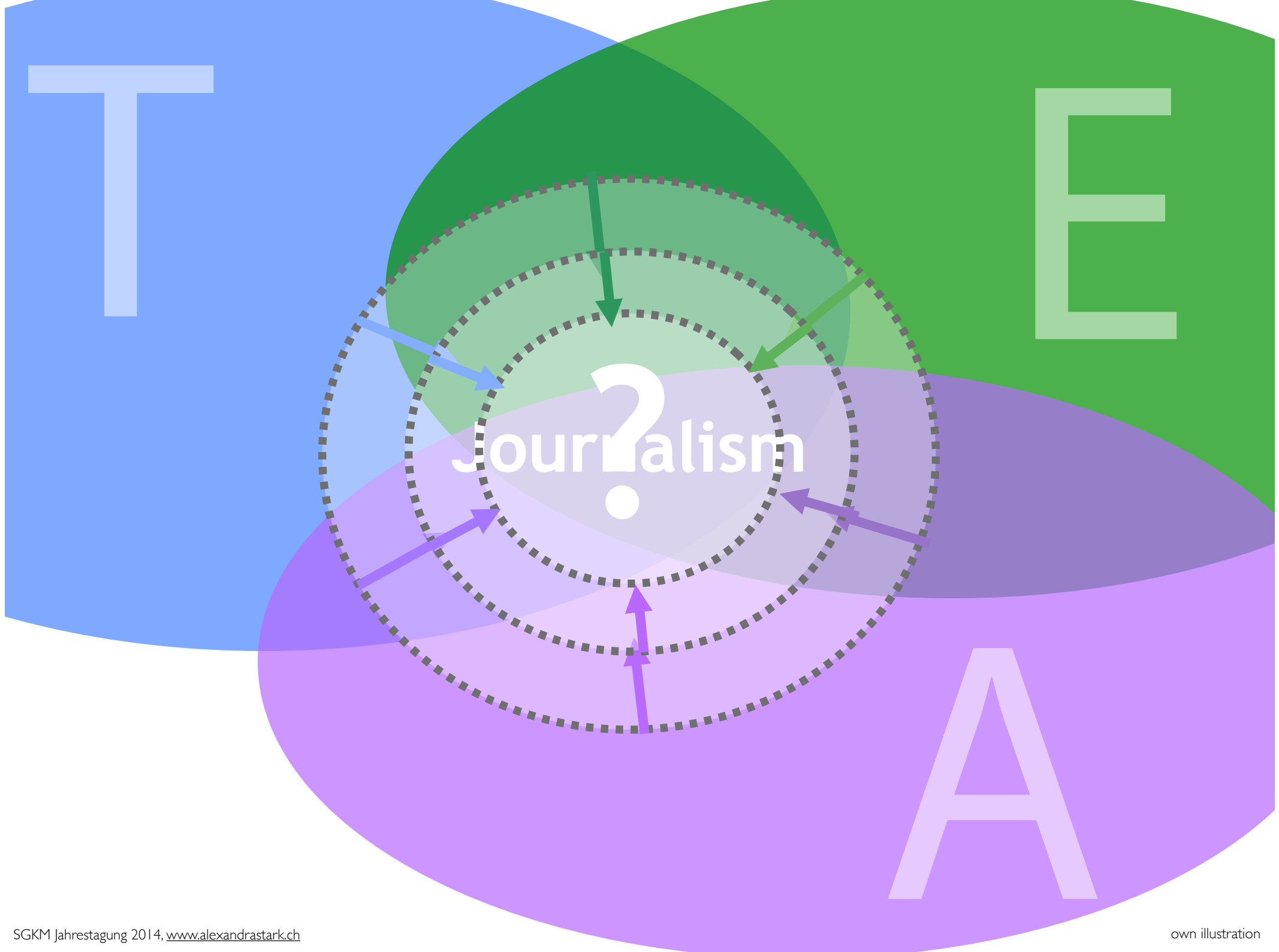


from **Gatekeeper**  
to **Sense-maker**

– a plea for a new self-understanding



**Journalists** and  
**change** (so far)  
are like ...



Are **missing skill sets**  
the problem?

Yes

# Demand for (mid-career) ddj-training @MAZ

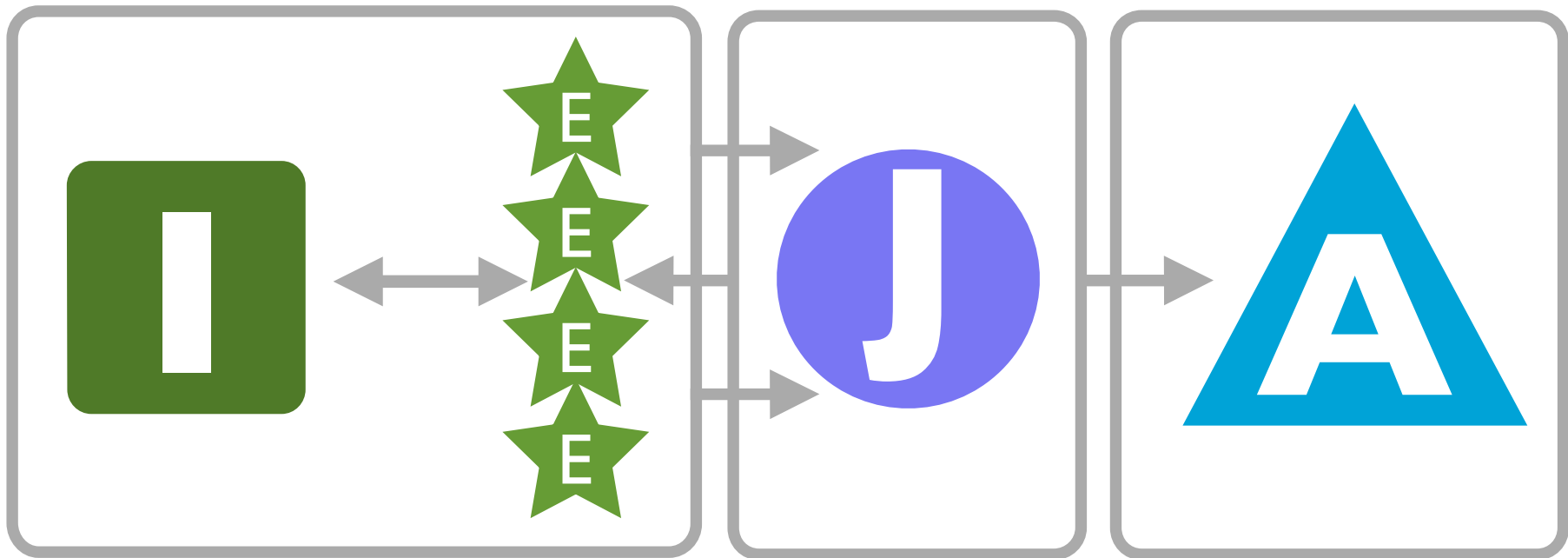
<u>Year</u>	<u>Participants</u>	<u>Capacity (max. 16 Participants)</u>															
2011	8	x	x														
2011	0																
2011	0																
2012	0																
2012	0																
2012	0																
2013	0																
2013	6	x	x														

Participants / not used training capacity  
 x = Participant working as journalist  
 MAZ earning money

Is it a problem of  
**mindset?**

**YES!**

# We are Gatekeepers – **until now**



1. Journalist (J) thinks about what the audience (A) needs to know (Gatekeeper)?
2. Journalist searches for sources: Experts (E), they provide (processed) Information (I)
3. Present findings according to the media the journalists work for.

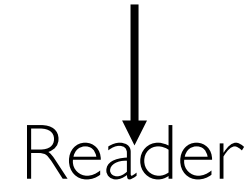


# The recipe for «good» journalism – **until now**

1. **what**: what we journalist think is **relevant**.
2. **how** (journalistic form /channel): what we journalist think **makes sense** / the **channel we have**.
3. **when**: when we have our **deadline**.

**19th century**

**Journalist**

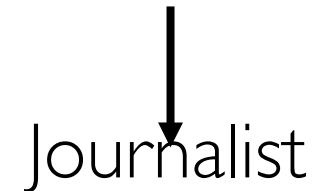


**20th century**

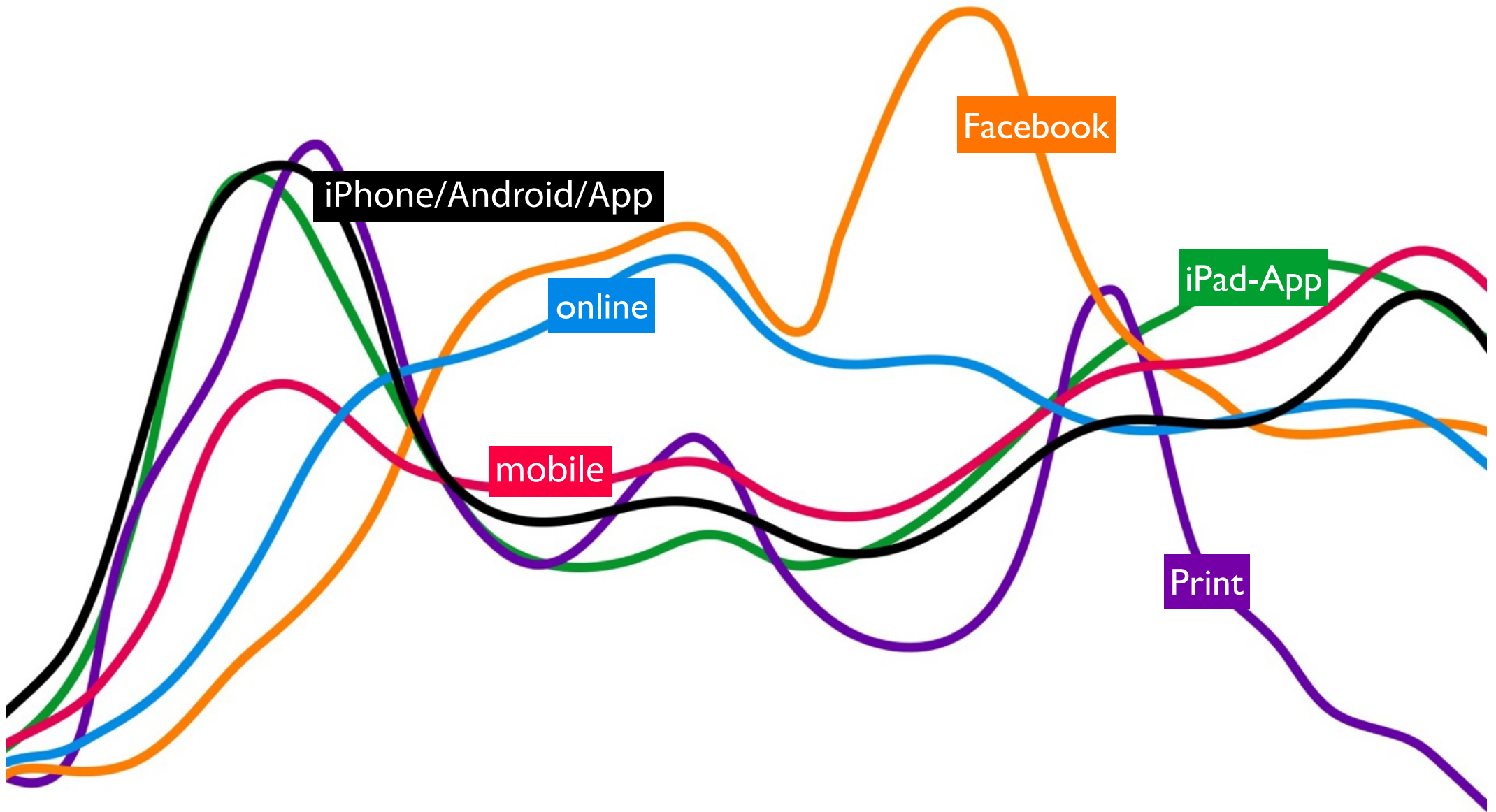
**Journalist ↔ Audience**

**21st century**

**Audience**

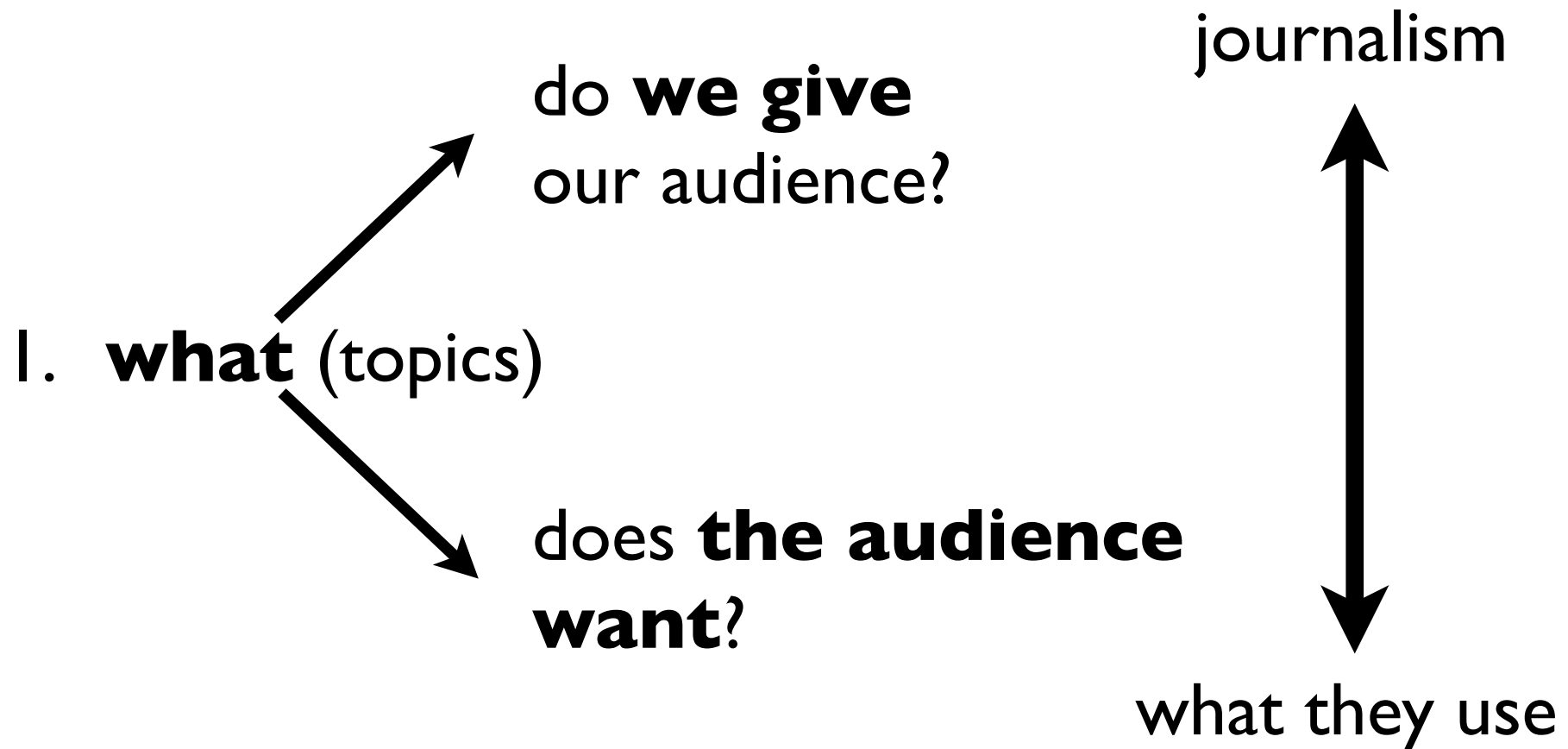




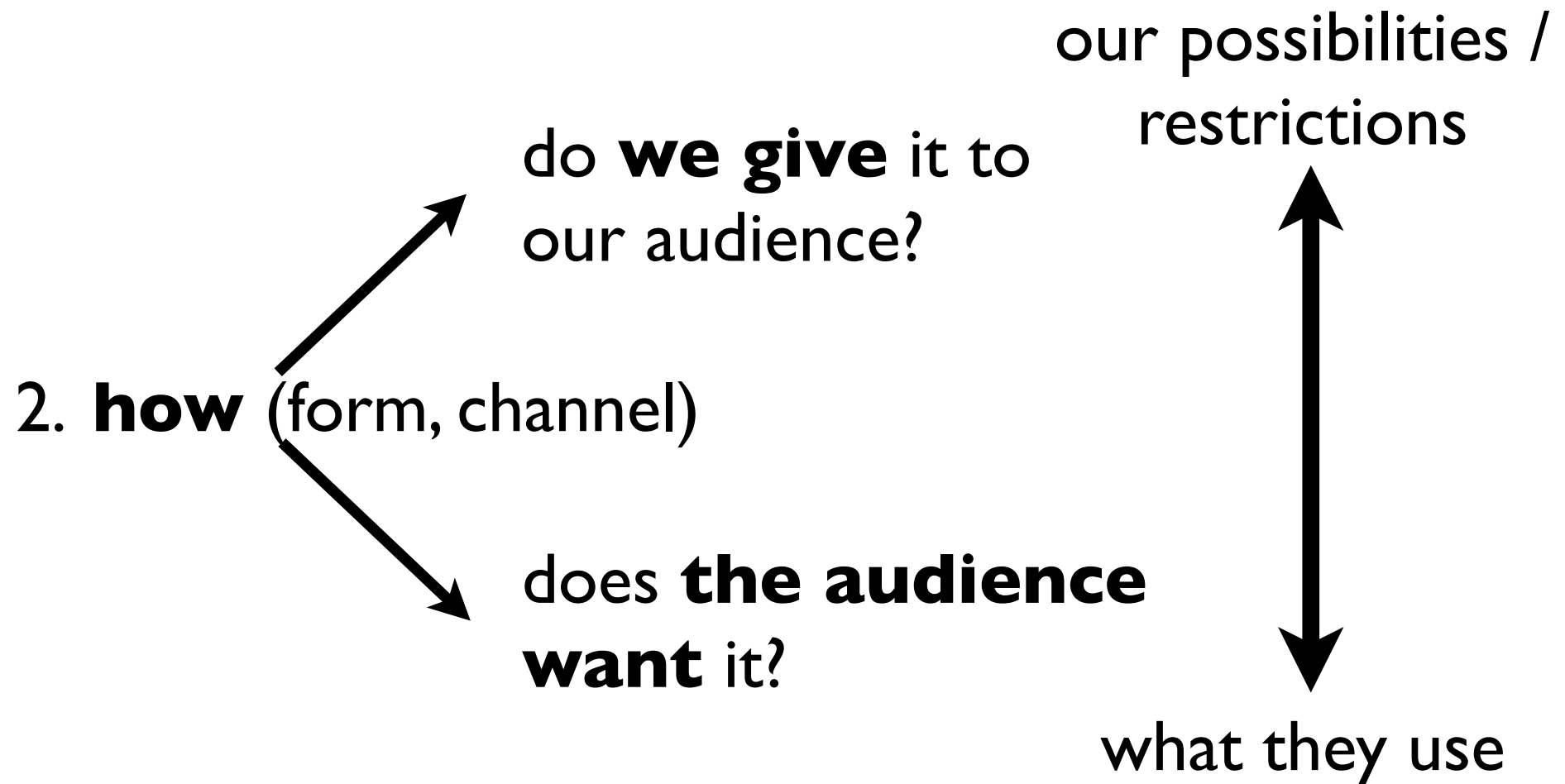


Breakfast Commute Lunchtime Tea-Time Prime-Time Bedtime

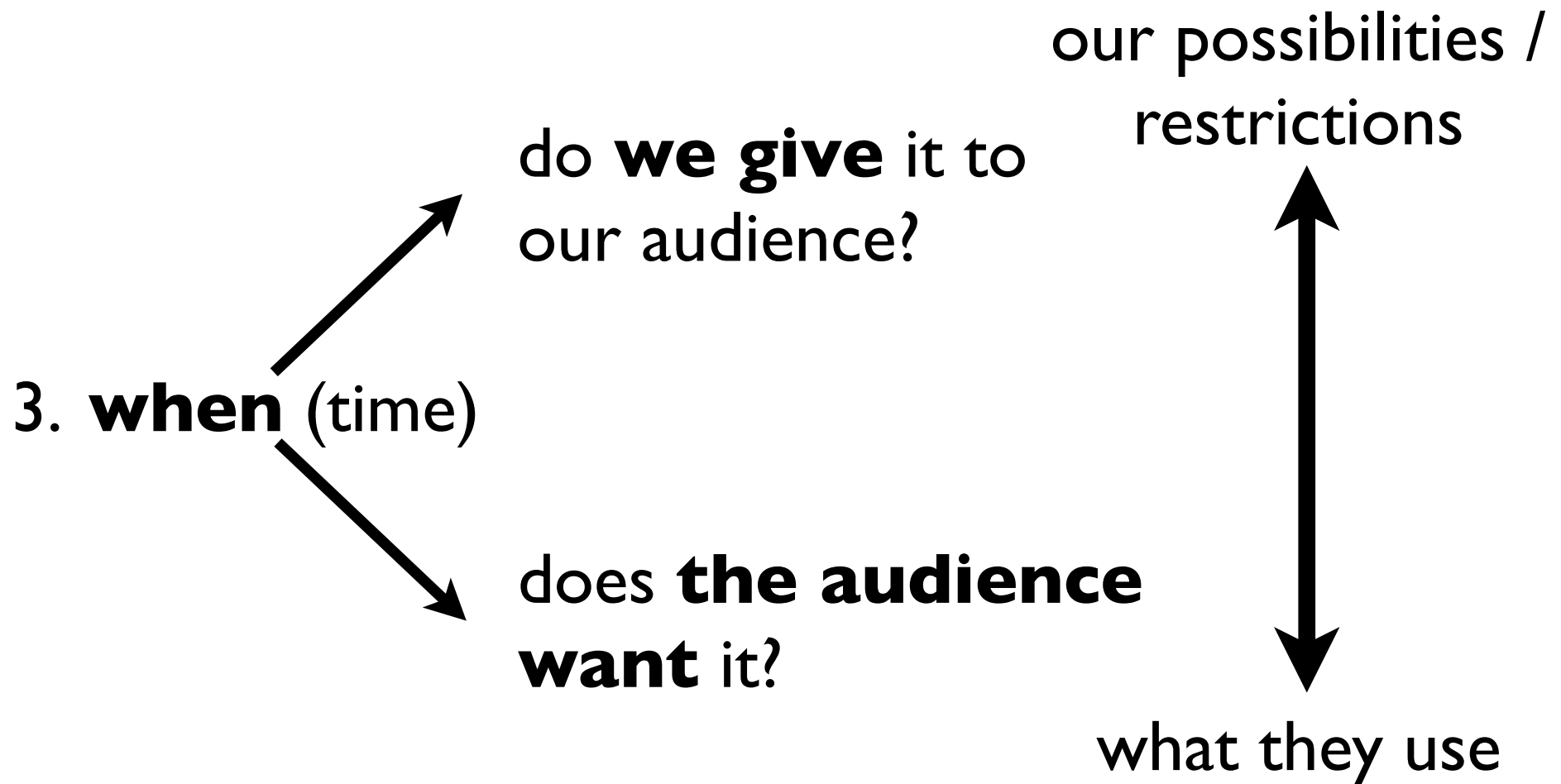
# The recipe for «good» journalism – **from now**



# The recipe for «good» journalism – **from now**



# The recipe for «good» journalism – **from now**

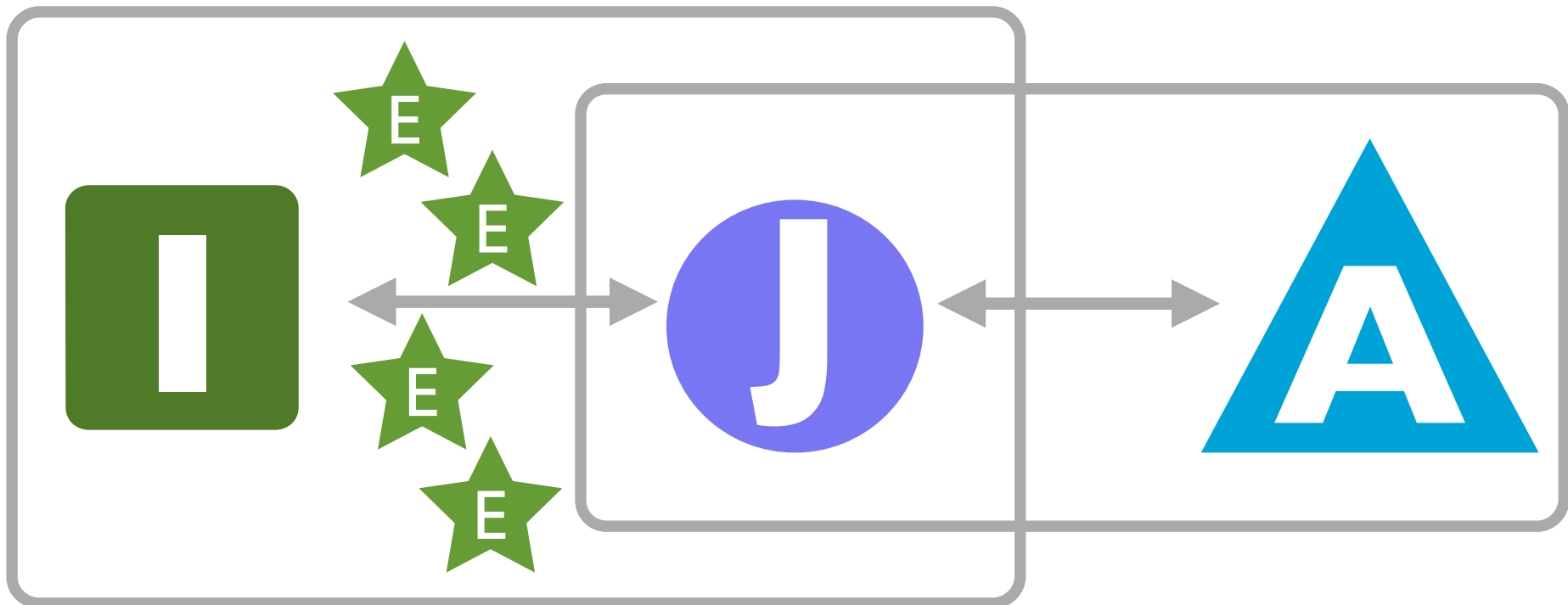


**form  
follows  
function**



but **not**  
internal  
functions

# We are Sense-Makers – **from now on**



1. Journalist (J) thinks about what the audience (A) needs to **understand** (Sense-Maker)
2. Sources: Information (I), (in cooperation with experts (E))
3. Processing information (in cooperation with experts)
4. Interpreting information (in cooperation with experts)
5. Summarizing findings: form follows function (not internal functions!)

# Enjoy!

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