**CitizenJ, Citizen Journalism and Making People Aware of Their Collective Conscience**

Submitted by John M. Holden 12 October 2012, [aussiejohn09@gmail.com](mailto:aussiejohn09@gmail.com)

0457892332

iJohn2 is the culmination of a lifelong of challenges that I have overcome personally and professionally in a manner that could inspire or create a dialogue that enables social change. As a person from an ethnic minority who is also an immigrant and is alternatively abled from a mental health diagnosis of Bipolar Affective Disorder I, I have created the project named iJohn2. As the name the small "i" first represents myself as a person of color who has often had other Australians attempt to make me feel as if I were a second-class citizen. Just recently I had my first experience of racial profiling being stopped on the street for no reason by Queensland Police. It was amusing rather abusive and I never at any time did I feel unsafe or threatened. John is my real first name and the number two “2” represents someone who owns his disability of Bipolar Disorder. Secondly it represents the nature of the duality of the disorder, and my journey of redemption and self-respect. From a personal standpoint this proposal creates an all-encompassing digital experiment creating groundbreaking opportunities to improve social, health, and economic outcomes of traditionally marginalized visual and non-visual minorities in Australian culture. This includes but is not limited to aboriginal/indigenous, regional, culturally and linguistically challenged, and the disabled communities.

Specifically this observes the ability of iJohn2 to enable the aboriginal community, regional Australians, culturally and linguistically challenged, and the disabled communities to create a fully scalable template to effect social justice, economic empowerment, and “social sustainability”. Social Sustainability is the ability of human beings to maintain a rational and harmonious balance within their economic, social and bio-spherical environment thereby creating a more opportunity for human sustainability.

**What project would you like to develop?**

I would like the project to develop and to utilize current Internet, digital technologies and social media to create a template for alternatively abled person’s to report the news by themselves and for themselves. This would enrich their lives and the lives of others around them, creating a more social sustainable community. iJohn2 will create a fully scalable, replicable, and commercially viable model well within the 16-week deadline period. It will be my personal venture into this arena that will demonstrate the model. Once created this model will hopefully stand as a local, state, national, and even international example of the power of digital technologies currently available at reasonable prices have to promote transformational social change.

iJohn2 will create a synergy of Journalism, Technology, and Psychology to transform the lives of people using the template. iJohn2’s current experiment is an entrepreneurial self-financed news story inspired through my involvement at the Edge. iJohn2 is attempting to leverage a small sum of funding from the program in order to put the program into place first in Aboriginal communities, then Regional Australia and finally other marginalized communities.

**Audience: who would your project impact, assist or reach?**

The potential audience is very diverse and it has the ability to reach, impact, and assist the global community in ways CitizenJ may not have begun to realize. The people who will be impacted are those who are being influenced by decisions of bureaucrats making funding decisions for schools, libraries and communities around Queensland.

From the viewpoint of a non-white non-European immigrant the average Australian world-view can unfairly appear to be extremely myopic bordering on parochial, even racist and xenophobic. Many visitors view Australian’s racial and cultural attitudes with trepidation. iJohn2 offers uniqueness is that as a non-white immigrant who has been challenged by Australian attitudes in many ways I offer a much different viewpoint than of other traditional Australians.

**Budget: how much funding are you applying for and how would it be allocated to achieve your project? Please include any in-kind contributions.**

iJohn2 is self-funded at this point 100% and seeks your offices representational support. In addition iJohn2 is also examining the possibility of artistic, cultural and business grant funding on local, state, and commonwealth levels. It is our belief that linkages between these forces of citizen journalism, psychology, specifically Cognitive Behavioral Therapy, and technology will form powerful synergies which will create profound and lasting change in the lives of those who are exposed that are diverse, long lasting and mutually beneficial to all involved.

The milestones in iJohn2 development and delivery dates are as follows

These relative milestones for the project will be influenced by one of the keys of CBT – Goal Setting. We are also going to be engaging in processes in this project that will set the future course

15 days to first posting date (i.e. website, logo for project, and blog and social media sites set-up within that time frame) iJohn2 and first blog entries with pictures begin within 30 days.

iJohn2 will obviously use strategic available social media sites and technologies including but not limited to: Internet, Facebook, YouTube, Twitter, Linked In, Orkut, RSS, and Pinterest

Within 45 days the first series of interviews and video. Videos will only occur on a bi-weekly basis, and written news and human-interest reports will occur on a weekly basis.

Within 30 day to 72 days a video report will be done on a bi-weekly basis. A weekly blog entry will be done and included will be photos, interviews, short videos, and public interest stories. The final cut will be completed within 120 days 28 Feb 2013

**Selection criteria:**

With the support of CitizenJ this production can be completed within the 4-month timeframe guideline. iJohn2 has already sourced nearly 100% of the total funding because of our belief in the CitizenJ project and support for the State Library of Queensland.

Public discussions about experiment have largely been well received from all members of the business and professional community and the market for creating responsible citizen journalists with integrity is very well regarded.

I have contacted potential sponsors, partners, and potential advertisers and they are almost universally willing to have further discussions on how they could collaborate and support my initiative. This of course immediately increases the chance of making the experiment commercially viable in the future. At this point in time I have numerous interested state and regional business parties provided the State Library of Queensland is on board.

It is without question that this demonstration and experiment is a glimpse into part of the future of journalism. Individuals with integrity, ability, and limited budget can still expose themselves to a potential market of several billion people via the greater exposure to the National Broadband Network. This is all more possible with a small but significant contribution of CitizenJ. The return on investment has been estimated to be in the neighborhood of 500% for the State Library of Queensland.

The project can easily fit within the legal confines of iJohn2’s knowledge of journalistic integrity and suitability for the project. Our goal is to take the moral aspect of the project, as in the impact of citizen journalism on social sustainability and inject objectivity and fairness into the social media arena making it accessible for all people.

iJohn2 has no doubt that this project will be fully scalable for the marginalized communities that the State Library of Queensland wants to reach. iJohn2 through creating news stories and making news worthy stories and simultaneously using commonly acceptable psychology therapies will demonstrate a very high return on the experiment. Relationships being developed with local businesses who have volunteered initially so we can stay ahead of the curve in developing scalability solutions. Scalability is truly a question of commercial viability. By meeting key benchmarks we have set for content I believe we can begin to set revenue goals for the long sustainability of the project. In my previous experience as a public radio announcer I set up a program that has now been on air for ten years as I identified a need and the market and got the program to air.

iJohn2 is relevant to Queensland regional and Aboriginal communities because it creates a template using my disability to demonstrate to other challenged communities within Queensland how they can use the iJohn2 template and duplicate a transformational event for the resulting in a net community benefit.

Based on early indications of return on investment for the experiment iJohn2 believes that the State Library of Queensland is getting a project worth of nearly $45,000 for under $4000.00. iJohn2 believe this to be a distinct value given that it answers all of the criteria of the grant and is also a negotiable requested amount.

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| Reporter | $2995 | PIK | 0 |
| Photography | $2995 | PIK | 0 |
| Announcer | $2995 | PIK | 0 |
| Web Design | $875 | 50% discount | $875.00 |
| Legals | $685 | Lowest rate neg. | $685.00 |
| Photo Editor Consult | $250 | Lowest rate neg. | $250.00 |
| Insurance | $448 | $448 | $448.00 |
| Flights | $1500 | 3-5 City Demo Tour | $1500 |
| Hotels and Transfers | $1000 | As above | $1000 |
| Food Allowance | $125 | $125 | $125 |
| Subtotals not including GST |  |  | $3983.00 |

The following table represents the general flow of the project input needed to produce desired output. However, specific outcomes are going to depend on the group or groups participating in the development of the program.