

*Mass media outlets need to make a call: Either report serious news or give up all pretenses.*

# Drew Curtis

Founder, Fark.com



## HIGHLIGHTS

With his website Fark.com, Drew Curtis has built a global community based around news and, due to ad revenue, Fark.com has become one of the most successful online ventures today. Drew has an exciting (and humorous) message on how media sources can **grow audience and attract advertisers** by **building a loyal online community**.

Fark's concept: community members submit links to news stories that are notable, weird, stupid or hilarious, offering their own (usually funny) headlines; then other users comment on the stories.

Fark **successfully targets the Net Generation** through community engagement: not content to merely observe today's headlines, Fark gives these new and active consumers the chance to rewrite the headlines and voice their opinions in a public forum.

With nearly 2 million views a day, Fark is one of the Top 100 English-language sites on the web.

Drew is the author of *It's not News; It's Fark*. Pre-ordering for the book was so successful, it peaked at #12 on Amazon's nonfiction bestseller list, proving that user-driven content creates strong customer loyalty.

Drew has graced the cover of *Business 2.0*, was featured in *Time* magazine, and has appeared on CNN, MSNBC, NPR and other media outlets.



## CREDENTIALS

Founder, Fark.com

Author, *It's not News; It's Fark*

Cover article, *Business 2.0*

Featured in *Time* magazine

**Building  
loyal online  
community**

Founder, Fark.com

It's Not News, It's...  
**FARK**

*IT'S NOT NEWS;  
IT'S FARK*

It's Not News, It's  
**FARK**  
HOW MASS MEDIA TRIES TO  
PASS OFF CRAP AS NEWS  
Drew Curtis, Entrepreneur

Fark TotalFark myFark About/FARQ Contests » Sub

Hot News Sports Showbiz **Geek** Politics Video Music Voting

**Thu May 24, 2007**

(Ornithology Press Release) **COOL** New species of bird named "Millennium Falcon"

**WIRE D** **INTERESTING** Patent filed for glove that delivers non-lethal electrical shock. Kittens, Joy Buzzer Aficionados, D&D Nerds Rejoice

(Some Guy) **COOL** Now you too can get your own Star Wars chubby \*snicker\*

## TOPICS

### How to establish an effective online presence

The advance sales for *It's not News; It's Fark* prove that sites like Fark, which are heavy on user-driven content, create customer loyalty and brand-building with very little (or no) up front cost. By embracing what is known as "The Authorship Age," Drew has carved out a serious niche in the blogosphere by relying heavily on his audience for input.

### What you can accomplish with the online community space

Drew shares his stories and experiences converting a website hobby into a business during the height of the dot com crash. He also discusses the drawbacks of being a pioneer of Social Networking Online Communities years before anyone really knew what that was.

### Where mainstream media went off the rails and what can be done about it

Drew covers the advent of news media, from 19th century Yellow Journalism, through the advent of 20th Century radio and TV, the impact of WWII and Vietnam on political coverage, Watergate's legacy, and the dawn of 24 hour cable news to the evolution of media as everything goes online. Old media's circulation maybe be literally dying off but there are unique advantages still waiting for those companies willing to take the risks.

### It's not news; it's FARK—filler material in mainstream news

The problem with 24 hour news coverage is that often times there isn't enough news to fill the space. Ads are sold; something has to run as content. Drew talks about the main patterns of fill material that the News Media uses to occupy itself, including Media Fearmongering, Seasonal Articles, and such lesser known media patterns as Proximity to New York City.