

# CIVIC *and* CITIZEN Journalism

AEJMC

INTEREST GROUP NEWS

SUMMER 2006

## CCJIG guide to AEJMC convention

By Jeff South  
CCJIG Chair

Going to San Francisco for AEJMC's 89th Annual Convention? If so, here is a list of CCJIG events that you should enter on your calendar.

Can't make it to this year's convention? This issue of our newsletter shows what you're missing - and why you should

make plans to attend next year, when AEJMC meets in Washington, D.C.

The 2006 convention will be held Aug. 2-5 at the Marriott San Francisco.

CCJIG is sponsoring or co-sponsoring nearly a dozen events - a veritable "CJ-palooza." Here is a complete lineup of our interest group's activities, including panelists.

**Thursday, Aug. 3**

8:15-9:45 a.m.

Teaching panel: Collegiate Collaboration with Community-based Media Criticism and Citizen Journalism

Co-sponsor: Media Ethics Division

Moderating/presiding -

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See CONVENTION, page 2

## Citizen media, j-schools go hand-in-hand

By Jan Schaffer, Director  
J-Lab: The Institute for  
Interactive Journalism

Many citizen media projects start with a Web site and a handful of volunteer contributors.

However, MadisonCommons.org, which launched four months ago in the capital of Wisconsin, is pioneering a new kind of "citmedia" venture. Nurtured by a journalism school and populated by both student and citizen content, it is a harbinger of new possibilities for journalism education.

Proposals to create community news ventures as both a laboratory for students and a training ground for citizens were a pronounced trend in this year's New Voices (www.j-newvoices.org) grant competition.

Of the 185 proposals that J-Lab received, journalism schools submitted 46. Seven of the 10 projects selected to receive

up to \$17,000 in seed funding came from journalism schools. And there was no one-size-fits-all about them.

MadisonCommons.org launched only after Professor Lew Friedland and a grad student first trained two dozen citizens in journalism basics and then supplemented their content with stories from students in Friedland's advanced reporting class at UW-Madison.

He recruited the citizens from Neighborhood Planning Councils, developed a simple curriculum and posted it online (www.madisoncommons.org/workshops/toolkit.php).

Friedland's students help populate the site with five assignments: They must create a civic map of a Madison neighborhood, profile it, write a neighborhood issue story, link the story to broader civic concerns and profile a person or organization in the

community. The site now covers 34 neighborhoods and 19 topics.

"The work has been very good and important for producing content for the site," Friedland said.

Stay tuned for how this year's j-school grantees will do. They include:

- Rural News Network. The University of Montana School of Journalism in Missoula will recruit and train residents of three rural Montana towns to report on news and information for rural Web sites.

- Great Lakes Wiki. Michigan State University's Knight Center for Environmental Journalism will create collaborative wiki entries that describe the problems, cleanup strategies, contaminants, industries, health impacts and other issues related to the 43 toxic hot spots in the Great Lakes region.

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See J-SCHOOLS, page 4

# Convention

## From Page 1

Christopher A. Vaughn, Nascent Journalism Project, Santa Clara

Panelists:

- "Helping Citizens Be Involved: Usability Factors in Teaching Computer-Based Journalism Courses" - Tony DeMars, Sam Houston State

- "New America Media: Bringing Together Community Journalism Resources for National Impact" - Sandy Close, Pacific News Services, New American Media

- "Citizen Journalism in the Bay Area" - Dan Gillmor, California, Berkeley, and bayosphere.com

- "Grade the News: Holding Local Journalism Accountable" - John McManus, Grade the News, San Jose State

- "Project Censored: Student-based Media Accountability" - Peter Phillips, Project Censored, Sonoma State.

### Thursday, Aug. 3

1-3 p.m.

CCJIG - Scholar to Scholar Session

- "Sense of Community as a Driver for Citizen Journalism" - Clyde H. Bentley, Brian Hamman, Hans Ibold, Jeremy Littau and Hans Meyer, Missouri

- "Civic-Minded Crises: A Qualitative Content Analysis of Government Communications and News Coverage of Hurricanes Katrina and Rita" - Maria Fontenot, Kris Boyle and Amanda Gallagher, Texas Tech

- "Participatory Journalism Opportunities on Major Newspapers' Online Sites" - Jack Rosenberry, St. John Fisher.

### Thursday, Aug. 3

3:15-4:45 p.m.

CCJIG refereed paper research session: Analyzing the Past and Future of Civic and

Citizen Journalism

Moderating/presiding: Jeff South, Virginia Commonwealth. Discussant: Sharon Iorio, Wichita State. Paper topics:

- "Freedom of Expression in the Information Society" - Nikhil Moro, Kennesaw State (top student paper)

- "The Next Generation 60 Years Later: How Civic Journalism is the Offspring of the Hutchins Commission of 1947" - Judy Buller, Notre Dame de Namur (top research paper)

- "Surveying Citizen Journalism: Describing Emerging Phenomena that Posit a Renovation of the Public Sphere" - Lewis A. Friedland, Hernando Rojas, Christopher Long, Eulalia Puig Abril, Victoria Hildebrandt, Nak Ho Kim, Eunsun Lee, Seung-Hyun Lee and Young Jun Shin, Wisconsin

- "Citizen Journalism, Technological Convergence and Development: Transforming Villages Through Cable Audio" - Veena Raman, Pennsylvania State

- "The Newspaper With a Conscience": Discourse on Journalism's Responsibility to Society and Civic Life in the Late 19th and Early 20th Century" - Ronald Rodgers, Florida.

### Thursday, Aug. 3

5-6:30 pm

PF&R panel: Asian American Journalism - Redefining the Role of the Community Advocate

Co-sponsor: Minorities and Communication Division

Moderating/presiding: Paul Niwa, Emerson. Discussant: Paul Niwa, Emerson.

Panelists:

- Ted Feng, editor, *AsianWeek*, San Francisco, CA

- Sydnie Kohara, anchor, KPIX-TV, and guest host, KQED-FM's Pacific Times, San Francisco, CA

- Joy Chavez Mapaye, Alaska-Anchorage

- Alice Tait, Central Michigan

### Thursday, Aug. 3

8:30-10 p.m.

CCJIG business session: Members' meeting

Moderating/presiding: Jeffrey South, Virginia Commonwealth, Head; Andrea Breemer Frantz, Wilkes, Vice Head.

### Thursday, Aug. 3

10:15-11:45 p.m.

CCJIG business session: Executive Committee

Moderating/Presiding: Jeffrey South, Virginia Commonwealth, Head; Andrea Breemer Frantz, Wilkes, Vice Head.

### Friday, Aug. 4

8:15-9:45 a.m.

Teaching panel: All in the Fishbowl: Campus Newspaper Initiatives with Community Newspapers

Co-sponsor: Community Journalism Interest Group

Moderating/presiding: Jock Lauterer, North Carolina at Chapel Hill

Panelists:

- "Getting Off the Island: Redefining Student Community Identity Using Ingenuity and a Little Newsprint" - Andrea Breemer Frantz, Kristin Kile and Jamie Babbitt, Wilkes

- Kevin Schwartz, general manager, *Daily Tar Heel*, North Carolina at Chapel Hill

- Venise Wagner, San Francisco State

- Thom Lieb, Towson.

### Friday, Aug. 4

11:45 a.m.-1:15 p.m.

J-Lab Luncheon Session: Citizen Media: J-School Entrepreneurial Ventures

Co-sponsors: J-Lab: The Institute for Interactive Journalism, and the AEJMC Council of Affiliates

Moderating/presiding: Jan Schaffer, director, J-Lab

Panelists:

- MadisonCommons.org - Lew

**See CONVENTION, page 3**

# Convention

## From Page 2

Friedland, Wisconsin-Madison

- Great Lakes Wiki - Dave Poulson, associate director, Knight Center for Environmental Journalism, Michigan State

- Rural News Network - Keith Graham, Montana

- TCDailyPlanet.org - Jeremy Iggers, Minneapolis/St. Paul.

### Friday, Aug. 4

1:30-3 p.m.

PF&R panel: Citizen Media: Promises and Pitfalls of Citizen-Created Content

Co-sponsor: Newspaper Division

Moderating/presiding: Jan Schaffer, director, J-Lab: The Institute for Interactive Journalism, Maryland.

Discussant: Cecilia Friend, Utica.

Panelists:

- Jeremy Iggers, founder, The Daily Planet, and author, Good News, Bad News, Minneapolis

- Mark Trahan, editor, editorial page, *Seattle Post-Intelligencer*

- Doug Fisher, project leader, HartsvilleToday.com, South Carolina

- Steve Outing, interactive media columnist, *Editor & Publisher Online* founder, Enthusiast Group

- Jan Schaffer, director, J-Lab: The Institute for Interactive Journalism, Maryland.

### Friday, Aug. 4

3:15-4:45 pm

PF&R panel: Will Civic Journalism Become a Subset of the Citizen Journalism Movement?

Co-sponsor: Community Journalism Interest Group

Moderating/presiding: Cole Campbell, Nevada, Reno

Panelists:

- Cheryl Gibbs, Miami, Ohio
- Sharon Iorio, Wichita State
- Jan Schaffer, director, J-Lab: The Institute for Interactive Journalism, Maryland

- Leonard Witt, Kennesaw State

### Saturday, Aug. 5

11:45 a.m.-1:15 p.m.

Teaching panel: Blogs & Wikis: Creating a Convergent Global Village and Citizen Journalism: Global Initiatives, Local Reverberations

Co-sponsor: International Communication Division

Moderating/presiding: Janet Kolodzy, Emerson

Panelists:

- Rebecca MacKinnon, Nkzone and Global Voices weblog creator, Berkman Center for Internet & Society

- Mike Yamamoto, editor, technology Wikis, CNETNews.com

- Jan Schaffer, director, J-Lab

- Jean Min, OhMyNews
- Barbara K. Iverson, Columbia, Chicago

- Clyde Bentley, Missouri
- Vin Crosbie, managing partner, Digital Deliverance, LLC. ✍

# The 411 on Skype: free long-distance calls

By Jeff South  
CCJIG Chair

Here are some of the guest speakers who shared their thoughts with the students in my Communications Technology & Global Society course at Virginia Commonwealth University last year:

- María Pastora Sandoval Campos, one of Chile's most popular bloggers. A journalist and educator, Pastora discussed efforts by Chileans to develop and distribute low-cost computers in hopes of bridging the digital divide.

- Todd Thacker, the international editor for OhmyNews.com, the widely heralded experiment

in "citizen journalism" based in South Korea. He said that 30,000 people contribute articles to OhmyNews and that the site has emerged as one of his country's most influential news sources.

- David Ajao, a Web developer in Ghana who operates one of Africa's biggest cellular telephone networks. He said cell phones, text-messaging and wireless networking are giving Africans access to information about health care, financial markets and other important subjects.

Pastora, Thacker and Ajao didn't have to hop a flight to speak to my students: They guest-lectured via the Internet - using a free PC-to-PC phone service called Skype.

It's a technology that can be used in almost any class, but I have found it especially useful for incorporating civic and citizen journalism. After all, key people throughout the world are involved in such journalism movements, and it would be almost impossible to gather them in person.

Communications Technology & Global Society (MASC 151) explores how the digital revolution is changing the way people communicate - and, more broadly, the way the live - around the world. Thanks to my Skype-enabled virtual guest speakers,

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See SKYPE, page 4

## J-Schools

### From Page 1

- Monroe County Radio Project. West Virginia University in Morgantown will create a news operation at WHFI-FM, a radio station licensed to the Monroe County School Board and train students and adult volunteers to produce a daily newscast.

- Route 7 Report. The E.W. Scripps School of Journalism, Ohio University in Athens, will train citizens in three rural villages in Southeastern Ohio to create a monthly newsletter and a Web site.

- MURL Building Blocks. Temple University's Multimedia Urban Reporting Lab (MURL) will partner students with public broadcaster WHYY-TV to push hyperlocal newscasts to a largely Hispanic Philadelphia area using experimental datacasting technology.

- Creating Community Conversations. Columbia College Chicago will recruit and train

### J-Lab luncheon will spotlight j-school ventures

Hear how journalism schools are launching hyper-local community news projects as training grounds for both students and local residents.

The projects will be the topic of discussion when J-Lab: The Institute for Interactive Journalism hosts a luncheon at the AEJMC convention in San Francisco. The luncheon, co-sponsored by the CCJIG and the Council of Affiliates, will begin at 11:45 a.m. on Friday, Aug. 4.

Panelists include:

- Lew Friedland, professor at the University of Wisconsin-

Madison and founder of MadisonCommons.org

- Jeremy Iggers, founder of TCDailyPlanet.org

- Dave Poulson, associate director of the Knight Center for Environmental Journalism and project leader for the Great Lakes Wiki

- Keith Graham, associate professor at the University of Montana and leader of the Rural News Network.

Jan Schaffer, director of J-Lab, will moderate.

To register for the luncheon, visit <http://www.j-lab.org/AEJMC06reg.shtml>.

neighborhood journalists to cover five ZIP codes in central Chicago; reports will be published on [chitowndailynews.org](http://chitowndailynews.org).

- Ethnic News Service. San Francisco State's Center for Integration and Improvement of

Journalism will create a student-run Ethnic News Service to provide better public affairs coverage for the state's 700 ethnic media outlets.

The next deadline for New Voices funding is Feb. 12, 2007. ✍

## Skype

### From Page 3

not only did my students hear from experts with firsthand knowledge in far-flung lands but they also saw how technology is shrinking the Earth into a global village.

Skype isn't just for educators seeking to enrich and enliven classes. It's for anyone who wants to make phone calls without ringing up long-distance charges. Many international students have discovered Skype: They can call home over the Internet, and talk to their family and friends, for free.

Skype can accommodate multiple speakers - not just one-to-

one calls. Moreover, because the audio comes through your computer, you can easily capture and record it - giving you a permanent copy of the conversation. The software's latest update (Skype 2.0) supports video calling, too, if you have a webcam attached to your computer.

Oh, and did I mention that Skype is free? That should produce smiles on the faces of the bean counters at your university.

Here is how you can take advantage of Skype:

First, go to [www.skype.com](http://www.skype.com) and download the software. There are versions for Windows and Macintosh computers. You must register at Skype's Web site, but it's free and relatively painless. During the registration process, you will choose a user name and password. Then install the soft-

ware on your computer. Your computer will need a microphone and speakers, or a headset, for you to use Skype.

To make a free call, you must know somebody else who has a computer with Skype installed. You'll need your friend's Skype name. You also can search for Skype users by name or location and ring them up - though there's no guarantee they'll take your call. I contacted Pastora, Thacker and Ajao by e-mail first to see if they'd be willing to speak to my classes.

Skype isn't the only software for audio-conferencing or making PC-based phone calls; iChat ([www.apple.com/macosx/features/ichat/](http://www.apple.com/macosx/features/ichat/)), Google Talk (<http://www.google.com/talk/>) and Gizmo ([www.gizmoproject.com](http://www.gizmoproject.com)) also are available for free. ✍



# Open-source journalism and college media

*Witt applies principles from 'First Monday' article in interview for advisers' Web site.*

Leonard Witt, past head of the CCJIG and president of the Public Journalism Network, was interviewed recently for *Reinventing College Media* (<http://reinventing.collegemedia.org>). The Web site is primarily the work of three student media advisers: Chris Carroll of Vanderbilt University, Ralph Braseth of Ole Miss and Bryan Murley of Emory & Henry College. Murley conducted the interview with Witt.

In the interview, Witt, the Robert D. Fowler Distinguished Chair in Communication at Kennesaw State University, discussed an article he wrote for the online magazine *First Monday* ([www.firstmonday.org](http://www.firstmonday.org)) titled, "Constructing a framework to enable an open source reinvention of journalism."

Here are excerpts of Murley's interview of Witt. The complete transcript is available at <http://reinventing.collegemedia.org/index.php?id=260>

**Murley:** I wanted to talk to you about your recent paper on the 14 steps to open-source journalism and how it relates specifically to college media. Could you start by giving a short synopsis of the paper for the readers?

**Witt:** Everyone knows that, as the State of the News Media 2004 report first reported, we are in the midst of an epochal change in the news media. The technology is moving faster than our institutions can change. These are disruptive innovations or disruptive technologies and they most affect institutions that function under long sustainable models. That would include journalism, media studies and communication departments along with the news

media in general.

**Murley:** So your paper attempts to provide some steps to address these changes?

**Witt:** Yes, it does. One of the first steps is for everyone to stop what they are doing and do an

"So finally newspapers and I think the rest of the media get it. Let's all use the motto: Adapt or Die."



**LEN WITT**  
former CCJIG head, in interview with  
Reinventing College Media

attitudinal check and ask: Are we facing up to the new challenges?

**Murley:** Let's address that. What is your sense of that? Are media organizations doing that?

**Witt:** In the past, folks were in denial. But last year, especially for newspapers, was a turning point. Circulation was, and is, dropping; revenues were, and are, dropping. Places like craigslist are stealing away profits, and, as Phil Meyer says, Craig Newmark is the worst kind of competitor because he gives away what others charge for. You can't compete against that. Last fall, the news about circulation drops, job cuts, profits got so bad that Steve Lovelady, managing editor of the *Columbia Journalism Review's* CJR Daily blog, would write: "All

in all, it has been a bloody week for newspaper journalism. And it's starting to feel as if the bow of the ship is slipping beneath the water." More recently, the *American Journalism Review* published a story headlined: Adapt or Die. So finally newspapers and I think the rest of the media get it. Let's all use the motto: Adapt or Die.

**Murley:** Specifically related to college media organizations, do you think there is a similar sense of urgency to reinvent the model?

**Witt:** If there isn't, there should be.

**Murley:** Campus media does have a little different economic model, since it's often supported through student fees as well as advertising, and the copies are free. So the economic impetus is

absent.

**Witt:** True, but what happens when they leave the cocoon? Will they be prepared for the realities that the news media face?

**Murley:** You mention in the paper that newsrooms operate in a "defensive" attitude a lot. Are there any advantages that college media organizations have that would help them "reinvent" that professional organizations might not have? That might overcome that attitude obstacle?

**Witt:** I know campuses around the country are experimenting. I saw that the J-Lab at the University of Maryland is providing grants to about seven university related projects via its

**See WITT, page 6**

# Witt

## From Page 5

New Voices program. These are experimental citizen media projects. The University of Missouri has its MyMissourian project. So stuff is happening.

**Murley:** What about on the student side? I've sometimes noticed that students are good at "using" Web-related stuff (MySpace and Facebook, for instance), but j-students don't necessarily translate that into their newsrooms. Do you have any ideas why the disconnect?

**Witt:** Lots of good things are happening at universities. But the key here is to make sure journalism students, indeed all students, are taught to be open to new ideas. In the past journalism had such a strict code of conduct that it often shut out new ideas. Jay Rosen compared it to a church. In Eric Raymond's *The Cathedral and the Bazaar*, he shows how the chaotic bazaar can work better than the cathedral in the world of open access, open source software development. Can our students, can our media, operate in the bazaar?

**Murley:** Of the 14 steps you list in your article, which one do you feel is going to be the most difficult for news orgs to deal with? Which one might be the easiest?

**Witt:** To answer your question, about the student side, I would like to see student newsrooms, as well as all newsrooms take that step back and start to see if there is a way to re-organize if not reinvent what they are doing. That's the idea of the paper. In this new digital world: What is the ecosystem? Should leadership style change? What role will the audience have? What are the new platforms? How should our archives be used? How transparent do we want to be? I would advise them to first ask

how they have done things in the past. Point by point. Then ask how might they do each differently in the future. Each newsroom will have different priorities. Different missions. But the idea is to take the time to think. But that's an obstacle. Newsrooms everywhere are used to putting out stuff quickly. Try using the word ruminant in a newsroom, see where it gets you. But they must stop and think. That's the first step.

**Murley:** So that might also be the most difficult step?

**Witt:** Correct. But it has to be the first step.

**Murley:** You spent a lot of time in the paper explaining how open source works. What one lesson from that research would be most important for media leaders to understand to help them make this transition? Which lesson really surprised you?

**Witt:** Before I started doing the research, I thought, wow, open the door and people will flock to your project and everyone will work cooperatively forever after. Well, that's not how it works. First, each project needs a strong, but welcoming, leader with a vision. That leader must be on top of the project constantly. You have to distinguish between the Sharing Nicely, which means many people doing little tasks at their own time, and more full-blown citizen journalism. You have to have protection against incompetents and malicious content. And that the bazaar works better than the cathedral at least in open-source software development. There's lots of failures among the great successes. In most cases, small discrete groups of people do most of the heavy lifting, but lots of people will do little stuff. And they will work best if they truly believe in the project mission's and that they are not being taken for suckers by someone just taking advantage of their willingness to help. ✍

# Member meeting has many benefits

By Andrea Breemer Frantz  
CCJIG Vice Head/Prog. Chair

I attended my first AEJMC conference just three years ago.

Many useful things came out of that first conference for me. I attended some outstanding sessions that made me think in new ways. I connected with professionals from other parts of the country who shared my interests about civic engagement and community journalism.

But probably the most important thing to come out of my first AEJMC conference happened when I walked into the Civic Journalism Interest Group Members' Meeting.

What I found there was a group of people deeply committed to addressing civic journalism as it pertained to the classroom, practice, and research. The conversation was lively, and those in attendance were interested in connecting with others to address important issues in the field.

While it's easy to only think of the interest groups and divisions when we fill out our membership renewals or receive the newsletters, active participation in the interest groups begins with the members' meetings at AEJMC. Not only is it an opportunity to meet folks whose names you might otherwise only know from listserv e-mails, but it is also a chance to shape the organization's direction.

CCJIG will hold its annual Members' Meeting on Thursday, Aug. 3, from 8:30-10 p.m. in the Laurel Room (fourth floor) at the conference hotel.

Whether you are new to AEJMC and want to learn more about CCJIG, or you're new to CCJIG and want to meet some new colleagues and offer input, or you're a seasoned veteran and just need a shot of adrenaline ... this meeting is for you. ✍