

EdRedesign

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The Creator Journalism Project (TCJP) is an initiative housed at [Harvard EdRedesign](#) and made possible with funding support from the filmmaker Steven Spielberg and artist Kate Capshaw's [The Hearthland Foundation](#).

Over the past several years, EdRedesign has heard frequently from practitioners, policymakers, communities, and funders — all stakeholders in the cradle-to-career place-based partnership (C2C PBP) field — that we need better reporting and storytelling to explain, engage, inspire, and demonstrate impact.

So, EdRedesign posed the question: How do we develop a creative and innovative approach to breakthrough storytelling for our field? How might we create a platform for systematic exchange and partnership between some of America's greatest storytellers and C2C PBP practitioners to mainstream the work of our field?

Answer: The Creator Journalism Project.

We see this initiative as a critical next step in EdRedesign's national field-building work: a strategy to uplift the stories of local communities and the field's successes, shift the national consciousness, and drive change.

In particular, this strategy is designed to prioritize reaching young people, families, and communities (who are the focus and voices of this work) by reaching them where they are consuming news and shaping their opinions about the world: YouTube and other social video platforms.

This is why we have focused this project on what is known as "Creator Journalism" — timely, factual, and creative reporting and storytelling on big social video platforms.

Creator Journalism brings together the audience-grabbing attributes of video storytelling on sites such as YouTube and TikTok with rigorous reporting and established journalistic practices. A wave of leading Creator Journalists (such as [Cleo Abram](#), [Johnny Harris](#), [Adam Cole](#), and [Joss Fong](#)) are proving that this approach can work — attracting audiences in the millions.

The Creator Journalism Project is being co-produced by [Joe Posner](#) and [James Watson](#).

Joe is the founder of [Vox Video](#); former Executive Producer of [Vox.com](#); and co-creator of [Explained](#) on Netflix. As head of video at Vox, Joe's team included all of the successful Creator Journalists mentioned above. He is widely recognized as one of the leading pioneers and innovators in the Creator Journalism field¹.

James is an Emmy Award-winning journalist with more than a decade of experience helping some of the world's most prominent media companies launch new ventures on television and in print, including CBS News ("60 Minutes"), NBC Olympics, and The New York Times. He is also a practitioner in the C2C PBP field. In 2019, he partnered with EdRedesign's Executive Director, Rob Watson, and the Mayor, Superintendent of Schools, and community stakeholders in his hometown of Poughkeepsie, NY to launch the [Poughkeepsie Children's Cabinet](#) as the city's cradle-to-career quarterback organization.

The Creator Journalism Project has four objectives in 2025:

1. **Engage C2C PBP leaders from across the nation** to get their on-the-ground perspective, solicit their input on compelling storytelling opportunities, and enlist their support.
2. **Engage the leadership of national organizations** in the C2C PBP field and impactful C2C PBPs to learn about their current efforts to tell the stories of the work in the field and to discuss what it means to coalesce as a field around long-term, sustainable investment in Creator Journalism.
3. **Create a Pilot Video** to illustrate how Creator Journalism can deliver storytelling that will attract new audiences and help the field break through into the national consciousness.
4. **Create an investable Strategic Plan** for long-term, sustainable Creator Journalism about the C2C PBP field on YouTube.

With these activities underway, and given what we've learned to-date, we envision the following potential outcomes:

1. **YouTube Series/Channel** with a full-time Creator Journalist (or team of Creator Journalists) who would cover the C2C PBP field
2. **Creator Journalism Fellowship** at EdRedesign as a platform for facilitating cross-pollination between Creator Journalists and the C2C PBP field.

¹ Tech and media journalist Simon Owens recently did an in-depth feature about Joe Posner's tenure as head of video at Vox. Link: ["Why the best journalists on YouTube are all former Vox employees"](#)

3. **Talent Pipeline** for both Creator Journalists and the C2C PBP field. Storytellers need realistic options besides creating clickbait. With us, they could make a positive impact with their work while raising the profile of the C2C PBP field on the platforms where young audiences are discovering the world. Meanwhile, by creating compelling content about the C2C PBP field, and attracting young audiences, the C2C PBP field — in turn — can be introduced as a potential career path and source of agency for young people and other communities across America.
4. **Demonstrating the power of Creator Journalism as a community asset for C2C PBPs** and potentially worth investing in for their local communities to help build awareness around key civic issues and create broader community engagement, particularly among young people.

We look forward to sharing more about this important initiative with you all at the Summer Institute. We invite your feedback, thought partnership, and collaboration.