

Omidyar news venture pushes into 'social journalism'

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Internet entrepreneur and eBay founder Pierre Omidyar has pledged to invest \$250 million to provide innovative solutions for the news media

Internet entrepreneur Pierre Omidyar's fledgling news venture launched an online project Monday led by a journalist known for using Twitter as a reporting tool.

First Look Media's new site Reported.ly is headed by Andy Carvin, who

gained prominence in 2011 by tweeting real-time bulletins about turmoil in the Middle East.

"We want to bring global news directly to you through social media — and hope you'll become a part of our online community," Carvin said in a blog post.

The new project will use a team of professional journalists to sift through social media to deliver important global news, using the same social platforms.

The site will provide "the opening gambit of a public conversation that we hope will help us sort fact from fiction," said Carvin, who called the effort "a new social journalism project."

"We're journalists and storytellers —not gurus, rock stars or self-styled experts," he said.

"We don't have all the answers and won't pretend that we do. We embrace listening over lecturing."

The new effort is the latest by Omidyar—the founder of eBay as well as a philanthropic investment firm—who has pledged to invest \$250 million to provide innovative solutions for the news media.

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