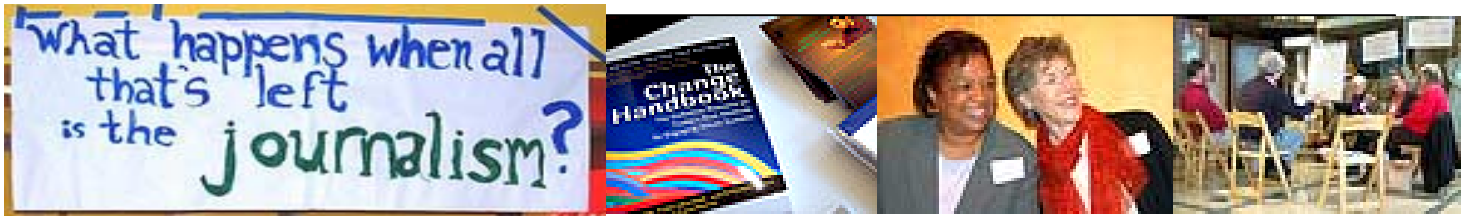




Will you answer a call for the lifeblood of democracy?



JTM-Silicon Valley: Journalism, democracy and innovation

On April 30-May 3, 2008, some 200 technologists, editors, venture capitalists, writers, bloggers, new-media activists, producers, entrepreneurs, philanthropists, educators, new pamphleteers, public advocates and public-policy experts will gather in Silicon Valley to architect a new operating system for journalism – and democracy. Will you come to NewsTools2008.org and give democracy a transfusion?

- Understand the promise – and pitfalls – of member/donor journalism
- Redefine the “journalism” of social networks and search engines
- Consider the effects on innovation of media and network concentration
- Find appropriate roles for advertising . . . and government
- Review the opportunities – and challenges – of disruptive technologies
- Articulate the promise, and risks, of journalism without ads, paper or broadcast
- Understand and strengthen the citizen/media connection

The action-oriented discussions known as *Journalism that Matters* are coming for the first time to Silicon Valley. Journalists, entrepreneurs, public advocates and others will learn about the latest experiments in non-profit and citizen journalism. We'll consider how the concept and practice of journalism may adapt to social networks, crowdsourcing, diverse, fragmented audiences and digital, participatory politics. We'll help found *The Next Newsroom*.¹ Together we will begin to answer critical questions: As advertising and journalism decouple, how can we ensure that quality journalism has intrinsic value? How can the non-profit news organization stand independent of government – and its own funders?

WHAT WE'LL TRY TO ACHIEVE

- Innovative frameworks for sustaining journalism / democracy
- A research agenda for unanswered questions
- Breakthroughs/collaborations across silos of thought and practice

HOW YOU CAN HELP

- Reserve a seat now by going to: <http://www.newstools.org>



Principal SV sponsor
[Sunnyvale, Calif., campus](http://Sunnyvale.Calif..campus)

Wed. , April 30

2 p.m.-9 p.m.

Thurs., May 1;

8 a.m.-8 p.m.,

Fri., May 2;

9 a.m.-5:30 p.m.

Sat., May 3.

9 a.m.-5 p.m.

¹ -- “The Next Newsroom” -- <http://www.mediagiraffe.org/jtm/jtm-white-paper.pdf>
CONFERENCE ORGANIZING BY The Media Giraffe Project at UMass Amherst.

What is “*Journalism That Matters*”?

Journalism is at a crossroads. What will support its basic values, while adapting its practice to new economic, social and technological realities? Journalism That Matters participants work to inspire the experiments needed to reinvent journalism via . . .

- . . . Stories serving communities amid the dawn of a new news ecology
- . . . A traveling, action-oriented think-tank on the future of journalism
- . . . A collaborative of citizens, journalists, entrepreneurs and educators who think democracy cannot stand without an independent, watchdog “press”

WHO ARE WE?

Journalism That Matters is an unincorporated, evolving collaboration. Chris Peck, editor of The Commercial Appeal in Memphis, the late Cole Campbell, former editor of the St. Louis Post-Dispatch, news futurist Stephen Silha and change practitioner and author Peggy Holman convened the first “Journalism That Matters” session at the Associated Press Managing Editors conference in 2001 in Milwaukee – shortly after “9-11.” The enthusiastic response of participants led to a second session at the New England AP News Editors gathering in 2002, and at the Fetzer Institute in Michigan in 2005. Convenings followed in St. Louis and at the Media Giraffe Project summit at UMass Amherst, both in 2006; in Memphis and Washington, D.C. in January, and August, 2007. JTM convenings are administered through the non-partisan research-oriented Media Giraffe Project at the University of Massachusetts Amherst and Densmore Associates. (*Sponsors of Journalism That Matters convenings have included the C.S. Mott Foundation, The Scripps-Howard Foundation, The Fetzer Institute, W.K. Kellogg Foundation, the Park Foundation, the Blandin Foundation, the Media Giraffe Project at the University of Massachusetts Amherst, The Washington Post, J-Lab at the University of Maryland, Fowler Chair in Communication at Kennesaw State University, the University of Missouri School of Journalism and The George Washington University School of Media & Public Affairs.*)



WHAT'S SPECIAL?

JTM facilitates fresh, inclusive thinking and unexpected ideas in an atmosphere of professional intimacy and respect. We use interactive communication practices (including Open Space Technology, World Café, Appreciative Inquiry, Dialogue and others) which challenge individuals and groups to take responsibility for change. An overall convening can start with 200 or more people, but proceed with a revolving set of smaller interest groups which report out ideas and action steps to the whole.

News organizations, groups and foundations have supported the convenings because of their dynamic, “open” circle-round format, and cross-disciplinary participation, which has led to breakthrough thinking and ongoing collaboration. Journalism That Matters participants report that their approach to work and the future of news is transformed, and they form relationships of lasting professional significance. The gatherings represent the “whole system” of journalism – management, editors, reporters, photographers, bloggers, citizens, activists, educators and even a Wall Street analyst. The next page lists some participants to date.

MORE INFORMATION

For info about the August convening contact The Media Giraffe Project at UMass Amherst at 413-577-4370, jtm@mediagiraffe.org. For more JTM background, contact Stephen Silha or Peggy Holman at info@journalismthatmatters.org.



Who are our alumni?

The range of Journalism That Matter alumni illustrates our remarkable success at bringing together leaders, innovators and strategists from diverse corners of the U.S. media ecology. They span traditional print and broadcast media, academia, new media, technology and citizen media and range from top executives to stand-alone journalists. They come from across the nation, and a few other nations. Here is a partial list as of November, 2007.

Bill Allison, The Sunlight Foundation, Washington, DC
Jen Anderson, Arts and Media Net
Richard M. Anderson, Village Soup, Inc., Camden, ME
Steve Anderson, Center for Information Awareness, Burnaby, Canada
Angie Bado, mckinneynews.net, McKinney, TX
Robert Basler, blogger, Reuters, Washington, DC
David Bennahum, Center for Independent Media, Washington, DC
Kay Berenson, publisher, The Recorder, Greenfield, MA
Ken Berents, Goldman, Sachs & Co.
Peter Bhatia, exec., editor, The Oregonian, Portland, OR
Frank Blethen, publisher, The Seattle (WA) Times
Scott Bosley, Amer. Society of Newspapers Editors, Reston, VA
Wally Bowen, Mountain Area Information Network, Asheville, NC
John Boyer, ilmworks / Muslim Project, Annandale, VA
Heather Brandon, self-employed blogger/ writer, Hartford, CT
Steve Brant, futurist / Huffington Post columnist, Bryn Mawr, PA
Merrill Brown, NowPublic/MMB Media LLC, New York, NY
Cecily Burt, journalist, Oakland (CA) Tribune
Michael Caputo, Public Insight Journalism, Minnesota Public Radio, St. Paul, MN
Sue Ellen Christian, Western Michigan University
Jaci Clement, Fair Media Council, Bethpage, NY
Lisa Cohen, TV news consultant
Vin Crosbie, Digital Deliverance LLC, Greenwich, CT
Judy Daubenmier, "Project Rewire," University of Michigan, Ann Arbor, MI
Tom Davidson, Tribune interactive, Newport News, VA
Florangela Davila, reporter, Seattle (WA) Times
Bill Densmore, Media Giraffe Project, UMass-Amherst, MA
Margaret Duffy, professor, University of Missouri, Columbia
Jerah Euston, founder & editor, FresnoFamous.com, Fresno, CA
Michael Fancher, editor-at-large, The Seattle (WA) Times
Fabrice Florin, Newstrust.net, Mill Valley, CA
Jane Folpe, Columbia University Graduate School of Journalism, New York, NY
Jeff Fox, Consumer Reports, editor, ConsumerPower.org, Paramus, NJ
Steve Fox, senior news editor, WashingtonPost.com, DC
Andrea Frantz, Wilkes University, Wilkes-Barre, PA

Lew Friedland, School of Journalism & Mass Communication, University of Wisconsin-Madison, WI
Margaret Freivogel, Saint Louis Platform, Kirkwood, MO
Roger Gafke, University of Missouri School of Journalism, MO
Ralph Gage, COO, The World Company, Lawrence, KS
Manuel Garcia, Miami Herald Media Co., Miami, FL
Robert Giles, Nieman Foundation, Cambridge, MA
Dan Gillmor, Center for Citizen Media, Berkeley, CA, and Cambridge, MA
Gary Gilson, Minnesota News Council, Minneapolis, MN
Margo Gordon, University of WA and consultant, Bill & Melinda Gates Foundation
Paul Grabowicz, School of Journalism, UC-Berkeley, CA
Bob Greiner, Washingtonpost.Newsweek Interactive, Arlington, VA
Linda Bell Gardina, Fetzer Institute, Kalamazoo, MI
Charlotte Hall, editor, Orlando (FL) Sentinel
Scott Hall, KAXE community radio, Grand Rapids, MN
Peggy Holman, Open Circle Company, Bellevue, WA
John Hamer, Washington News Council, Seattle, WA
Tanya Harned, ePluribus Media, Columbia, MO
Arthur Hayes, Fordham Univ., Bronx, NY
Barbara Hipsman, Kent State University, Kent, OH
Hanson Hosein, documentary filmmaker & TV journalist, HRH media, Seattle, WA
Brant Houston, Investigative Reporters & Editors, Columbia MO
Cody Howard, The World Co., Lawrence, KS
Joe Howry, editor and vp, Ventura County Star, CA
Evelyn Hsu, Maynard Institute, Oakland, CA
Lee Huebner, Geo. Washington Univ., Washington, DC
Aldon Hynes, blogger, Stamford, CT
Paul Janensch, Quinnipiac University, Hampden, Conn.
Debra Jasper, Kiplinger Journalism Program, Columbus, OH
David Johnson, co-founder, Atwater (MN) Sunfish Gazette
Pam Johnson, director, Reynolds Journalism Institute, University of Missouri
Pam McAllister-Johnson, dean, journalism and broadcast, Western Kentucky University
Linda Jue, New Voices in Independent Journalism, San Francisco, CA
Eddan Katz, lecturer, Yale Law School, New Haven
Bill Krasean, Kalamazoo (MI) Gazette
Staci D. Kramer, paidcontent.org, St. Louis, MO
Beth Lawton, digital-media manager, Newspaper Association of America
Conor Kenny, editor Congresspedia.org, Center for Media & Democracy, Madison, WI

Bill Kovach, Committee of Concerned Journalists, Washington, DC
 Peggy Kuhr, University of Montana, Billings, MT
 Jill Lang, Lang Associates, Hope, ME
 Jonathan Lawson, Reclaim the Media, Seattle, WA
 Al Leeds, LA Times/Washington Post News Service
 Ed Lenert, University of Nevada – Reno, NV
 Scott Libin, Poynter Institute, St. Petersburg, FL
 Jack Lindsey, The Christian Science Monitor, Boston, MA
 Dianne Lynch, dean, Park School of Communication, Ithaca College, Ithaca, NY
 Stacy Lynch, Atlanta (GA) Journal Constitution
 Cho Lyons, ePluribus Media, Willington CT
 Karen Magnuson, editor, Rochester (NY) Democrat & Chronicle / APME president
 Nancy Margulies, graphic reporter
 Kathleen manzo, EPE/Education Week, Bethesda, MD
 Patrick Marx, Blandin Foundation, Grand Rapids, MN
 Dori Maynard, Maynard Institute, Oakland, Calif.
 Katherine McDaniel, post-doctoral fellow, Yale Law School, New Haven, CT
 Mac McKerral, new-editorial coordinator, Western Kentucky University J-School
 Ilona Meagher, author/online journalist, ePluribus Media, Calendonía, IL
 Sara Melillo, McCormick Tribune Foundation, Chicago, IL
 Rachel Mersey, Univ. of Minnesota, Minneapolis MN
 David Messerschmidt, Evans School of Public Policy, U of Washington, Seattle
 Jean Min, OhmyNews, Seoul, Korea
 Amy Mitchell, Project for Excellence in Journalism, Washington, DC
 Bill Mitchell, The Poynter Institute, St. Petersburg, FL
 Terry Mollner, Trusteeship Institute, Inc., Northampton, MA
 Arlene Morgan, Columbia Journalism School, New York, NY
 Angela Nelson, Boston.com/Boston Globe, Boston, MA
 Eric Nelson, Fetzer Institute, Kalamazzo, MI
 Chris Nolan, Spot-on.com / "Stand-Alone Journalist," San Francisco
 Chris O'Brien, San Jose Mercury News, San Jose, CA
 Russell Okamoto, PublicPress.org, Beaverton, OR
 Mickey Olivanti, Fetzer Institute
 Kathryn Olson, Campaign for Love & Forgiveness
 Michael Orren, Pegasus News/Panlocal Media LLC, Dallas, TX
 Geneva Overholser, professor, Univ. of Missouri School of Journalism
 Nora Paul, Center for New Media Studies, University of Minnesota
 Chris Peck, editor, The Commercial Appeal, Memphis, TN
 Nicholas Penniman, Schumann Center, Washington, DC
 Neal Peirce, Citistates Group, syndicated columnist, Wash. Post Writers Group
 Peter Perl, The Washington Post, Washington, DC
 Dale Peskin, iFocos, Reston, VA
 Farley Peters, Citistates Group, Tracys Landing, MD
 Vikki Porter, director, Knight New Media Center, Univ. of Southern California
 Neil Ralston, professor, Western Kentucky University, Bowling Green
 Daniela Reif, Omidyar Network, Redwood City, CA
 Martin G. Reynolds, managing editor, Oakland (CA) Tribune
 Jay Rosen, New York University, New York, NY
 David Ryfe, Univ. of Nevada-Reno/OurTahoe.org
 Christine Saed, West Oakland (CA) Public Library
 Sue Salinger, exec. Director, Free Voice Media Alliance, Boulder, CO
 Elena Sassower, Center for Judicial Accountability, White Plains, NY
 Ken Sands, online editor, Congressional Quarterly, Washington, DC
 Jan Schaffer, executive director, J-Lab: The Institute for Interactive Journalism, College Park, MD
 Mathlo Kgosi Seitshiro, African journalist & Humphrey Fellow, Univ. of Washington
 Ken Schreiner, Schreiner Productions, Salt Lake City, UT; independent producer, former TV news executive
 Barbara Selvin, Stony Brook University, Stony Brook, NY
 James B. Shaffer, dean, business school, University of Southern Maine, Portland, ME
 Andrew Sherry, Center for American Progress, Washington, DC
 Stephen Silha, freelance writer & communications consultant, Vashon Island, WA
 Norm Sims, Univ. of Massachusetts, Amherst, MA
 Michael Skoler, Minnesota Public Radio / Center for Innovation in Journalism, St. Paul, MN
 Maureen Skowran, The News & Observer, Raleigh, NC
 John Soloski, former dean, University of Georgia, Athens, GA
 Jane Ellen Stevens, UC Berkeley Graduate School of Journalism & multimedia reporter
 Tom Stites, Center for Public Integrity, Washington, DC
 Michael Stoll, Grade the News, Society of Professional Journalists, San Francisco, CA
 Duane Stoltzfus, Goshen College, Goshen, IN
 Sarah Stuteville, Common Language Project
 Federico Subervi, Texas State Latinos & Media Project, San Marcos, TX
 Silja J.A. Talvi, freelance writer & author, Seattle, WA
 Matt Thompson, StarTribune, Minneapolis, MN
 Esther Thorson, professor, University of Missouri- Columbia
 Karen Toering, Reclaim the Media, Seattle, WA
 Michael Van Buren, W.K. Kellogg Foundation, Battle Creek, MI
 Keith Walker, Anacapa, NDN
 Russ Walker, washingtonpost.com, Arlington, VA
 Jennifer Ward, The Fresno Bee, Fresno, CA
 George C. White, Center for Communications & Community, UCLA
 Josh Wilson, freelance journalist, editor & founder, NewsDesk.org, San Francisco, CA
 Prof. Leonard Witt, Kennesaw State University, Kennesaw, GA
 Melinda Wittstock, Capitol News Connection, Washington D.C.
 Steve Yelvington, Morris Communications, Augusta, GA
 Jeffrey Young, Chronicle of Higher Education, Washington, DC
 David A. Zeeck, executive editor, Tacoma (WA) News Tribune / ASNE president
 Cindy Zehnder, president, TVW, Washington Public Affairs Network