

Precis: Media Innovation & Entrepreneurship

Book description: This open textbook that includes activities, ancillary materials and faculty resources on media innovation is designed to be a valuable resource for use in media entrepreneurship and entrepreneurial journalism courses across the globe.

The Need: Over the past 8-10 years, more and more faculty have been tasked with teaching entrepreneurial journalism or business of journalism, or media entrepreneurship as a full class or a module within their class. Because this topic is new and quickly changing, no practical textbook exists. There are lots of materials and resources on the subject but they are a hodge-podge, with each resource only covering one piece of the picture. There is no one seminal text that covers the key concepts that media, comms or journalism students need to understand about media innovation and entrepreneurship (content/tech entrepreneurship being very different than traditional brick-and-mortar entrepreneurship). No one resource is suited to the needs of an experiential class specific to media innovation and/or media entrepreneurship. It is our aim to build that resource and make it freely available.

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Modular Chapters & Processes: Each “chapter” will be a module that can accompany a week’s lesson in a 15-week course. The work could be used as a whole, or modules could stand alone. New modules could be added by the community in the future.

Chapter Structure:

- Student Learning Objectives
- Frontispiece/ Scene Setter
- Main chapter content, with mentions and links to seminal literature. Include applicable techniques from literature and practice
- Sidebar: Student Voice
- Sidebar: Operationalizing in the Classroom: Assignment or Activity
- Resources: Videos, Readings, links to YouTube resources.
- Glossary of Terms:

Teacher ancillary materials that may accompany each module:

- Colleagues who have experimented with this area
- Speakers/Experts in the Field for Classroom Conversation

Table of Contents (draft):

Draft of Working TOC

[Author Guide](#)

About the Project Editors:

Dr. Michelle Ferrier is the president of Journalism That Matters, a nonprofit that for 15 years has brought together diverse community stakeholders to reimagine the news and information ecosystem. She is an internationally sought-after speaker on media innovation, media entrepreneurship and online communities and digital identity management and holds a patent-pending technology for digital narrative mapping. As an associate professor in the E.W. Scripps School of Journalism at Ohio University and as former associate dean for innovation in the college, Ferrier has been a strong advocate for infusing the journalism and mass communications curricula with media innovation and entrepreneurship skills and knowledge. She is a Reynolds Journalism Institute 2016 Fellow, exploring the concept of student-innovators and building the media innovation ecosystem in underserved and underrepresented communities. Ferrier is the author of "Media Entrepreneurship: Curriculum Development and Faculty Perceptions of What People Should Know" in *Journalism Educator* and is featured in recent reports on the future of journalism education.

Through classroom and experiential learning, Ferrier expanded innovation and entrepreneurship opportunities for student innovators at Ohio University through internships with accelerators in New York, Cincinnati and Cleveland, the development of an international media innovation competition and as a co-investigator of a student innovation hub at Ohio University. She is a frequent workshop leader with educators, media professionals and community stakeholders on digital innovation, immersive design, community engagement and social media strategies. Ferrier is the creator of the Create or Die startup gatherings held in Detroit and Greensboro, NC that spawned local and collaborative startups. As a scholar, teacher, entrepreneur and professor, Dr. Ferrier developed a core digital media curriculum in Florida as part of the Florida Banner Center for Digital Media and has been at the forefront of developing digital media economic development educational initiatives and media entrepreneurship curricula in higher education.

Elizabeth Mays is the operations and marketing manager for Canadian nonprofit the Rebus Foundation, which is building a new, collaborative model for open textbook publishing through the [Rebus Community](#). She is also an adjunct professor at the Walter Cronkite School of Journalism and Mass Communication, planning its first online course in audience acquisition.

Previously she has taught business and future of journalism, social media and editing and was a director at the Cronkite School for seven years. During that period, she worked alongside Dan Gillmor to coordinate the first [Scripps Howard Journalism Entrepreneurship Institute](#).

About the Rebus Community

[The Rebus Community](#) is building a new, collaborative model for publishing open textbooks.

Our work on open textbooks is funded by Hewlett Foundation. We have also received funding from Mellon to develop technology around scholarly monographs.

Our objectives are to:

1. Define, with community input, a clear process and best practices for publication of Open Textbooks in standard formats.
2. Grow a vibrant global community of collaborators on Open Textbook creation.
3. Make it easy for faculty, staff, students, volunteers, etc., to contribute to the creation of Open Textbooks (their own, or others').
4. Create many new, high-quality Open Textbooks, available for free to anyone, in standard formats (web, EPUB, MOBI, PDF, and print).

As we work to build an open and collaborative model for publishing open textbooks, we are starting by supporting a handful of open textbook projects. For these select projects, we are working with faculty and institution staff, providing support for:

- management of the the publishing process
- finding collaborators (for everything from chapter authors to reviewers and proofreaders)
- formatting and design (including access to Pressbooks textbook formatting software)
- publishing in open, remixable formats
- peer review and accessibility review
- marketing, classroom adoption, and distribution into Open Textbook repositories

By doing this, we hope to build a community-driven, open textbook publishing process, supported by technology where appropriate. Equally important, we are building a global, connected community of people dedicated to increasing access to open education through open textbooks.

All books created with support from the Rebus Community must be licensed [CC BY](#), to ensure maximum compatibility with the 5Rs (the abilities to retain, reuse, revise remix and redistribute).