The Blockchain: An open call to writers and journalists

Dear writers and journalists,

The media is going through the revolution of its field. In fact, it’s just at the beginning of a much-needed revolution, one that will forever change the idea of journalism and will once again put the trust of the people on top of the media spectacle. Soon enough, we’ll be left with no more fake news or centralised media agencies. People will decide what makes the news, and what is nonsense. People will become both the journalists, as well as the editors and of course, the readers. People will revive the media, and the technology is already here for a decentralised news agency.

*"The key is to get the whole story into the headline but leave out just enough that people will want to click." - Brian Molnar, Gawker*

Starting from the appearance of the World Wide Web and the Web 2.0, where users were able to interact with its content, the general media scene changed dramatically. It was from the beginnings of Facebook and Google that the media took a step back and started seeing drops in its revenue.

## Journalism crushed by advertisement and sensationalism

In order to adapt to the new rules imposed by the rise of social media and advertising, the media went online only to find a harsh environment run not by good journalism and incentive articles, as it did with the printed press, but by the dollar and nothing else. The more clicks you’d get, the better the bank accounts would look. How could you get the most clicks in order for your media channel to survive in an ever-growing market? The answer was clickbait, a new modern type of destructive journalism that puts incisive articles on hold and goes all-in for the curious, the scandalous, the sexual and violent title and almost no actual news story in the article, but a page filled with ads and flashing products to sell.

*"If you are not careful, the media will have you hate the people who are being oppressed and love the ones who are doing the oppressing" - Malcolm X*

Things went from hard to really bad very quickly as the world adopted this new kind of media delivery system. Advertisers were more and more demanding, while the press couldn’t keep up with the demands and had but two choices: 1) go for a centralised governed revenue source or 2) go bankrupt. Even today, for every single dollar that is spent on digital ads, 80% of that dollar goes to Google and Facebook. The change is what’s remaining to be devoured by the publishers that are competing for the smallest fraction of the revenue.

This advertising business model focuses largely on engagement, not on actual news coverage and incisive journalism, which of course brings about a high percentage of polarisation. Going after the huge number of clicks and page views, not for the story that makes a difference in the world around them, journalists, even the best of them, are struggling to make it at the mercy of populism, sensationalism and despair, while their paychecks are getting skinnier and skinnier by the month.

## Blockchain is ready to change the media

The media scenery is at its worst since the beginning of the digital era of journalism. There’s no more trust in our journalists, local media has almost gone extinct, with only 10 small cities in the United States having 2 or more newspaper still in print and with the readers trusting places like Facebook or Youtube more than the papers, despite their clear and unreliableness as credible news sources. We are at the beginning of a new journey, a journey that will take us from where we are, to right into the future, where the media is decentralised and the information is gathered solely by the people, with no additional involvement by the governments or advertising companies.

*"Blockchain is as significant now as the Internet was 25 years ago" - Blythe Masters, CEO of Digital Asset Holding, a blockchain start-up*

Although today the blockchain or crypto assets are still seen like some theories by some people, they are all here. In the near future, these technologies will allow each and every one of us to change the way we see journalism and information itself. Just imagine a decentralised, ad-free website for news stories that really matter to you and your family and friends, that are trustworthy and always come in when they are needed the most. With the help of the blockchain, all of this is more than possible and already being put to the test and functioning. Gone are the monopoles and centres of power that control the way the user experiences the media. Say "Hello" to the world of the blockchain media, with distributed control and ownership over every single news story that makes its way to the world.

This is the only solution for the people to move forward in the Age of Information. We feel like without a free, a truly free press there is no public sphere, there is no "informed citizen", which means there is ultimately no democracy. Change starts now, with journalists and readers alike.

## Introducing DNN, the Decentralised News Network

DNN is the news network of the future. It uses the blockchain in order to create a truly independent news aggregator, where the people that read the news are the one that gives them power, where each view counts not for the advertisement agencies, but to put that article on top for a lot of people to read, making it reliable and trustworthy. This agency is solely controlled by the community of journalists that serves on it, which by doing so, will create a new framework for an independent and inclusive society. A society that will no longer be controlled by fake news and clickbait titles, but by true news pieces that make a difference and are important.

*"Banks aren't feeling any of the blockchain start-ups. But everything starts small, and before you know it, it's huge. PayPal began very small..." - William Mougayar, author of The Business Blockchain*

Of course, even before we started to make our way and publish more and more about this new technology and what it can do for the media, in the current media, the centralised news agencies already took it one step ahead and started printing all sorts of stories about the risks that the blockchain space holds. Things like technical scalability, cybersecurity and regulation all made the headlines for months now, and are still at the height of the general media as a defence mechanism against the new technology.

While all of the risks presented are true, they are in no way as dangerous as the media makes them look. These risks are just tiny, really minuscule in comparison to the ones that we face day after day in the journalism world. Journalism has proven its historical validity as the most powerful tool for people to obtain a free and fair society, so now, in the hour of change, it’s only normal to see the centralised media trying to hold its means and resist the blockchain transfer. Yet, once the benefits of the decentralised media will be presented and experienced by the people, there will be no turning back.

The powerful, the corrupt and the hateful will see the threat and will use all the monetary power he can dispose of to succumb to the new technology on its knees, trying to remain strong in the face of change and forever profit upon the clickbait and the fake news and the ads. While this happens, we must expect their challenges and make it the purpose of our very existence to go through with the change. No matter the costs, the change has to happen as soon as possible, in order for the free society to still be called that in the years ahead of us.

The temptation is to move slowly, but that’s not what we should do. We should act fast, now, right at this very moment, because time is a scarce tool in the face of a society simply overrun by what the media represents today. Our team at DNN is on its way to set a standard for a high-performance media, with fast responses, creative problem solving and a clear execution technique, that will attract the best talent out of our journalists an amaze the heck out of our users.

## DNN Goals

Our main goal at DNN is to cultivate and create a community whose passion and collective action will become our most powerful tool against our future existential challenges. This goal is no easy business, but if we keep up to them and put just a little bit more effort into them each and every single day, we can for sure make it through the first barrier. We can once and for all be able to make the difficult choices, the right ones when faced with limited and unreliable information and bring the trust in the media back into the population.

Although our main goal will be to eradicate centralised media and implement a worldwide phenomenon for the blockchain journalism, the more we face every urgent obstacle that we'll come by, the better we’ll need to keep an eye on the horizon. The overall mission with DNN is to build a self-sufficient ecosystem for accurate and incentive journalism and civil disclosure, which will literally be the first of its kind in human history.

## The impact of the blockchain media to the future

We have embarked on a dangerous, yet seriously vital task. The impact that our work will make will be felt for generations to come. DNN will redefine the way in which the people, the masses, all of us will forever interact with our institutions, governments and finally, with each other. Our main focus is to be more open, reliable and transformative as a product and to offer a brilliant, simple and honest community experience. We will do this by making sure to look on the long term for each decision that we’ll implement.

Blockchain technology is our one-way ticket towards a world with open governance, crypto economics and an era with free and trustworthy journalism, free from advertising giants, independent from dubious bosses and inclusive for both the journalists and the readers. Why should you work for the DNN? Because it really offers a special, different opportunity from any other media outlet out there: the possibility to embark on an endless, true mission to feed the real news to a more civilised society through a new, revolutionary technology. The road ahead of us promises to treat us all with incredible opportunities for learning and growing not just as individuals, but also while insisting on working together as a team in a new, innovative way.

The journey towards a better tomorrow is just at the beginning. If you know you can help us in achieving our goal of bringing back a more inclusive and unified society, we’d love to hear from you. To get in touch, please email me at dario@humanandmachine.com