

Online enterprise: the website

 blogs.lse.ac.uk/polis/2008/01/14/online-enterprise-the-website/

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Polis has spent the last 18 months looking at how media businesses can be created online. Indeed, I spent the weekend proof-reading my book which is largely about just that. So I was delighted to see that media academic Paul Bradshaw has created a new [website](#) to give a platform for e-entrepreneurs to tell the world about their new ventures. [JournalismEnterprise.com](#) reminds me of how much work is being done in the States by the media industry working with journalism schools and researchers to promote online news.

For example, David [Cohn](#) who works out of New York University has his [DigiDave](#) website which this week begins a new series of practical tips on how to change your newsroom.

My favourite line from [JournalismEnterprise](#) so far is from the creators of Sweeble.com who say that it :

| *was born out of the bottom of a bottle of wine at the dog end of a bad day in the newsroom.*

[Sweeble.com](#) is a place for all the stories people write that don't quite find a home elsewhere. So it's an eclectic mix. I found it all a bit confusing but it's another example of the burgeoning creativity of journalism online. And [JournalismEnterprise.com](#) is another good example of thinkers in and around the news media getting together to promote new ideas that can work in practice.

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