



JOURNALISM THAT MATTERS:
THE DC SESSIONS --

“What Will Happen When All That’s Left is the Journalism?”

AGENDA as of July 30, 2007

(UPATED AT: <http://www.mediagiraffe.org/jtm/agenda.pdf>)

*The George Washington University,
School of Media & Public Affairs / Media & Public Affairs Building
805 21st St NW, Washington, DC 20052; and the Marvin Center, 800 21st St. NW*

Break-out circle-round task groups will reach recommendations about such topics as the best:

1. Ownership structures
2. Business model(s) for sustainability
3. Citizen journalist/pro journalist relationship
4. Journalism teaching for public engagement

Tuesday, August 7, 2007 – (convene MPA Building)

- Noon – registration open, 2nd Floor, MPA building
- 1 p.m.-2:30 p.m. – PUBLIC BRIEFING – “State of Citizen Media Update” with Jan Schaffer, Jay Rosen, Dan Gillmor, Merrill Brown, Cody Howard, Faye Anderson, Peggy Kuhr and others. (Jack Morton Auditorium)
- 2:30 p.m. – Reception / registration continues, 5th Floor, Marvin Center
- 3:00 p.m. – 5:30 p.m. -- Introductions and statements of intention (Marvin Center, 5th Floor)
- 5:30 p.m. Break and walk to MPA, 2nd Floor
- 5:45 p.m. –7 p.m. – Reception and stand-up dinner (MPA Building, 2nd Floor Lobby)
- 7:00 p.m. - 9:30 p.m. – Discussion: “The Story So Far: Next Newsroom models.” (Marvin Center, 5th Floor)

Wednesday, Aug. 8, 2007 – (convene Marvin Center, 5th Floor)

- 8:00 a.m.-9:00 a.m. – Continental breakfast / Morning news / opening circle
- 9:00 a.m.-11:30 a.m. -- Working breakout sessions, Marvin and MPA
- 11:30 a.m.-12:30 p.m. -- Lunch / speaker-discussion (Marvin, 5th Floor)
- 12:30 p.m.-2:15 pm. -- Working breakout sessions, Marvin and MPA
- 2:15 p.m.-2:30 p.m. – Reception and break , Marvin 5th Floor
- 2:30 p.m. -- Learning/report-back circle
- 3 p.m. -- Group coaching sessions/confirming action steps
- 5 p.m. – Wrap up -- Next steps and closing reflections
- 6 p.m. -- Adjourn. Dinner on your own.



JOURNALISM THAT MATTERS:
THE DC SESSIONS —“What Will Happen When All That’s Left is the Journalism?”

PROGRAM & AGENDA as of July 24, 2007

1 p.m., Tues., Aug. 7 through 6 p.m. Wed., Aug. 8

*at the George Washington University,
School of Media & Public Affairs / Media & Public Affairs Building
805 21st St NW and the Marvin Center, 800 21st St. NW / Washington, DC 20052*

The action-oriented discussions known as *Journalism that Matters* are now coming to Washington, D.C. Journalists, academics, and public advocates will build upon a 21st-century news prototype and help develop an economic model that supports it.

You can help:

- Chart new economic models -- how will it be supported?
- Engage the next generation -- how will it be taught?
- Define the citizen/media connection -- how will the public be involved?

Together we will begin to answer these crucial questions: If advertising and journalism continue to decouple, how can we ensure that quality journalism will have its own intrinsic value? How will our newsrooms, classrooms and communities adapt to the new news ecology in which credentialed bloggers cover federal-court proceedings, vloggers go to prison in defense of First Amendment principles and crowdsourcing blossoms?

In under 30 hours, we shall set in motion starting a news organization from scratch.

- Where will it be?
- What will it look like?
- Who will own it?
- How will it run?

Our intended outcomes

1. A research agenda for the unanswered questions about sustaining journalism
2. Breakthroughs across silos of thought and practice
3. A framework for launching The Next Newsroom* prototype including specific solutions for:
 - Business models
 - Adapting to the gradual end of newsprint
 - Fostering the amateur-professional journalist relationship
 - Launching during 2008 of a prototype local online news community using the wisdom of this JTM-DC convening.