



The Mother Lode for Stories

The California Innovation Corridor—a Modern Gold Rush of News

New York Sun editor John B. Bogart (1848 - 1921) is best remembered for his quote about what makes news. Bogart said, “When a dog bites a man that is not news, because it happens so often. But if *a man bites a dog, that is news.*”

Bogart’s definition of what makes news is illuminating and endearing. You can still hear reporters distinguish a nominal event by remarking it’s a “dog bites man story” versus something that is very newsworthy as a “man bites the dog” winner. Bogart’s delineation makes it clear that *real news* is something that grabs the attention of the public and, at the core, is *unusual*.

However, digging for the unusual can be, at times, like digging for gold. You always hope to hit the mother lode as a reporter—the story that leads to and adds to credibility and recognition—but it can be a hit and miss proposition for years...unless you find a good lead.

Well, here is great lead for finding stories—it’s found in the U.S Department of Labor’s “Workforce Innovation in Regional Economic Development” (WIRED) grant that finances the innovative efforts occurring in the California Innovation Corridor. Dig a little deeper past the long designations, and this is what you will discover.

The California Innovation Corridor—13 counties running north to Alameda, east to the Inland Empire and Antelope Valley, and south to San Diego—is an excellent place to find the unusual stories about the future of the State and the nation, and our role as a global leader. Within the California Innovation Corridor are dozens of projects spawned from the WIRED initiative and these projects affect space, aerospace, business, academia, and workforce talent efforts.

The Media Page on the InnovateCalifornia.net web site goes into detail into what makes “innovation” work and what shape it is taking in how we do business, learn new ideas, and interact with other nations. The information we have here is primarily for

- 1) the journalist who wants to discover a great story,
- 2) the policy maker in government, business, and education who needs information to affect changes in legislation or regulations, and

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- Editor, John B. Bogart, *New York Sun*

- 3) for the other California Innovation Corridor participants who are curious about what is happening across the State and are seeking additional tools to collaborate and get the message out.

Our goal is to make the success stories easy to find, easy to understand, and easy to acquire. As we improve on the web site and this page, we hope to answer the questions about

When you
innovate, you've got
to be prepared for
everyone telling you
you're nuts.

*- Larry Ellison, Co-Founder and CEO
of Oracle Corporation*

- **who** the people are orchestrating the success,
- **what** the California Innovation Corridor is doing,
- **when** the Innovation Revolution began,
- **where** innovation is flourishing in the State,
- **why** the stories are important to hear and see, and
- **how** people and ideas are transforming the workforce as never before.

Innovation is about fresh solutions, people overcoming challenges, and dynamic leadership for our communities and in the global marketplace—these are the ingredients, the qualities, for great storytelling.