

2019: START HERE

DESIRED FUTURE (VISION): Investigative reporting plentiful; strong impact; journalists well paid; enough reporters to safeguard democracy

EXECUTION PERIOD: CARRY OUT BACKCASTING PLAN

BACKCASTING PROCESS GOES DOWN THE SCREEN

Mass audience reads, follows hard hitting investigative news ... Age range: 20s to elderly ... Adequate funding

SOCIAL CHANGE: Investigative news now competes well with other types of content for consumer attention

Period of press dysfunction, layoffs, poor watchdog-role performance, increase in corruption has led to public demand to re-arm watchdog press

Foundations, philanthropists, concerned citizens, social-minded advertisers motivated to fund investigative reporting because corruption has run rampant, hurt economy and communities

Younger people pay attention to and follow investigative reporting because it has been modernized: in format; media platform availability; topics relevant to younger demographic

Independent "star" investigative journalists, reporting on topics of interest to younger demographic

Journalists act like adventure athletes: e.g., GoPro livestream video of reporter embedded with SWAT raid on drug-ring hideout ...

Melding of "reality" programming and investigative reporting (?)

INDUSTRY CHANGE: Investigative news has been made more exciting; impacts people's lives more directly; topics appeal to younger people, too; increase in number, productivity of paid investigative journalists

New breed of hard-news media outlets give **celebrity** treatment to best investigative reporters (e.g., First Look Media niche sites such as The Intercept on government surveillance); growth of outlets using this model



Camera drone tracks terrorist group on apparent mission

New types of organizations produce and/or sponsor investigative reporting; e.g., Yahoo!, Google, libraries, AARP, NGOs, "do-good" corporations, crowd-funded or crowd-investor media entities, community foundations

Growth of critical-topic investigative niche-news entities: e.g., climate change; rising seas; species extinction; loss of jobs to technology, etc.

Niche versions of news programming like "60 Minutes" for the digital age appear; multimedia, multi-platform, interactive; topics appeal to younger demographic

Working funding models discovered via experimentation: e.g., crowd-funding; crowd investors; paid by impacted parties, advocacy organizations; govt. grants; events and conferences; syndication; publish in sellable formats (e-books, etc.); sell access to data, data analysis; training others

Intelligent/AI digital assistants make investigative reporters more productive, accurate: write simple stories from data; copy-edit; fact-check; conduct research; find sources; analyze/search big data, social-media data and find trends; perform other high-level research/analysis tasks

Many experimental formats for investigative reporting tried; some succeed, some don't ... E.g., comic books, cartoon journalism, interactive video, data and reporting personalized for each reader; mobile-device news games, etc.

Investigative reporters work with crowd as they contribute, share experiences, images (e.g., police harassment, teacher abuse, etc.)

INVESTIGATIVE REPORTING TODAY: Weakened; fewer journalists; limited funding; topics get attention mostly of older audience, not young demographic; new investigative news entities immature, shaky funding, unproven business models

"Robot" writers handle routine news stories; fewer journalists, but they focus on serious stories

Secure communications (NSA-proof) available; sources safe to share info, leaks, documents with journalists

"Watergate"-scale scandal(s) reignite(s) citizens' interest in, demand for investigative journalism

2014: END HERE