

FIVE YEARS PAST / FIVE YEARS FORWARD: Next Steps for Sustaining Journalism

Monday-Tuesday, Sept. 9-10, 2013
Reynolds Journalism Institute
Missouri School of Journalism
Columbia, Missouri



Five years ago, the Donald W. Reynolds Journalism Institute (RJI) opened its doors to an ambitious agenda. It was designed to sustain and strengthen the values, principles and purposes of journalism through ideas, research, experiments and projects.

A FIVE-YEAR ASSESSMENT AND PLAN

Participants in “Next Steps for Sustaining Journalism,” will be among a diverse group of thought leaders, practitioners, entrepreneurs and innovators. We’ll rapidly assess dramatic changes in storytelling, technology, research and journalism business models since RJI opened. Our goal is to gather, summarize and share insights for guiding chart journalism’s scope, mission, priorities, work – and impact – for the next five years.

A FIVE-YEAR AGENDA

“Five Years Past / Five Years Forward: Next Steps for Sustaining Journalism,” will run from 5 p.m. on Monday, Sept. 9 through 5 p.m. on Tuesday, Sept. 10 in the Fred W. Smith Forum and other breakout spaces at RJI.

Some of the ideas we’ll consider:

- Journalism's evolving means for engaging with **communities**, using social and other emerging strategies.
- It's increasing interdependence with **network technologies**.
- The challenge to extend the reach and intent of journalism **ethics** at a time when everyone is a publisher.
- How maintaining **First Amendment** protection for journalism squares with issues of privacy, national security -- and corporate personhood.
- New approaches to **underwriting** journalism disconnected from mass-market advertising.

IDEAS FOR ACTION

In 24 hours, we’ll seek specific ideas for matching those and other key challenges against RJI’s core competencies in **innovation**, **collaboration**, and **research** and Fellow-led projects and **experimentation**.

Come and share your wisdom with RJI’s staff, faculty, visiting fellows, researchers and scholars. You’ll leave with new collaborators, fresh ideas for your work -- and our commitment to be a resource for convening, collaboration, research and exchange.

LEARN MORE: <http://tinyurl.com/rji-resources>
<http://www.rjionline.org/fiveyears>

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AGENDA AS OF AUGUST 22

Monday, September 9

- 5:00 p.m. – RECEPTION WITH RJI FELLOWS 2013-2014
6:30 p.m. The Missouri Theatre, 9th and Locust streets, downtown Columbia
- Heavy hors d'oeuvres and open bar
 - Participant introductions and agenda-development process
- 7:30 p.m. – THE PRACTICE OF JOURNALISM: Privacy, security and the First Amendment
9:00 p.m. Fred W. Smith Forum ([LIVE STREAMED](#))
- Craig Newman, Freedom2Connect Foundation
 - Hawley Johnson, Investigative Dashboard
 - Ken Bunting, National Freedom of Information Coalition
 - Josh Stearns, FreePress.Net journalism director
- 9:00 p.m. OPTIONAL DRINKS AND DISCUSSION
- Tiger Hotel, downtown Columbia

Tuesday, Sept. 10

- 8:00 a.m. COFFEE/DANISH/CONVERSATION
Fred W. Smith Forum foyer, RJI 200
- 9:00 a.m. WELCOME
Fred W. Smith Forum
- Dean Mills, dean of the School of Journalism, reflects on RJI idea/founding
 - Randy Picht sets intentions for day; tees up RJI EXPOSED morning
- 9:30 a.m. – JOURNALISM FUNDING: Practice, research, future ([LIVE STREAMED](#))
10:30 a.m.
- Reade Brower, VillageSoup.com, Rockland, Maine
 - Pekka Pekkala, Univ. of So. California-Annenberg
 - Ron Blevins, Novus Media / Omnicon, Minneapolis, Minn.
- 10:30 a.m. HOSPITALITY ROOM / DISCUSSION
Lambert Seminar Room, RJI 200 A
- Share coffee, web connections and conversation as an alternative to “RJI Exposed” sessions.
- 10:30 a.m. RJI EXPOSED – Round One – Various rooms / spaces
Project leaders of key Missouri School of Journalism and RJI initiatives, present and planned, in specific locations for informal “meet ups,” Among participants:

- [Rmerican Society of News Editors](#)
- [Investigative Reporters & Editors](#)
- [Reynolds Fellowships](#)
- [Digital Publishing Alliance](#)
- [Global Journalist](#) /
- [National Freedom of Information Coalition](#)
- [Futures Lab](#)
- [Microsoft Application Development Lab](#)
- [RJI Insight & Survey Center](#)
- [Circlabs Inc.](#) / [AdFreek](#) / [Newsy](#)

- 11:30 a.m. LUNCHEON -- Tabled luncheon begins
Palmer Room, RJI 101 A
- Randy Picht opens with 5-10 minutes on RJI five-year vision ideas
- 12:15 p.m. AFTER-LUNCHEON SPEAKER ([LIVE STREAMED](#))
Continues in RJI Room 101A
- [Carlos Watson](#), founder [Ozy Media](#): “Journalism for the Change Generation” -- Ex-MSNBC anchor / journalist / entrepreneur
- 1:00 p.m. LUNCHEON ENDS / WHAT’S NEXT – Randy Picht, RJI director
- 1:15 p.m. BIO / NETWORKING BREAK
- 1:30 p.m. RJI TASKED
Four facilitated breakouts designed to predict and chart journalism’s course for the next five years. Each breakout will be audio recorded and will focus on sustaining journalism through a different pillar. We’ll have expert discussion facilitators. Topics planned: ([GET DETAILS – including public phone in](#))
- Community
 - Technology
 - Ethics
 - The First Amendment
 - Underwriting journalism after mass-market advertising
- Each breakout reports back with ideas in these topic areas for projects that will be helped by RJI’s core expertise in innovation, collaboration, best-practices-sharing, and research
- 2:30 p.m. RAPID REPORTS ([LIVE STREAMED](#))
Fred W. Smith Forum
Facilitator: Bill Densmore
- Maximum three-minute reports from each breakout facilitator or rapporteur followed by facilitated discussion.
- 3:00 p.m. KEYNOTE SPEAKER – ([LIVE STREAMED](#))
Fred W. Smith Forum
- Rob Barrett, VP, News & Finance, Yahoo! Inc.
 - “Journalism and Democracy – A View from 2018”
- 4:00 p.m. ADJOURN
- Participants staying overnight invited to dinner at a restaurant TBD.