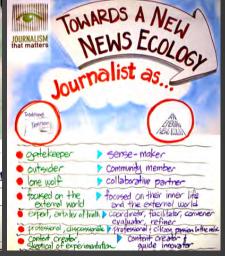
# JOURNALISM THAT MATTERS IN A WORLD GONE MAD

COS Conference October 18-22, 2017 Noordwjik, Netherlands

JOURNALISM Hat matters	A NEW NEWS
Jou	rnalism as
• lecture • one-to-many	Conversation Many - to many
• low tolerance for experimentation	Community of innovation.
· Central authority	Community connector
• Knowledge-centric	prelationship-centric
· Valuing relevant, timely, accurate info	Valuing relevant timely accurate transport info

TOWARDS A MELL In matters TOWARDS A MELL NEWS ECOLOGY		
Content	that.	
Treditions!	AT LITERAL ALEN LINN	
publisher ownse areates	> public owns & creates	
Browses	> Inspires engagement	
answers who, what, when, why & haw	> answers who, what, when, why how, and what's possible now	
pours around the ads	serves the greater good	
follows the inverted pyramid	Is edited for readibility, not style	
offers on A vs. B. narrative	expresses systematic narrative	
informs	Informis, conneds peoples ideas,	
editor - centric	Community - centric	



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#### 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?



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 21<sup>st</sup> century

JTM-Silicon Valley: News Tools 2008.org - April 30th - May 3rd A concept/design mashup for journalists, technologists and entrepreneurs.

2008 Journalists & technologists

A work session for journalists, librarians and citizens April 6-7, 2011 / MIT / Cambridge, Mass. (immediately prior to the National Conference for Media Reform) REGISTER NOW: WWW.biblionews.org NEWS, LITERACY AND DEMOCRACY FOR AMERICA'S LIBRARIES

2011 Journalists & librarians



2012 Incorporated as nonprofit



#### 2010, 2011 Journalists of color



2014 engagementhub.org



### **Experience Engagement**

How communities and journalism can thrive together

2015, 2017 Journalists and community connectors of all sorts

#### What are we learning?

#### **REFLECT AND EVOLVE**

#### While staying true to the call

ADVERTISERS

BEAT BLOGGER

COMMUNITY

SENSE - MAKER

THERGING

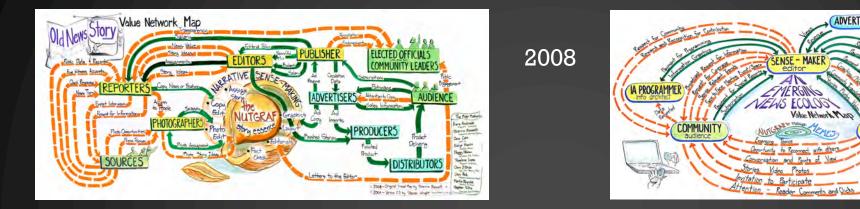
ELUS ECOLOGY

merging Topics

Video Photos

Value Network Map

MEMED







Participants stretched, refreshed, and inspired to pursue innovations PERSIST

When in doubt, keep going

New and often unlikely partnerships form

> Breakthrough initiatives are underway

A community of engaged journalism innovators exists



To spreading seeds

A culture of engaged journalism is growing

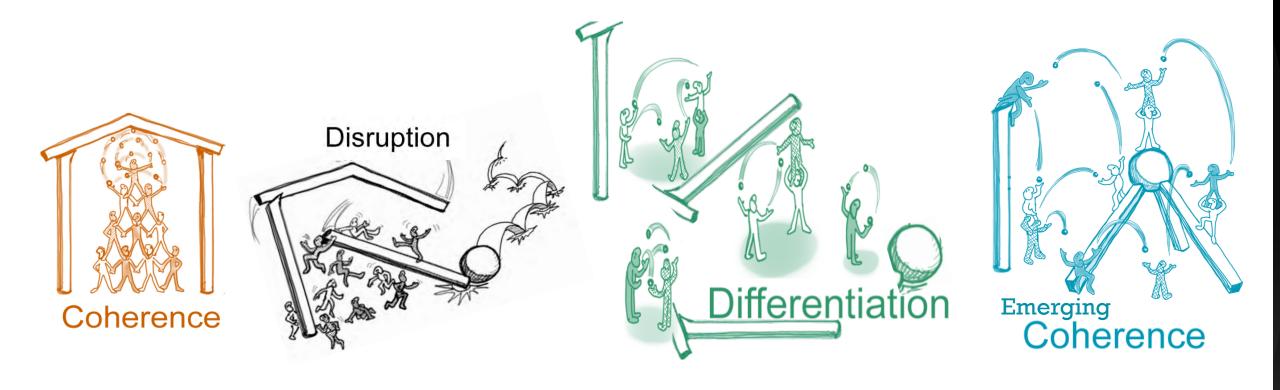
### PASS THE TORCH

How can journalism contribute to civil discourse?



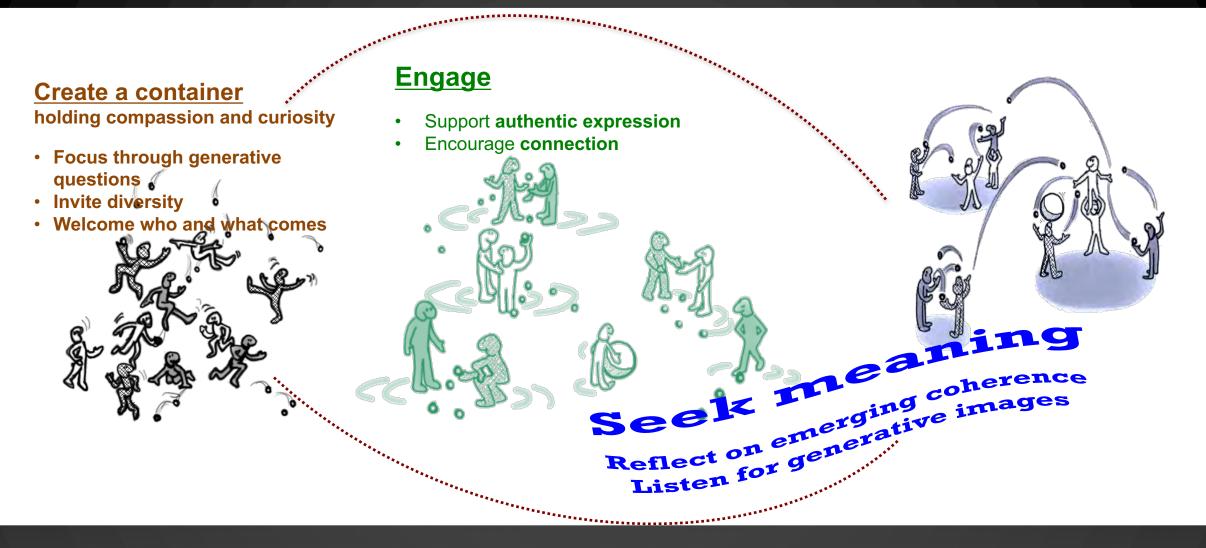
### HOW DO SOCIAL SYSTEMS CHANGE?

**Emergence: Complexity in action** 



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

#### **DESIGN FOR EMERGENCE**



Adapted from Peggy Holman, Complexity, Self-organization, and Emergence in **Dialogic Organization Development**, 2015