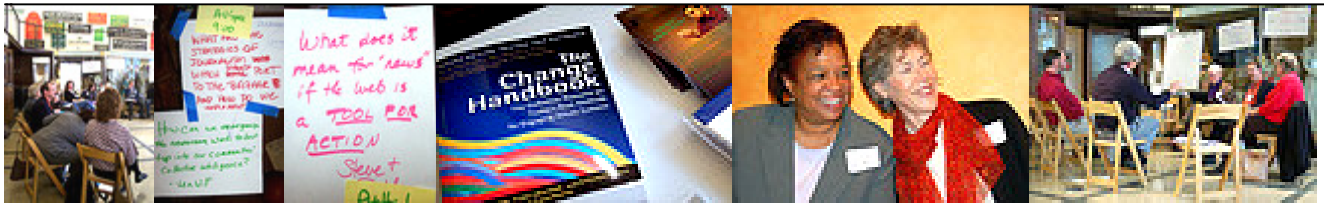




What will happen when all that's left is the journalism?



On August 7-8, 2007, at The George Washington University, a select group of journalists, academics and public advocates, meeting over two days, will start building *The Next Newsroom*.¹ Will you please 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?

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

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 and classrooms 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?

WHAT WE'LL ACHIEVE

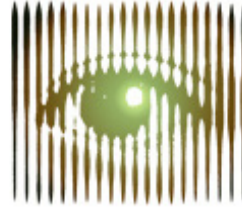
- A research agenda for the unanswered questions about sustaining journalism
- Breakthroughs across silos of thought and practice
- A framework for launching *The Next Newsroom** prototype

HOW YOU CAN HELP

- Join pre-convening dialogs on business, teaching and public involvement
- Beginning May 1, register to attend: <http://www.mediagiraffe.org/jtm>
 LOCATION: The George Washington University, Media & Public Affairs Building,
 TIME: 3 p.m.-9 p.m. Tues., Aug. 7; 8 a.m.-6 p.m. Wed., Aug. 8
- Co-sponsor Journalism That Matters: The D.C. Sessions

(Sponsors and funders of this and previous Journalism That Matters convenings include The Scripps-Howard Foundation, The Fetzer Institute, W.K. Kellogg Foundation, the Blandin Foundation, the Media Giraffe Project at the University of Massachusetts Amherst, J-Lab at the University of Maryland, Fowler Chair in Communication at Kennesaw State University, the University of Missouri School of Journalism, The George Washington University School of Media & Public Affairs, the Center for Citizen Media at Harvard's Berkman Center and UC-Berkeley and FreePress.net.

¹ -- "The Next Newsroom" -- <http://www.mediagiraffe.org/jtm/jtm-white-paper.pdf>



What is “*Journalism That Matters*” ?

- ... 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 and educators who think democracy cannot stand without an independent, watchdog “press”

ORIGINS

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, at the Fetzer Institute in Michigan in 2005, St. Louis and the Media Giraffe Project summit at UMass Amherst, both in 2006, and in Memphis in January 2007.

WHAT ARE WE DOING?

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.

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 100 or more people, but proceed with a revolving set of smaller interest groups which report out ideas and action steps to the whole.

Newspapers, trade 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 February, 2007.

- Jen Anderson, Arts and Media Net
Richard M. Anderson, Village Soup, Inc., Camden, ME
Steve Anderson, Center for Information Awareness, Burnaby, Canada
Kay Berenson, publisher, The Recorder, Greenfield, MA
Ken Berents, Goldman, Sachs & Co.
Peter Bhatia, executive editor, The Oregonian, Portland, OR
Frank Blethen, publisher, The Seattle (WA) Times
Heather Brandon, self-employed blogger/ writer, Springfield, MA
Steve Brant, futurist / Huffington Post columnist, Bryn Mawr, PA
Cecily Burt, journalist, Oakland (CA) Tribune
Michael Caputo, Public Insight Journalism, Minnesota Public Radio, St. Paul, MN
Sue Ellen Christian, Western Michigan University
Jací 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
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
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
Roger Gafke, University of Missouri School of Journalism, MO
Ralph Gage, COO, The World Company, Lawrence, KS
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
Linda Bell Gardina, Fetzer Institute
Charlotte Hall, editor, Orlando (FL) Sentinel
Scott Hall, KAXE community radio, Grand Rapids, MN
Peggy Holman, Open Circle Company, Bellevue, WA
Hanson Hosein, documentary filmmaker & TV journalist, HRH media, Seattle, WA
Joe Howry, editor and vp, Ventura County Star, CA
Aldon Hynes, blogger, Stamford, CT
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, Independent Press Association
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
Peggy Kuhr, Knight Chair on Press Leadership & Community, University of Kansas
Jill Lang, Lang Associates, Hope, ME
Jonathan Lawson, Reclaim the Media, Seattle, WA
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
Karen Magnuson, editor, Rochester (NY) Democrat & Chronicle / APME president
Nancy Margulies, graphic reporter
Patrick Marx, Blandin Foundation, Grand Rapids, MN
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, Calendonia, IL
David Messerschmidt, Evans School of Public Policy, U of Washington, Seattle
Jean Min, OhmyNews, Seoul, Korea
Terry Mollner, Trusteeship Institute, Inc., Northampton, MA
Eric Nelson, Fetzer Institute
Chris Nolan, Spot-on.com / "Stand-Alone Journalist," San Francisco
Mickey Olivanti, Fetzer Institute
Kathryn Olson, Campaign for Love & Forgiveness
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
Neal Peirce, Citistates Group, syndicated columnist, Wash. Post Writers Group
Dale Peskin, The Media Center, American Press Institute, 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
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 publisher, The Spokesman-Review, Spokane, WA
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
James B. Shaffer, dean, business school, University of Southern Maine, Portland, ME
Stephen Silha, freelance writer & communications consultant, Vashon Island, WA
Michael Skoler, Minnesota Public Radio / Center for Innovation in Journalism, St. Paul, MN
John Soloski, former dean, University of Georgia, Athens, GA
Jane Ellen Stevens, UC Berkeley Graduate School of Journalism & multimedia reporter
Michael Stoll, Grade the News, Society of Professional Journalists, San Francisco, CA
Duane Stoltzfus, Goshen College, Goshen, IN
Sarah Stuteville, Common Language Project
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
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
David A. Zeeck, executive editor, Tacoma (WA) News Tribune / ASNE president
Cindy Zehnder, president, TVW, Washington Public Affairs Network

The new

News Ecology

A new framework for conceptualizing news gathering and distribution is emerging from conversations and work groups at Journalism That Matters gatherings and phone calls. It goes way beyond "the usual sources" and suggests ways to incorporate more powerful community storytelling into both mainstream and community media. At its core are explorations of

- Cultivating "healthy journalists," renewing the inner life of the journalist
- Preparing the next generation, including collaborations with citizen journalists
- Inventing new economic models to support healthy journalism.

Hallmarks of journalism's future being created now include:

- **Shifting** from lecture to conversation, using various dialogic processes and technologies
- **Shaping** a new "master narrative" in a changing world
- **High tech/high touch** journalism that uses interactive methods to involve readers and viewers in on-line and face-to-face storytelling
- **Ready, Fire, Aim** – A highly experimental strategy of implementing new ideas without months of planning

What participants have said...

"I often think that answers to questions we have are already inside us. These active techniques help pull out the information and ideas."

- Roger Gafke, director of program development, University of Missouri School of Journalism

"I certainly and truly did find the sessions both personally and professionally affirming... I'm still learning and hope to hear from others about their activities and experience."

- Ralph Gage, Chief Operating Officer, The World Company, Lawrence, Kansas

"This was not an information meeting (those have panels and the audience is supposed to sit there and soak up the "wisdom".) It was not evangelical (those have preachers and the audience is supposed to be convinced.) It was a true brainstorming / problem solving session and the group's creation of the agenda, leadership in the discussion and responsibility for capturing the ideas generated was exactly right."

- Nora Paul, Director of the Institute for New Media Studies, University of Minnesota School of Journalism and Mass Communication

"I've been in "community journalism" for 25 years, but the discussions around that subject helped me hone my focus and purpose, refresh my attitude, and rededicate myself to producing the highest standards of the form."

- Scott Hall, KAXE (Grand Rapids, Minnesota) Morning Show Host and Community Access Coordinator

"The high point was when we worked as a group to develop a workable plan. It was powerful because we were all engaged; each of us brought an important aspect or expertise to the discussion...I learned how well the open-circle approach works among a group of highly motivated people with a common desire -- to keep journalism alive."

- Jane Ellen Stevens, freelance multimedia journalist



stories
serving
communities

