PRESENTED BY *Project C, the home for creator journalists*

HOSTED BY *GW's School of Media & Public Affairs*

COVERING WASHINGTON *in the creator era*

Project C and GW Bring Creator Journalists to the Former *Crossfire* Stage for Washington Summit

Project C and GW's School of Media and Public Affairs will convene creator journalists, platforms, funders, researchers, and policymakers on March 30, 2027, to discuss the rise of creator journalism and its impact on political news.

WASHINGTON, D.C. – Creator journalists are reshaping how Americans get their political news. On Tuesday, March 30, 2027, Project C, the home for creator journalists, and George Washington University's School of Media and Public Affairs (SMPA) will bring the emerging field together for *Covering Washington in the Creator Era*, a full-day summit at GW's Jack Morton Auditorium, the former home of CNN's *Crossfire*.

Event announcement and registration available here: **https://projectc.com/covering-washington**

According to a September 2026 SaySo/YouGov survey, 64% of U.S. adults said they got information about the 2026 midterm elections from online creators, including 77% of adults ages 18 to 29.

The day's lineup brings together Washington's journalism establishment and the creators remaking it. Independent journalist Aaron Parnas, whose political news coverage reaches millions on TikTok and Substack, will join a featured conversation on the main stage. Award-winning investigative journalist and New York Times Opinion columnist Julia Angwin will moderate a main-stage conversation on who Americans actually listen to about Washington, and why they trust them, with YouTube documentary filmmaker Cam James and Kyle Tharp, creator-economy analyst and author of the *Chaotic Era* newsletter. Also joining the program are V Spehar, the award-winning creator behind *Under the Desk News*; veteran Washington journalist and GW professor Steve Roberts; and Chris Cillizza, the former CNN and Washington Post political analyst who now covers politics independently. The day closes with *Crossfire, Reloaded,* refereed by former CNN anchor and Washington bureau chief Frank Sesno. The full lineup will be announced in January.

"Washington used to decide who it trusted to tell its story. Now audiences decide, and a lot of the time they pick a person over a masthead," said Project C founder Liz Kelly Nelson. "We want the people covering politics and the people they cover in one room, figuring out what that means before 2028."

The summit's setting is deliberate. SMPA teaches journalism and political communication under one roof, a few blocks from the White House, and its graduates go on to cover Washington and to work in it. Creator journalism is changing both of those jobs at once, which makes SMPA a natural place to bring the field together.

“Our students learn how to study, shape, and tell the stories that matter,” said SMPA Director Peter Loge. “Those stories are increasingly told by independent creators, many of whom are our current and former students. I can think of no better place for this convening.”

Covering Washington in the Creator Era is supported by the John S. and James L. Knight Foundation and the deLaski Family Foundation. Additional partners will be announced in the coming months.

“As more people turn to independent creators for news and information, Knight Foundation is increasingly focused on understanding this evolving ecosystem and supporting creators who are reaching audiences in new ways,” said Amalie Nash, vice president of journalism at Knight Foundation. “This convening will bring important perspectives together to explore the challenges ahead and what they mean for the future of political journalism.”

Project C and SMPA will also publish a post-event field report documenting the discussions, identifying the needs of creator journalists, and examining how the field is evolving. The report will serve as a citable resource for researchers, funders, journalists, and institutions.

About Project C

Project C is helping journalism survive society’s tectonic shifts so the next generation can access trustworthy, useful information. We believe in a future where creators, communities, and newsrooms can thrive, even as the landscape keeps changing. Through a newsletter, courses, original research, and a private 250+ member Slack, Project C offers insights, tools, and guidance for journalists building sustainable, audience-driven businesses. We also work with newsrooms, media companies, and journalism support organizations to make sense of the creator space – and develop smart strategies for engaging with it.

About GW’s School of Media and Public Affairs

The George Washington University’s School of Media and Public Affairs (SMPA), part of the Columbian College of Arts and Sciences, explores how ideas and information are communicated and how people inform and influence policy and politics. Located in the heart of Washington, D.C., SMPA offers undergraduate and graduate programs in journalism and political communication and hosts public events, including the Sesno Series. Learn more at smpa.gwu.edu.

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