's response to the tainting of its products as a model for modern crisis communications?

21st-century PR Issues

21st Century PR Issues
www.pulseaman.eu
Transparency is the new opaque?

10/26/2009

This post is a reaction to Paul Holmes's post [Transparency is a principle, not a tool for manipulating the public...](#)

Ishmael's Corner

Ishmael's Corner
<http://www.ishmaelscorner.com>
Iron Reporter: Wall Street Journal Versus NY Times On A Russian

10/26/2009

Siemens recently took its new high-speed train for a spin with reporters on board...

D S Simon Vlog Views

DS Simon Vlog Views
<http://dssimonvlogviews.com>
Monte Lutz, Digital Public Affairs, Edelman

10/23/2009

Monte's Five Steps to Acclamation of Social Media for Organizations...

THE ETHICAL OPTIMIST

THE ETHICAL OPTIMIST
<http://ethicaloptimist.com>
ARE BIG FIRMS DOING A BIG RIP OFF WHEN IT COMES TO...

10/19/2009

There was an interesting [article](#) in Gawker that caught my attention this week, and frankly, got me into a bit of a rant, which turned into a bit of a write...

[Public relations research](#)
Get 10 tips for Translating
Your PR Results Into
Measurable Success!
www.solutions.dowjones.com

[Public Relations Mgmt.](#)
Double Your PR Productivity
with PR Software From
Vocus. Free Demo!
www.vocus.com

Ads by Google

PR UNIVERSITY

New Webinar Tutorial - November 5

Measuring PR: Output, Outcome or Out of Work—How to Save Your Job and Budget

Meet The Editors Audio Conference - November 6

Meet the Producers: TV Insiders Show PR How to Place Corporate Video and B-Roll on TV Stations and Websites

Meet The Editors Audio Conference - November 12

What Do Women Want? Top Women's Media Share Hot Topics, Pitching Tips and Best PR Practices for Reaching Millions of Readers

Meet The Editors Audio Conference - November 19

Pitching Freelancers for Maximum Press: How PR Can Win Major Coverage via Contributors and Stringers Despite Newsroom Layoffs

FREE WHITE PAPER LIBRARY

Read up on the latest ideas and technologies from top companies in the PR industry.

[Click here to view the free white paper library](#)

[Home](#) | [Contact Us](#) | [About Us](#) | [Privacy Policy](#) | [Advertise With Us](#)

© 2009. Infocom Group. All Rights Reserved.