

**THE
MANIFESTO.**

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Correspondent

DAILY, BUT MORE THAN JUST THE ISSUES OF THE DAY

De Correspondent aims to be up to date, but doesn't want to succumb to the fleeting misconceptions of daily news. The latest news is all around us and available for free: you don't need a paid medium for that. De Correspondent wants to explore the deeper underlying structures and developments behind the news. These articles need to give the reader new insights into how the world works. When Jolande Sap quits as a leader of GroenLinks, the Dutch Green Party, everybody in The Netherlands knows about it within the minute thanks to sites such as nu.nl or the TV. De Correspondent takes stock of these types of developments but will also ask the question: why are the Greens a very small political party in the Netherlands while only hundred miles away it is one of the biggest in Germany? The goal of De Correspondent is to redefine the meaning of 'news', from that which grabs the most attention, to that which gives us the most insight.

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FROM THE NEWS TO THE NEW

The news is primarily dominated by sound bites, stereotypes and clichés. De Correspondent wants to do something about this simplification. De Correspondent wants to steer away from *news* and uncover the *new* by: 1) Placing relevance higher than timeliness, 2) Giving more time and space to alternative forms of journalism, 3) Openly taking responsibility for its own choices and dilemmas, 4) Spending more time fact checking, and 5) Incorporating the influence of other media in its reporting globally.

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NOT POLITICAL IDEOLOGY, BUT JOURNALISTIC IDEALS

De Correspondent asks its journalists to be actively involved. This does not mean simply writing about their own political ideals, but by writing from personal fascinations and deep-seated concerns. De Correspondent is independent, but also subjective. The journalist needs to find out which side of the story is the most believable and why. The newspaper isn't only a stage but also an actor within society. For example: together with the opinion of its readers, a part of its profits could be invested into a journalistic project donated to charity, or invested into a start-up.

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THEMES AND INTER-CONNECTIONS

De Correspondent will not be setting any boundaries, within the organisation or the world. Editors will write about: the euro, technology, learning and studying, about politics and justice, climate change and alternative forms of energy – everything that matters. Their articles will not be divided into sections such as ‘foreign office’ or ‘politics’. What matters is relevance, not geography. What this means is that De Correspondent will set their best writers free to write about any subject or theme, without putting them into a box with limitations. Correspondents won’t be sent to a country, but will have a base depending on their writing themes and topics. For example: “Globalizing in a Future Economy” or “New technology in Silicon Valley”.

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JOURNALISM BEFORE PROFITABILITY

De Correspondent is a commercial enterprise with the ambition to make profit, without striving to maximize the profits of shareholders. At least 20 percent of the revenue will be invested into the development of the platform. In that way we can make sure that De Correspondent will continue to invest in quality and development, without becoming dependent on subsidies and investors motivated by short-term profit. Journalism can therefore flourish from profits instead of it being the other way around.

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FROM READERS TO PARTICIPANTS

De Correspondent wants a lasting relationship with its members. It will not try to attract new members with incentives that were not offered to original members at the start of this project. Members who pledge more than €1000 to this platform will receive a symbolic shareholding. To maintain its independence, the members won't have any sway in the journalistic choices and direction of De Correspondent, but will have a say in its output. They will be asked to choose an investment opportunity at least once a year, whether it's a new project or a new writer. In that way De Correspondent can assure itself of its loyal readers and simultaneously keep its readers satisfied in the knowledge that De Correspondent is a medium that is loyal to them.

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NOT ADVERTISERS BUT PARTNERS

De Correspondent will be a medium free from advertising. Our members give us the right to exist. The commercialisation of traditional media is continually justified with the argument that ‘with another ad a new editor can be paid’. This is misleading. The extra revenue usually immediately ends up in the pockets of its owners, and not in the editorial office. Instead of advertisers, De Correspondent, in a transparent way, wants to choose partners who do not have vested interests and whose investments contribute to our journalistic goals. In that way its independence as an editorial office is maintained and its readers will receive more for their money: no ads, but more content.

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NO TARGET GROUPS BUT LIKE-MINDED THINKERS

De Correspondent does not intend to limit its reach people who happen to belong to the same demography: ('young', 'highly-educated', 'decision-maker'). In other words, De Correspondent doesn't think in terms of target audiences. Rather, De Correspondent favours fellow-thinkers. Everyone who feels close to its journalistic principles, the writers and the way it views the world on this platform is welcome. De Correspondent will reach out to its readers in a way that is fitting to the year 2013: not as an amorphous group, but as curious individuals who can't be reduced to a category.

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AMBITIOUS IDEALS WITH MODEST WISDOM

De Correspondent has, in some way, been created as a result of frustrations with the commercially-driven, hype-sensitive and shallow reporting that dominates the way we receive information. However, De Correspondent is not born out of resentment. It is not here to teach the 'old media' a lesson. When collaborations with newspapers or magazines are valuable for its mission, De Correspondent won't say no. De Correspondent wants to be an complementary medium, not a replacement. Its view on the world and journalism isn't 'the only right one'. De Correspondent will remain ambitious in its ideals and modest in its knowledge.

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FULLY DIGITAL

De Correspondent will be a digital medium available on desktop, laptop, tablet and smartphone. In time, De Correspondent will also offer apps made for operating systems (Android, iOS, etc.). Sharing the articles for free will be possible but limited.

The precise form and technicalities of the platform are still in an experimental phase: together with digital design agency Momkai it is looking for new forms and techniques to portray its journalism in the best way possible.

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