

Competing with Search Engines II

**Strategic Partnerships:
Libraries and Journalists**

How Strategic is Your Partnership?

Librarians and Journalists

- What do we have in common?

Type answer in the chat box

- How's your library's relationship with media?
 - Do they call?
 - Do they write (about us)?
- What can we offer each other?

Type answer in the chat box

Strategic Partnerships

Libraries and Journalists

Shared Circumstances

- Information professionals
- Changing technologies
- Changing audiences

Shared Risk:

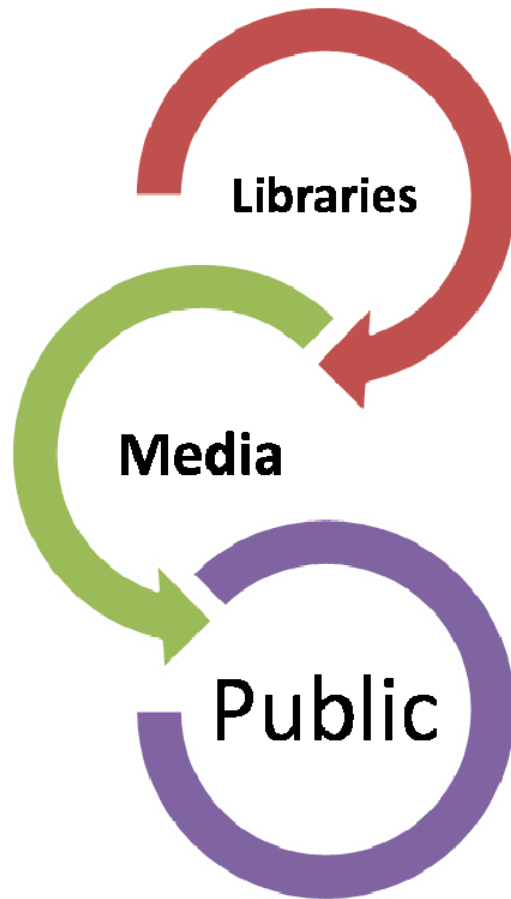
- Competing with search engines for audiences
- Long-range funding issues
- Career futures in question



Marsha Iverson

[King County Library System](#)

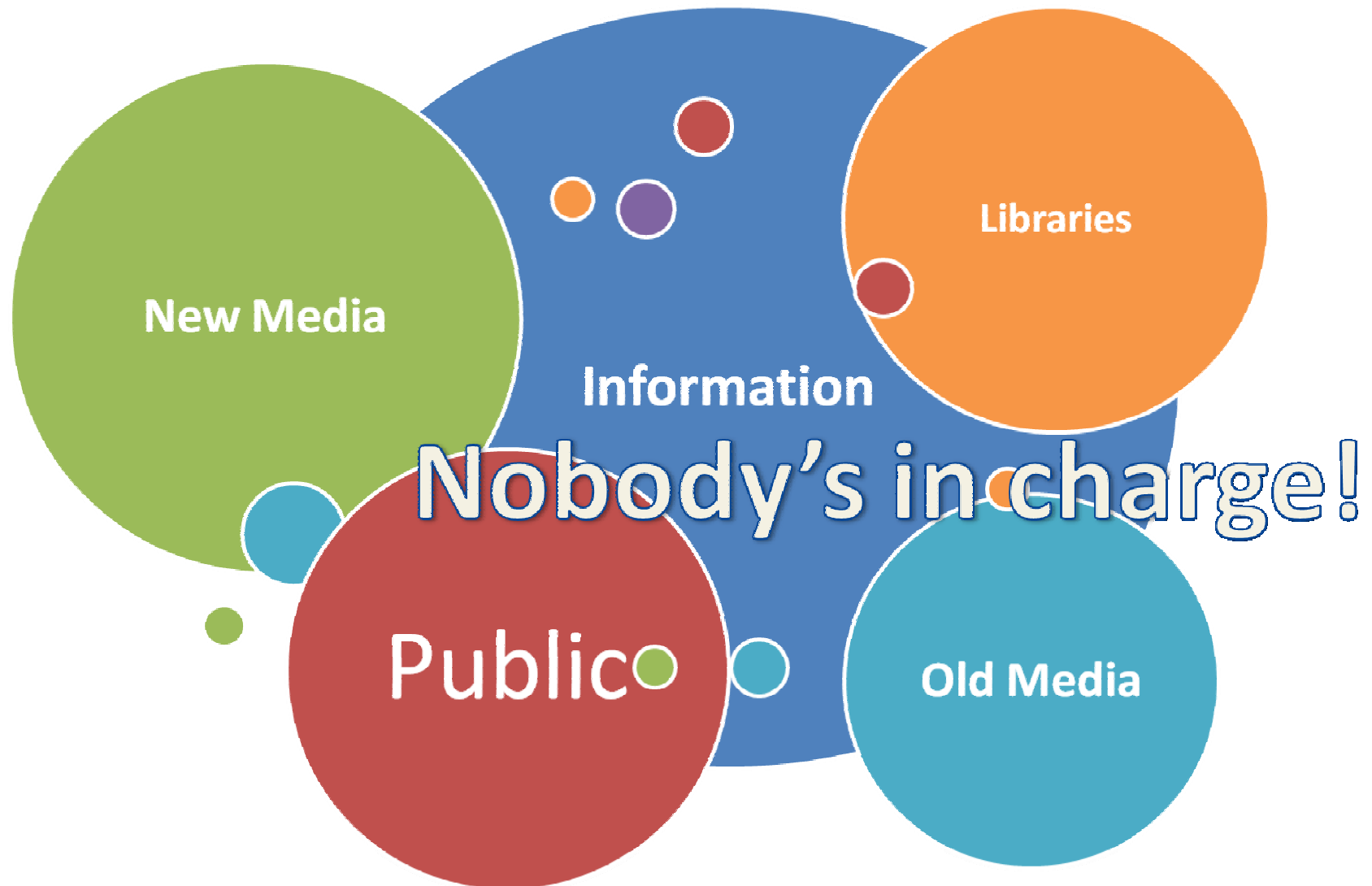
The Old Relationship (ideal)



One-Way Information flow

- Libraries have accurate information to share
- Journalists are a link to our audiences
- The public values our institutions, and looks to us for information

The New Information Equation



New Information Environment

New Tools

- Digital media
- “Smart” phones
- Instant Information

New Risks

- Audience loss
- Relevance loss
- Funding loss

New Rules

- No limits
- Easy, instant answers
- Nobody’s in charge

New Rewards

- Information Literacy
- News Literacy
- Partnerships = impact

Rethinking the Relationship

Collaboration = Results

Greater impact

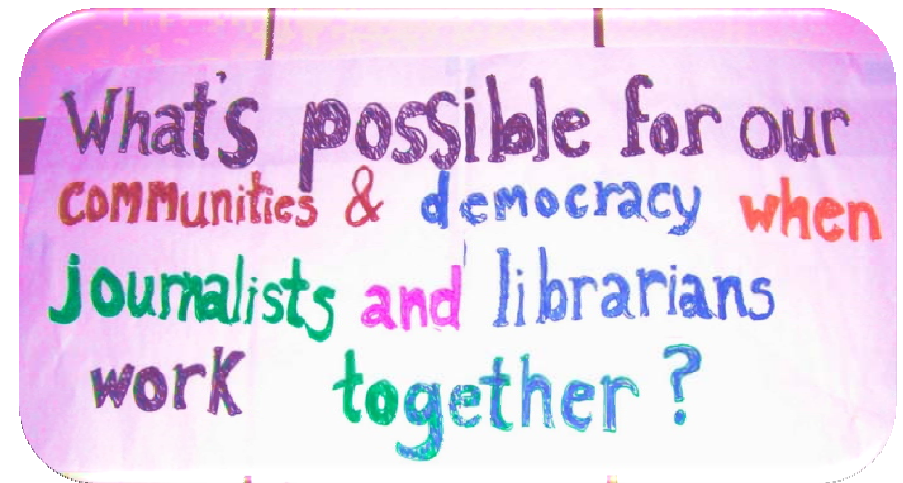
- Wider visibility
- Increased participation
- Broader perspectives

Strategic goals

- Community interaction
- Information literacy
- Engaged voters

BiblioNews: Beyond Books

The convening question: What if...



A Long, Metaphorical Courtship

1. **Her courtship story** (libraries)

- Historic background (lineages)
- More recent examples (hot dates)

2. **His courtship story** (journalists)

- The need (technology change)
- The opportunity (vision for the future)

3. **The Event**: BiblioNews Beyond Books

4. The happy growing family: **YOU**

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Her Story: The Library View



Nancy Kranich

- ALA past president
- Co-organizer,
Beyond Books
- Convener of ALA's Center
for Public Life

Librarians & Journalists Together!

RUTGERS School of Communication and Information

RUTGERS HOME
LOGIN TO THIS SITE
SEARCH RUTGERS

Search SC&I... 

HOME ABOUT NEWS ACADEMICS RESEARCH STUDENTS ALUMNI & FRIENDS GIVING CAREERS DIRECTORY APPLY TO SC&I



MondoNet makes a splash in LA



As a model for the Internet's future, MondoNet is getting considerable attention. Krisztina Holly at USC, said, "MondoNet is truly an idea worth spreading," after seeing Aram Sinnreich's recent presentation.

[More...](#)

Tim Wu, a leader in the fight for Net Neutrality



[see more media »](#)

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- ▶ Journalism and Media Studies
- ▶ Library and Information Science

Yahoo! funds Naaman SC&I Graduation Making Sense of 9/11 MondoNet on the Web


Journalism and Libraries

Birth of a Relationship

- 300 year courtship
- Lack of free speech, free press and religious tolerance in England
- American democracy adopted the notion of government stemming from the *individual* citizen
- Individual liberties to everyone in America



Libraries in America—Franklin's First Lending Library 1831

A rectangular stone plaque is embedded in a wall of dark red bricks. The plaque is light-colored and has the words "THE LIBRARY COMPANY OF PHILADELPHIA" carved into it in a serif font, arranged in four lines. The text is centered on the plaque.

THE
LIBRARY COMPANY
OF
PHILADELPHIA

Benjamin Franklin's Pennsylvania Gazette, 1729-1815



18th Century America



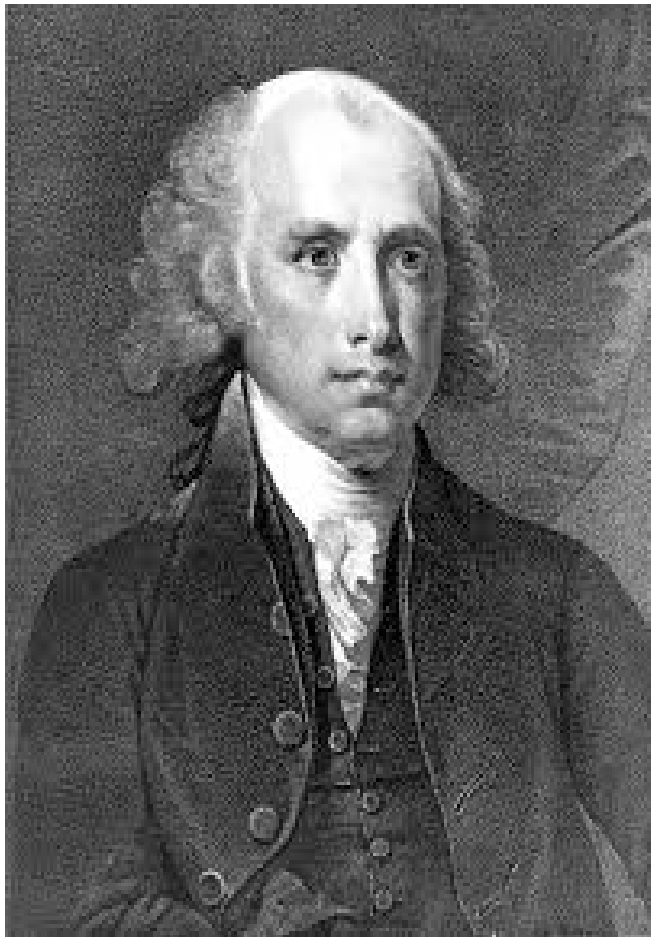
- Critics are prosecuted
- John Peter Zenger trial for seditious libel 1735
- Prosecution for criticizing royal officials *not* tolerated

Free Speech and Press

Instrumental to the American Revolution



The First Amendment Passes--1789



- James Madison introduced a bill of rights

- Included guarantees of a free press

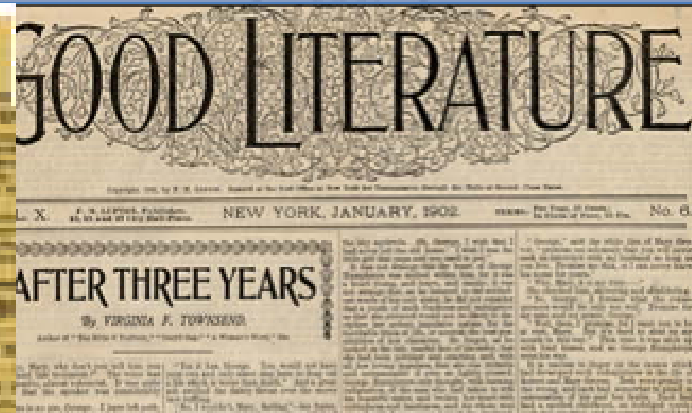
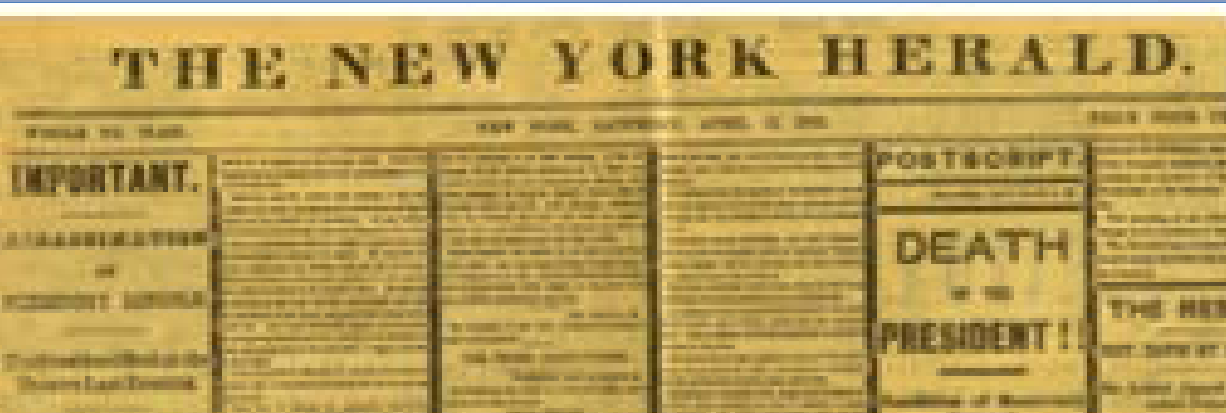
- 3 states added freedom of speech

- The final language:

Congress shall make no law respecting an establishment of religion, or promoting the free exercise thereof, or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, or to petition for a redress of grievances.

“Congress shall make no law...abridging the freedom of speech, or of the Press...”

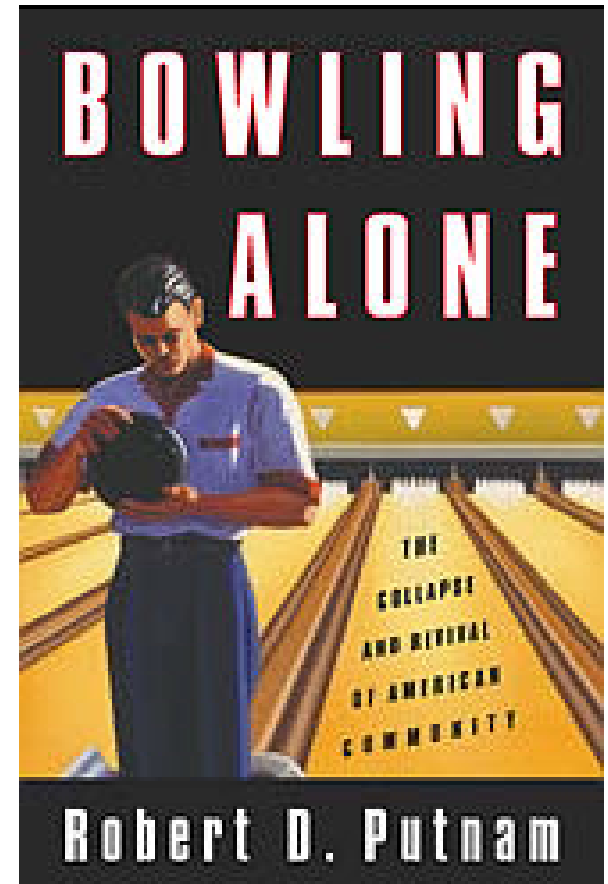
Free Press and Free Libraries-- Cornerstones of Community and Democracy



Withdrawal from the Public Square

“...a powerful tide bore Americans into deeper engagement...

“but...we have been pulled apart from one another and from our communities
....”



Civic Renewal: Civic Libraries and Civic Journalism

A Place at the Table

Participating in Community Building

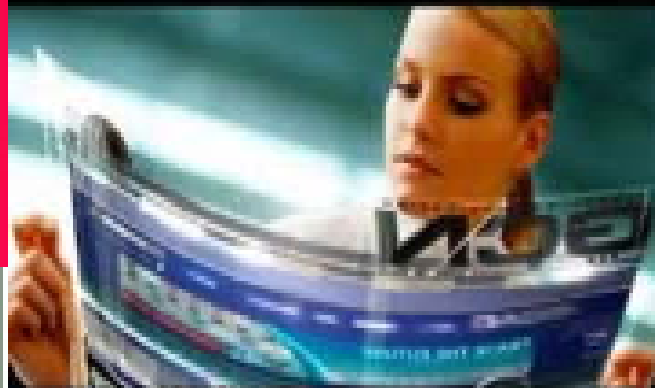


A Librarian at Every Table
Librarians and Community Initiatives

Civic Journalism

The Role of Newspapers in Building Citizenship

Introductory Guide To



Citizen Journalism

Libraries
& Democracy
The Cornerstones of Liberty

The Campaign for Civic Journalism

Community Alliances

The Payoff in Authentic Alliances

Karen Menichelli, Benton Foundation; Jorge Reina Schement, Penn

Authentic alliances between local media and community organizations

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themselves as an essential local resource, convener and platform

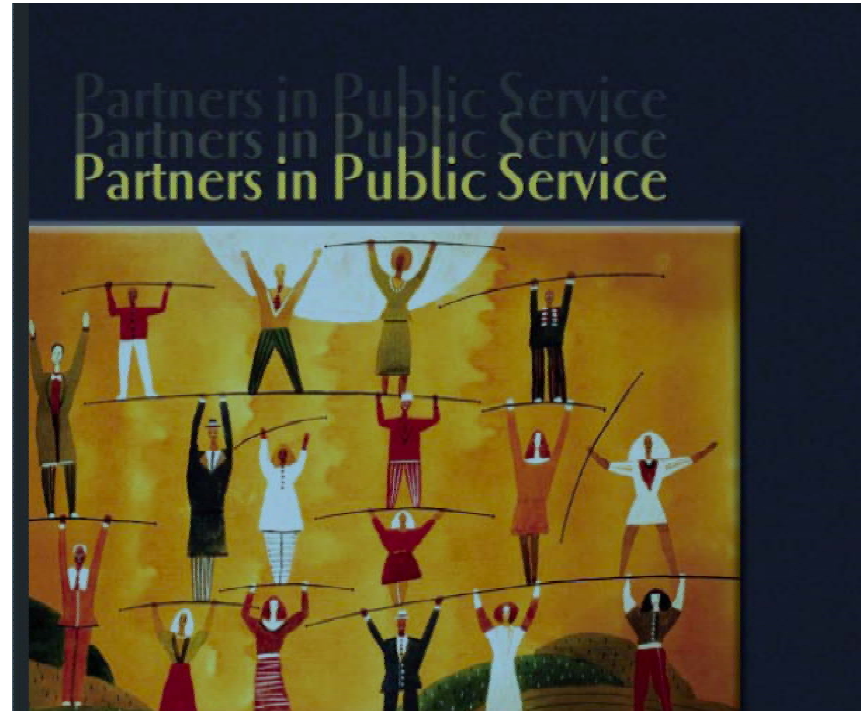
dialogue, and in doing so, harness their increased channel capacity

partners can more strongly stake a claim in this changing media la

“Authentic alliances between local media and community organizations represent the yet-to-be realized future of effective community-centered, community-driven programming.”

Examples

Journalists and Librarians Collaborate



**Libraries and Public Broadcasting
Penn State University, 2001-2**

What's Possible When Librarians and Journalists Meet?

A work session for journalists, librarians and citizens

April 6-7, 2011 / MIT / Cambridge, Mass.

(immediately prior to the
National Conference for Media Reform)

BEYOND BOOKS



REGISTER NOW: www.biblionews.org

NEWS, LITERACY AND DEMOCRACY FOR AMERICA'S LIBRARIES

[Home](#) [Session Notes](#) [Who Participated?](#) [Invitation](#) [Catalytic Conversations](#) [Participate Online](#) [Program](#) [Resources](#) [Sponsors](#)

JTM Home

Chat Session

What's Possible...

... When Journalists and Librarians Meet?

- *What comes to mind?*
- *Type a phrase into the chat box ...*

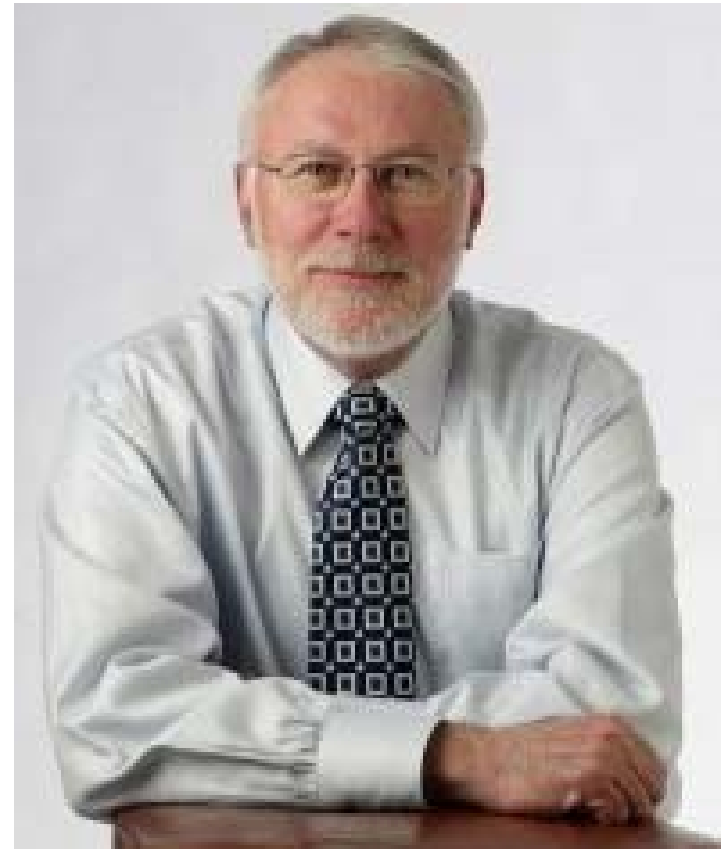
Phrases to Describe What's Possible

- Context and onward . . . more narratives . . . reach beyond insider view of ourselves . . . be good stewards . . . journalism is thriving . . . reaching beyond the echo chamber, including this one . . . demographics are key . . . **.in the boat together . . . community is everything** . . . empathy . . . **risk taking** . . . face to face communication . . . libraries present facts, media presents opinions . . . public spirit . . . storytelling . . . make stuff with your people and the rest follows . . . **untapped opportunity** . . . make it fun . . . keep studying . . . what is relevance? . . . action . . . foster serendipity . . . have hope . . . creativity and hope . . . experiment . . . vote for Pedro . . . intergenerational, multimedia, Boing Boing . . . more than words . . . **the conversation is just beginning . . . we are in it together** . . . delivery systems may change for stories, a good story will always be a good story . . . cultivate and preserve the conversation . . . media mapping . . . share your experience, discovery your expertise.

His Story: The Journalism View

Mike Fancher

- [Donald W. Reynolds Chair](#) in Ethics of Entrepreneurial and Innovative Journalism, University of NV, Reno
- Consultant to [Knight Commission on the Information Needs of Communities in a Democracy](#).
- Co-founder, [Seattle Journalism Commons](#)





Re-Imagining JOURNALISM

Local News for a Networked World

[://www.knightcomm.org/re-imagining-journalism-local-news-for-a-networked-world/](http://www.knightcomm.org/re-imagining-journalism-local-news-for-a-networked-world/)

: <http://tinyurl.com/knight-imagine>

A WHITE PAPER BY MICHAEL FANCHER

Journalism dialog



- Journalism disruption triggers dialogue
- Desire to look outside silos
- Knight Commission on Information Needs of Communities (2008-2009)
- Outreach includes library focus
- Result: “Beyond Books” at MIT Center for Civic Media, April 2011

Journalism dialog



- Social networks, participatory tools
- Knowledge moving “into the cloud”
- Less physical: Books, newspapers
- Everyone’s a creator; trust an issue
- Accessible anywhere; but needs curation
- Librarians / editors share expertise

Five key strategies for re-inventing local journalism

1. For-profit media organizations reinvention
2. Not-for-profit, non-traditional media become important sources of local journalism.
3. Higher education, community and non-profit institutions can be hubs
4. Research about revenues
5. Local government support of sustainable journalism policies

Information Needs of Communities

Local Journalism in a Networked World

- Experiment

- Try everything
- See what works

- Collaborate

- Interactive information ecosystem

- Engage

- Public involvement
- Rethinking journalists' role

The Event: BiblioNews

Bill Densmore

- Consultant, [Reynolds Journalism Institute](#)
- Journalist, [Beyond Books](#)
co-organizer
- Director of Media Giraffe
Project & New England
News Forum



The Wedding Party

A work session for journalists, librarians and citizens

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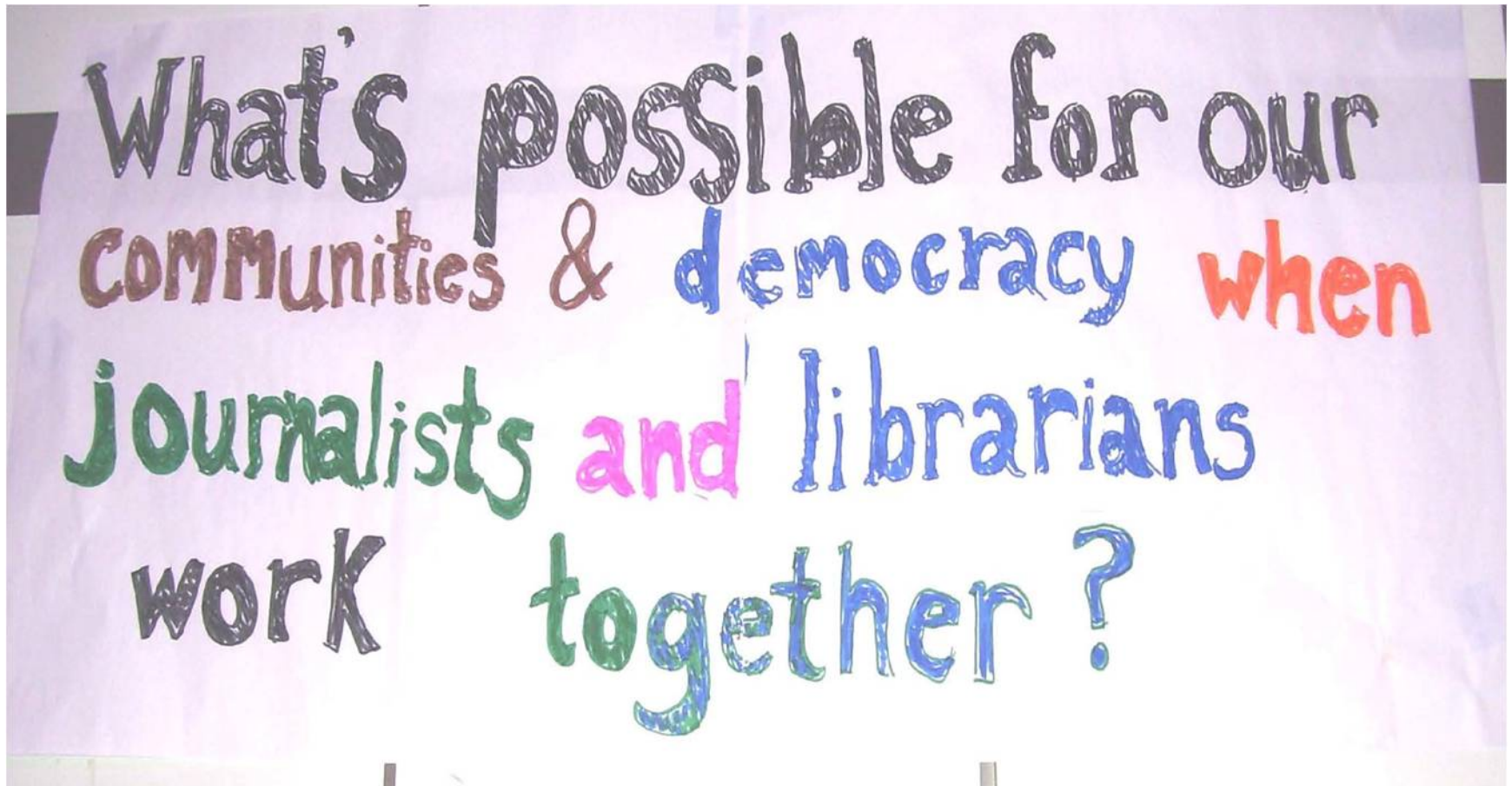
National Conference for Media Reform)

BEYOND BOOKS 

NEWS, LITERACY AND DEMOCRACY FOR AMERICA'S LIBRARIES

REGISTER NOW: www.biblionews.org

Beyond Books: What's Possible?





Participant insights

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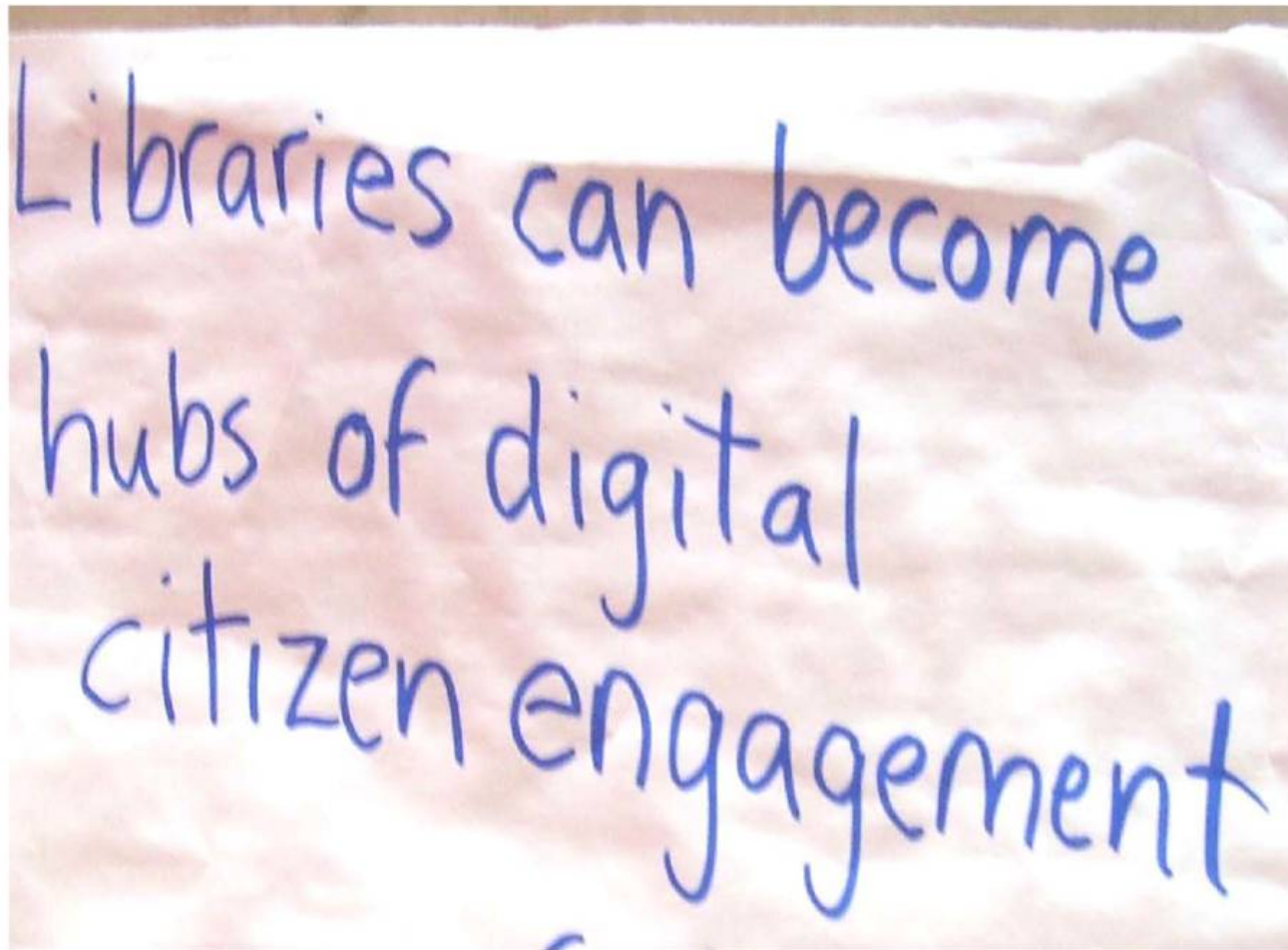
NEWS, LITERACY, DEMOCRACY AND AMERICA'S LIBRARIES

VIDEO: <http://journalismthatmatters.org/biblionews/?p=509>

Participant Comments

- How can we ensure that civic discourse – or just intelligent, balanced or wide-ranging points of view expressed – becomes mainstream?
- How can folks in the education, journalism and library science impart the critical thinking skills?
- We envision collaboration, education, promoting interaction between generations & communities
- Librarians are conveners and hosts for community consensus investigation

Insights: Libraries as Digital Hubs

A photograph of a piece of crumpled, light-colored paper with handwritten text in blue ink. The text is written in a cursive, slightly slanted style. The paper is set against a dark, textured background.

Libraries can become
hubs of digital
citizen engagement

Insights: Centers for Discourse

Library as "third place" can evolve to serve as a center for public discourse



Insights: Possible Outcomes

Best Possible Outcome

A framework for
matching needs +
resources of community
journalists + public
libraries.

Outcomes: Meet Community Needs

Discovering community
needs that can be filled
by journalists and librarians
working together

Beyond Books:

10 Community Project Ideas

1. **Build it:** "Community hub" software for blogs, notices
2. **Tag it:** So data is interchangeable and mashable
3. **Teach it:** Cross-silo values and vocabulary training
4. **Tell it:** Use libraries, computer labs, for digital storytelling
5. **Exchange it:** Citizen-journalist librarians; Jours in libraries
6. **Consume it:** Reading, sharing, discussion skills
7. **Share it:** Teach techniques of sharing and communicating
8. **Save it:** Archive library events, authors, lectures, meetings
9. **Study it:** Community-info-needs assessment process
10. **Discuss it:** Public-forums, conversations in public spaces

Beyond Books:

8 Small News Initiatives at Libraries

1. Combine local/regional government information management
2. Explore public-private partnerships
3. Offer news feeds and curated tweets on large screens
4. Set up coffee-shop-style conversation areas for news and community
5. Host after-school journalism training for teens
6. Lend digital recorders and teach story gathering
7. Collect, host public events on community issues
8. Partner with journalists for skill-building programs

Consensus Statement Key Points

Our goals

- Informed, involved communities
- Advanced 21st-century democracy
- Participation in civic life
- Pursuit of truth in the public interest
- Openness, inclusion and empowerment
- Civic engagement, transparency

Consensus Statement Commitments

- Enhance community information ecology
- Explore new ways to serve our communities
- Collaborate for shared civic experiences
- Support news, literacy, and democracy

Examples



NYU ARTHUR L. CARTER
JOURNALISM INSTITUTE
In Collaboration with *The New York Times*

LibrariUS



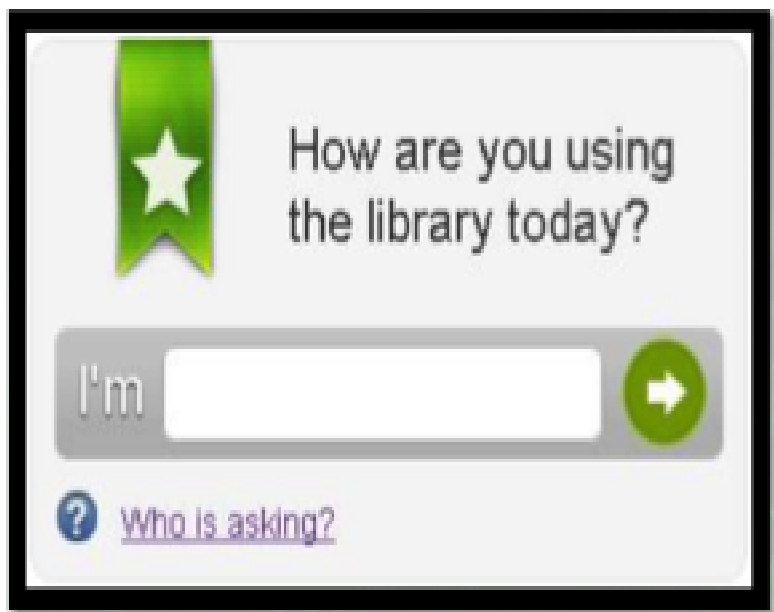
How are you using
the library today?

I'm



[Who is asking?](#)

Capturing & Sharing Stories

The image shows a LibrariUS widget interface. It features a green ribbon with a white star on the left. To the right of the ribbon, the text "How are you using the library today?" is displayed. Below this text is a text input field with the placeholder "I'm" and a green circular button with a white right-pointing arrow. At the bottom left of the widget, there is a blue question mark icon followed by the text "Who is asking?".

How are you using the library today?

I'm

[Who is asking?](#)

[LibrariUS](#) (/ly-BREHR'-ee-uhs'/) – the ALA and the Public Insight Network/ American Public Media's collaboration to collect stories on how people are using libraries.

Do YOU have a LibrariUS widget?

YES ____ or NO ____

Capturing & Sharing Stories



[LibrariUS](#) (/ly-BREHR'-ee-uhs'/) – the ALA and the Public Insight Network/ American Public Media's collaboration to collect stories on how people are using libraries.

Do YOU have a LibrariUS widget?

YES ____ or NO ____

Beyond Books: The Video

- View it at:
<http://journalismthatmatters.org/biblionews/2011/06/24/video/>
- Producer: Jacob Caggiano, [Journalism That Matters](http://journalismthatmatters.org)
- Running Time: Just under 9 minutes

JOURNALISM
that matters



What's Next? It's up to YOU!

Pop Quiz: Please answer Yes or No to each

- Are you interested?
- Are you inspired?
- Ready to invite journalists to work with you?
- Think it'll work?
- Want to know more?

Share your ideas: miverson@kcls.org

Thank You—and Stay in Touch

We welcome your feedback and your thoughts.
To continue this conversation, share your ideas:

- Nancy Kranich nancy.kranich@rutgers.edu
- Mike Fancher fanch@mikefancher.com
- Bill Densmore densmore@mediagiraffe.org
- Marsha Iverson miverson@kcls.org

Libraries and Civic Engagement

- **ALA Center for Civic Life**
- **ALA Libraries Foster Civic Engagement Membership Initiative Group**
- **[Civic Engagement Blog](#)**
- **[Libraries and Civic Engagement on ALA Connect](#)**
- **Subscribe to ALA's Civic Engagement listserv:**
 1. Go to: <http://lists.ala.org/wws>
 2. Click on “View All Lists”
 3. Scroll down to “deliberate@ala.org”
 4. Click on “Subscribe”
- **[Bibliography of resources about libraries and civic engagement](#)**
- **[Web links to civic engagement groups](#)**

Beyond Books Resources

- [Beyond Books](#): Read/watch/participate
- [Knight Commission on the Information Needs of Communities in a Democracy](#)
- [LibrariUS](#): Stories from the Library
- [The Local East Village](#), Carter Journalism Inst.
- [At the crossroads of journalists and librarians, we find community engagement](#), Joy Mayer
- [AllPrinceton.com](#)
- Beyond Books [Consensus Statement](#) on Libraries, Journalism and Participatory Democracy