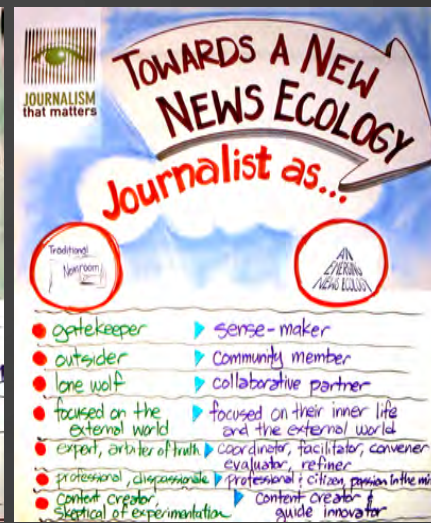


JOURNALISM THAT MATTERS IN A WORLD GONE MAD



COS Conference
October 18-22, 2017
Noordwijk, Netherlands

Peggy Holman
@peggyholman
peggy@peggyholman.com
www.journalismthatmatters.org

HEED THE CALL



August 10, 1999

The stories that we tell ourselves shape the way we see the world. And that shapes our behavior. Journalists are cultural storytellers. The stories they're telling us aren't serving us well.

What can I do?

FIND ALLIES



2000

What would it take to have a national conversation about the future of journalism?



APME
ASSOCIATED PRESS MANAGING EDITORS



Milwaukee, Wisconsin
October 12, 2001

The Newsroom Summit:
Journalism that Matters in a World Gone Mad



2017

Listen. Connect. Trust. How do we elevate engagement for communities to thrive?

*How do you change a
social system?*

LISTEN AND EXPERIMENT



2005 Journalism that matters
for the 21st century



2008 Journalists & technologists



2011 Journalists & librarians



2012 Incorporated
as nonprofit



2010, 2011 Journalists of color



2014 engagementhub.org

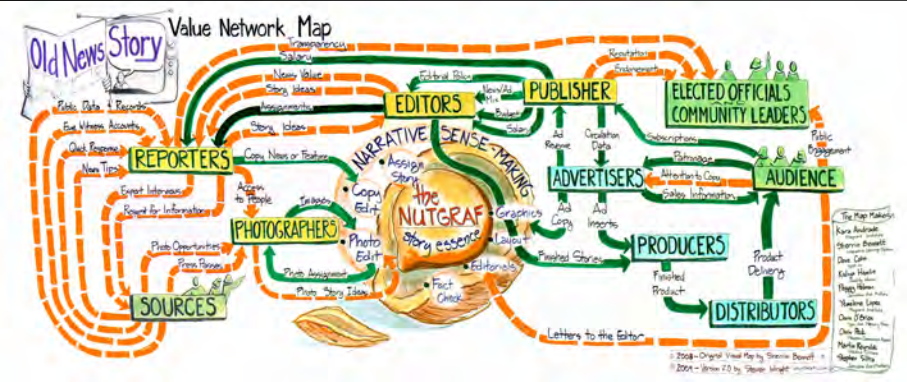


2015, 2017 Journalists and community
connectors of all sorts

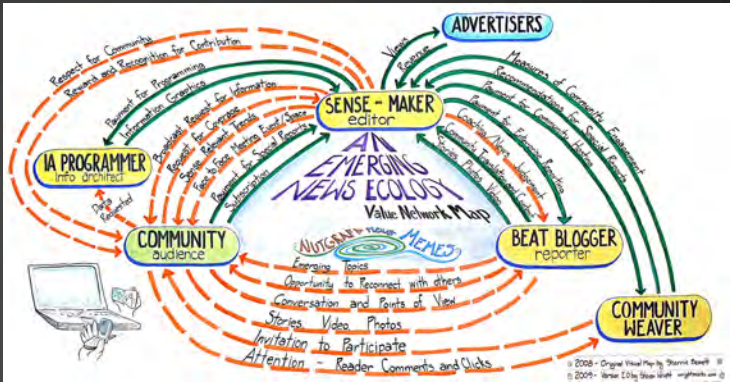
What are we learning?

REFLECT AND EVOLVE

While staying true to the call



2008



2015

From spitting in the wind...

PERSIST

When in doubt, keep going



To spreading seeds

Participants
stretched,
refreshed, and
inspired to
pursue
innovations

New and often
unlikely
partnerships
form

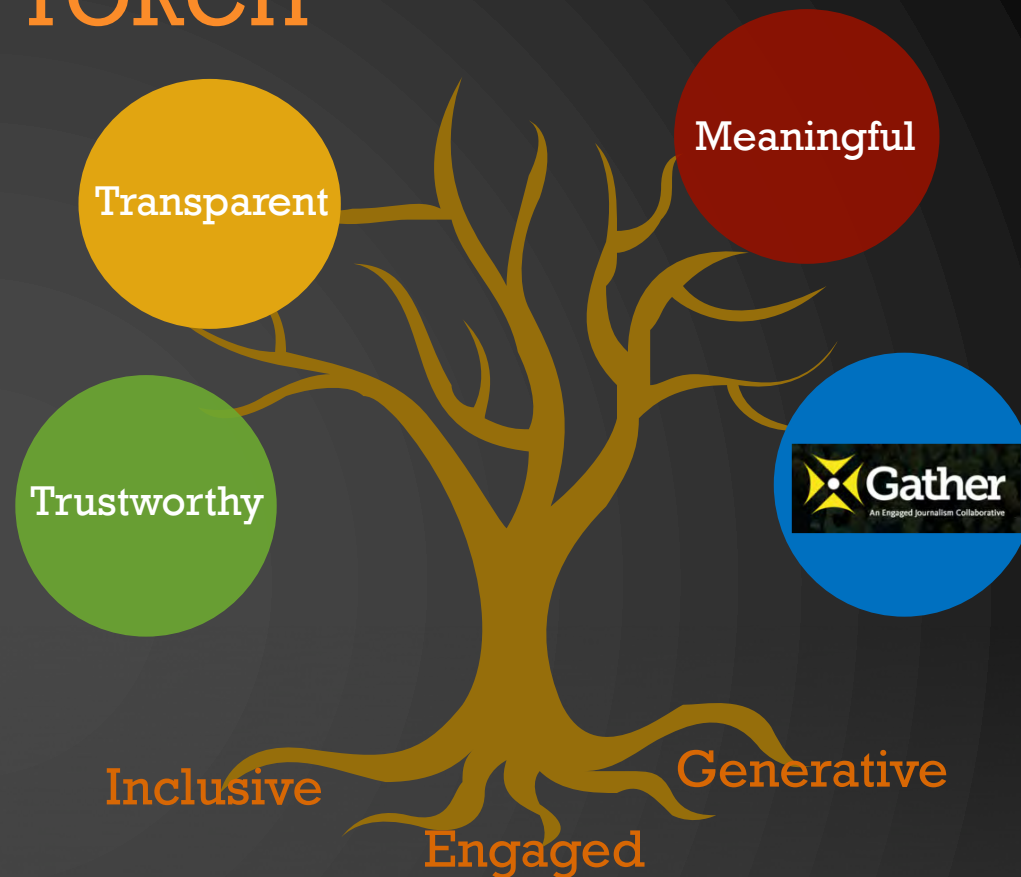
Breakthrough
initiatives are
underway

A community
of engaged
journalism
innovators
exists

A culture of
engaged
journalism
is growing

PASS THE TORCH

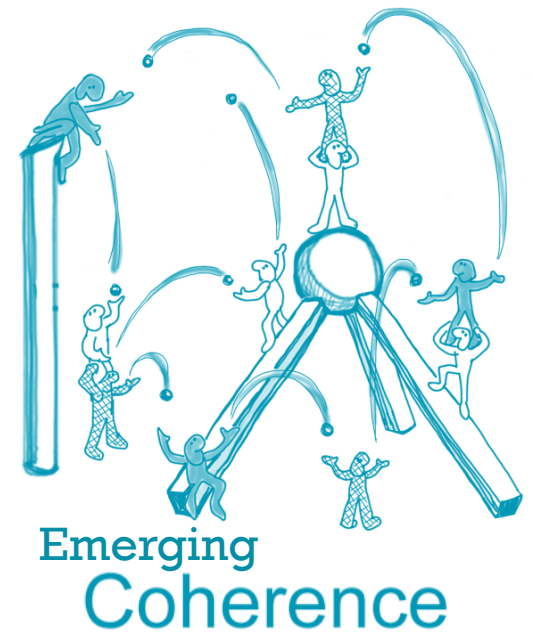
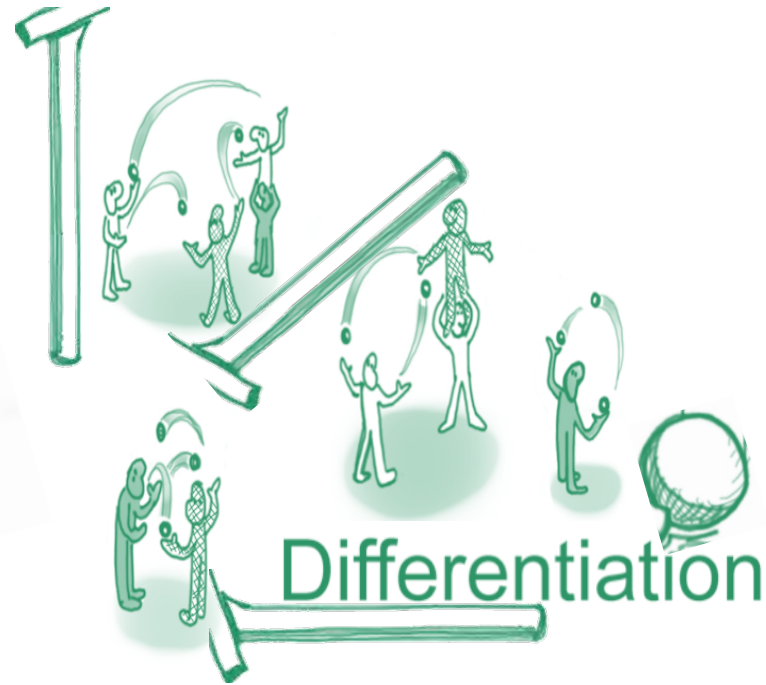
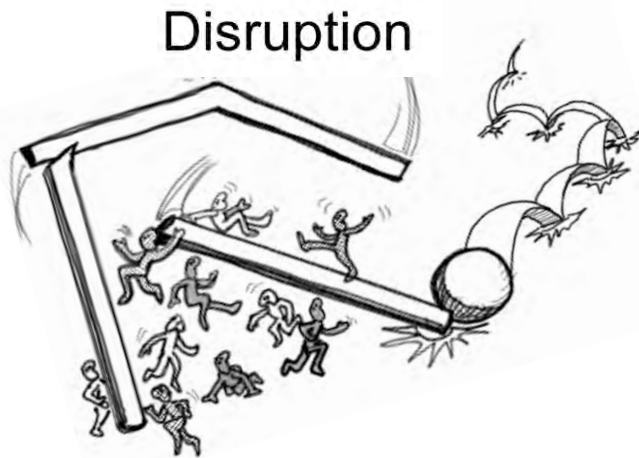
*How can
journalism
contribute to
civil discourse?*



Journalism matters most when it is
of, by, and for the people.

HOW DO SOCIAL SYSTEMS CHANGE?

Emergence: Complexity in action



Adapted from Peggy Holman, *Engaging Emergence: Turning Upheaval into Opportunity*, 2010

DESIGN FOR EMERGENCE

Create a container

holding compassion and curiosity

- Focus through generative questions
- Invite diversity
- Welcome who and what comes



Engage

- Support authentic expression
- Encourage connection



Seek meaning
Reflect on emerging coherence
Listen for generative images

