

## Announcing: Journalism That Matters - The SV Sessions



# Tech and the new ecology of news: Opening channels for innovation

*Dialog-to-action for (re)building a thriving democracy*



Search . . . social networks . . . mobile computing . . . crowdsourcing . . . database mashups . . . identity management . . . are among technologies redefining the making of news. Journalists want to understand and adjust to new possibilities. Programmers, innovators, entrepreneurs and venture capitalists want to understand how their tools can help.

**On April 30-May 3, 2008, [Journalism That Matters](#)/ [The Media Giraffe Project](#)**

-- a traveling, action-oriented non-profit, do-tank on the future of journalism -- invites you to help architect new operating systems for the new journalism – and for democracy.

MEDIA  
GIRAFFE  
Project

### WHAT TO EXPECT:

- Cross-silo exchanges that open channels . . . create alliances . . . frameworks . . . deploy technologies . . . and establish or re-engineer organizations for producing “news that matters.”
- Current-awareness briefings on the 10 technologies most likely to disrupt – and reinvent – journalism, news and democracy.
- Design-build collaboration on [Next Newsroom](#) projects
- News about the latest experiments in non-profit and citizen journalism and the technologies they need.
- Shared insights on how the concept and practice of journalism may adapt to search and social networks, crowdsourcing, diverse, fragmented audiences and digital, participatory politics.



Principal JTM-SV sponsor  
[Sunnyvale, Calif., campus](#)

### SESSIONS:

Wed. , April 30  
5 p.m.-9 p.m.  
Thurs., May 1;  
8 a.m.-8 p.m.,  
Fri., May 2;  
9 a.m.-4 p.m.  
Sat., May 3.  
9 a.m.-noon

### WHO SHOULD COME / [INITIAL COLLABORATORS](#)

CEOs . . . publishers . . . programmers . . . editors . . . user-experience experts . . . public advocates . . . social-network innovators, Web 2.0 entrepreneurs . . . venture capitalists and angels . . . news aggregators . . . news-industry strategists . . . citizen journalists . . . community advocates.

### WHAT TO DO NOW

- Reserve your discounted, pre-registration participation and propose projects and briefings for our agenda by emailing [jtm@mediagiraffe.org](mailto:jtm@mediagiraffe.org)
- General registration will open after Jan. 15, 2008 at <http://www.mediagiraffe.org/jtm>



## 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](mailto:jtm@mediagiraffe.org). For more JTM background, contact Stephen Silha or Peggy Holman at [info@journalismthatmatters.org](mailto: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, Berkley, 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