



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 21<sup>st</sup> 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.



JOURNALISM THAT MATTERS:  
THE DC SESSIONS --

*"What Will Happen When All That's Left is the Journalism?"*

**AGENDA as of July 24, 2007**

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**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)**

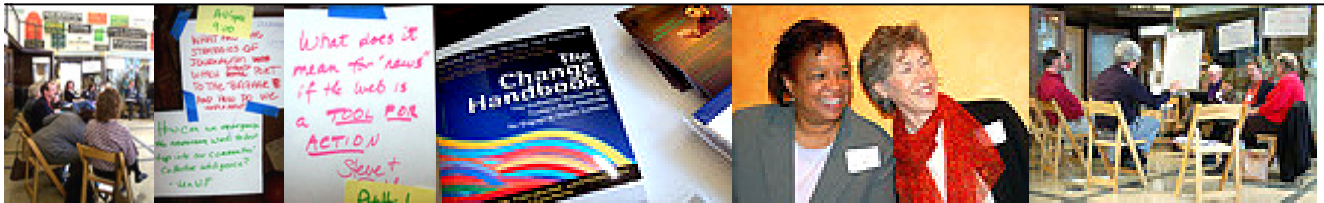
- 1 p.m.-2:30 p.m. – PUBLIC BRIEFING – “State of Citizen Media Update” with Jan Schaffer, Jay Rosen, Dan Gillmor, Merrill Brown Cody Howard, Faye Anderson, Peggy Kuhr and others. (Jack Morton Auditorium)
- 3:00 p.m. – 5:30 p.m. -- Introductions and statements of intention (Marvin Center, 5<sup>th</sup> Floor)
- 5:30 p.m. Break
- 6:00 p.m. –7 p.m. – Reception and stand-up dinner (MPA Building, 2<sup>nd</sup> Floor Lobby)
- 7:00 p.m. - 9:30 p.m. – Discussion: “The Story So Far: Next Newsroom models.” (Marvin Center, 5<sup>th</sup> Floor)

**Wednesday, Aug. 8, 2007 – (convene Marvin Center, 5<sup>th</sup> Floor)**

- 8:00 a.m.-9:00 a.m. – Continental breakfast / Morning news / opening circle
- 9:00 a.m.-noon -- Working breakout sessions
- noon-1:00 p.m. -- Lunch / speaker-discussion
- 1 p.m. Working breakout sessions
- 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.



# 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*.<sup>1</sup> 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

- Register to attend by going now to: <http://www.mediagiraffe.org/jtm>
- Join pre-convening dialogs on business, teaching and public involvement, starting July 17.

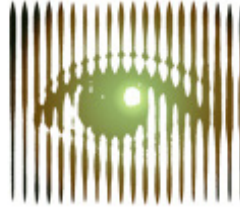
LOCATION: The George Washington University, Media & Public Affairs Building,

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 C.S. Mott Foundation, The Scripps-Howard Foundation, The Fetzer Institute, W.K. Kellogg Foundation, the Blandin Foundation, FreePress.net, 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.)

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



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## 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](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 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



stories  
serving  
communities



## 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."

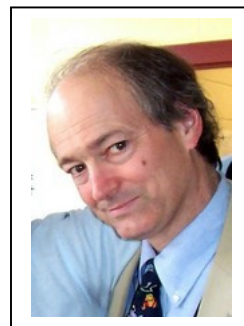
- Scott Hall, KAXE (Grand Rapids, Minnesota) Morning Show Host and Community Access Coordinator

"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

## THE PRINCIPALS

**Bill Densmore** is director/editor of the Media Giraffe Project at the University of Massachusetts Amherst and a visiting lecturer in journalism at [Massachusetts College of Liberal Arts](#), North Adams, Mass. A career journalist, he has covered space shots, presidents, politics and assassinations for The Associated Press in Boston, Chicago, and San Francisco. Densmore has also served as advertising director for a small, group-owned daily; and as an interim director of the not-for-profit [Hancock Shaker Village](#). He edited trade publications in business and law, and freelanced for general circulation dailies including *The Boston Globe*. He has written for *ComputerWorld Magazine* on Internet and technology subjects. In 1994, after nine years owning and publishing weeklies in Berkshire County, Mass., Densmore formed [Clickshare Service Corp.](#), which provides user registration, authentication, and transaction handling for Internet web content sites. He is a graduate of the University of Massachusetts Amherst in environmental policy and communications. [FULL BIO.](#)



**Norman Sims**, is grant principal investigator for the Media Giraffe Project. He is a [professor and former department chairman](#) of the Journalism program at the University of Massachusetts Amherst. Sims holds an undergraduate degree from the University of Illinois at Urbana-Champaign, an M.S. in American History from the University of Illinois at Chicago, and a Ph.D., in communications from the University of Illinois at Urbana-Champaign. A former United Press International reporter, Sims taught at Illinois and the University of Wisconsin Milwaukee before UMass. A specialist in literary journalism, he teaches nonfiction writing and courses on literary journalism, freedom of the press, history, and reporting. He directs a distance learning Certificate of Online Journalism that won a UCEA Program of Excellence award in 2006. He has published articles and reviews in *Journalism History*, *The Quill*, *Critical Studies in Mass Communication*, *Gannett Journal*. He is author and editor, *The Literary Journalists* (1984), *Literary Journalism in the Twentieth Century* (1990), and co-editor of *Literary Journalism* (1995). A fourth book is at the publisher. Sims also served two terms on the Board of Directors of the Appalachian Mountain Club.

**Stephen Silha** is a freelance writer, communications consultant, facilitator and futurist. A co-facilitator of Journalism That Matters, Stephen was a reporter for the *Christian Science Monitor* and *The Minneapolis Star* before becoming communications director for the Charles Stewart Mott Foundation. He co-convoked the first symposium on The Media and Philanthropy at the Chicago Tribune, and worked on the research project on community communications called *Good News/Good Deeds: Citizen Effectiveness in the Age of Electronic Democracy* ([www.goodnewsgooddeeds.org](http://www.goodnewsgooddeeds.org)). Silha has worked with youth to get their voices in the media, and to facilitate youth-adult dialogues on Vashon Island, near Seattle, where he lives. He is currently president of the Washington News Council.



**Peggy Holman** consults with organizations and communities, increasing their ability to achieve what is most important to them through growing their capacity for inviting the emergence of new ideas and relationships. She is acknowledged as a leader in generative processes for whole system change. Her work encourages people to take responsibility for what they love, resulting in stronger organizations, communities and individuals. Open Space Technology, Appreciative Inquiry and Dialogue are integral to her work because she believes in their great promise to unleash the human spirit for individual and collective good. She is a co-founder of the Open Space Institute (US). Her first book is [The Change Handbook: Group Methods for Shaping the Future](#) (Berrett-Koehler, 1999), co-edited with Tom Devane, Colombia, Haiti, Northern Ireland, Bosnia, Nigeria, and Nepal to examine the threads of peace building that transcend specific cultures.

## ABOUT THE MEDIA GIRAFFE PROJECT

The Media Giraffe Project is a non-partisan research effort of the journalism program at the University of Massachusetts Amherst. Spotighting individuals making innovative, sustainable use of media to foster participatory democracy and community is the work of the project. MGP responds to growing public concern that U.S. media are increasingly less able to equip citizens with knowledge they need to demand accountability in government. This threatens effective democracy and communities. Support for the MGP has come from the Educational Foundation of America, the Ford Foundation, the University of Massachusetts, the Boston Globe Foundation, Omidyar Networks and private individuals.

[LINK: READ MORE ABOUT THE PROBLEM](#)

Spotighting individuals making innovative, sustainable use of media to foster participatory democracy and community is the work of the project. Our [mission](#) is to understand Internet technology's impact on journalism and public policy and to help educators guide the emerging role of citizens in creating and consuming media.

Using the web, a book, a planned documentary film and workshops, we provide role models and ideas for students, traditional and citizen journalists, and for political and educational leaders. We do so during a period of rapid technological and financial change in the U.S. media business -- and disturbing declines in the resources and effectiveness of watchdog reporting.

The Media Giraffe Project (MGP) mission is to foster participatory democracy and community. We do so by discovering and celebrating above-the-crowd individuals making innovative, sustainable use of media. They use fresh, effective tools and approaches that empower and inform citizens.

By focusing on media role models, our website, conference, planned book, film, curricula and workshops:

- Celebrate and support innovation in both traditional and emerging media.
- Help citizens find and support -- as both consumers and creators -- media that informs civic dialog and aids open, participatory government.

[JOURNALISM THAT MATTERS](#) hosts conversations with a purpose. It engages the entire system of journalism -- reporters, editors, publishers, camera people, photographers, academics and audience, from newspapers, radio, television, and online media, including both mainstream and alternative sources -- with the changing nature and definition of news in a changing world. The point is to recommit journalism to what is fundamental for connecting news with its audience so that it serves and sustains us.

### A COMMON GOAL

The Media Giraffe Project takes the view that individuals -- both inside and distinctly apart from large media organizations -- have a common goal of fostering participatory democracy and community, and that they will work together when [given the opportunity](#). They may also be in education, public policy or info-technology.

Journalists -- and a public increasingly able to contribute to the news conversation -- need role models. By focusing on exemplary individual "giraffes" -- rather than institutions or policies -- the Media Giraffe Project tells compelling stories, avoids jargon and assumes no prior knowledge of journalism or media topics.