

Entrepreneurial journalism and the Individual- Opportunity Nexus: A critical review

Dr. Brian L. Massey

School of Communication, East Carolina University



Out there',
conditions
exist for
opportunities

*Individual 'sees'
opportunity*

Nexus

Opportunities exist. *Entrepreneur* >

'Discovers' one >

Decides to exploit it >

Acquires resources >

Plans strategy >

Organizes venture >

Exploits the opportunity (performance).

What we know of news startups

Conditions for opportunities.

Discovering opportunity.

Deciding to exploit.

Acquiring resources.

Planning strategy.

Organizing venture.

Exploiting opportunity.



Questions?

masseyb@ecu.edu