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

Nobody's in charge!
## New Information Environment

### New Tools
- Digital media
- “Smart” phones
- Instant Information

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

### New Risks
- Audience loss
- Relevance loss
- Funding loss

### 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...

What's possible for our communities & democracy when journalists and librarians work together?
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!
• 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
Benjamin Franklin’s Pennsylvania Gazette, 1729-1815

JOIN, or DIE.
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...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
Community Alliances

The Payoff in Authentic Alliances

Karen Menichelli, Benton Foundation; Jorge Reina Schement, Penn

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)

REGISTER NOW: www.biblionews.org

BEYOND BOOKS
NEWS, LITERACY AND DEMOCRACY FOR AMERICA'S LIBRARIES
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](https://www.knightcommission.org/)
- Co-founder, [Seattle Journalism Commons](https://www.seattlejournalismcommons.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
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

(immediately prior to the
National Conference for Media Reform)

REGISTER NOW: www.biblionews.org

BEYOND BOOKS
NEWS, LITERACY AND DEMOCRACY FOR AMERICA’S LIBRARIES
Beyond Books: What’s Possible?

What’s possible for our communities & democracy when journalists and librarians work together?
Participant insights

BEYOND BOOKS
NEWS, LITERACY, DEMOCRACY AND AMERICA’S LIBRARIES

A work session for journalists, librarians and citizens
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REGISTER NOW: www.biblionews.org

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

Libraries can become hubs of digital citizen engagement.
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; Journs 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

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
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

• Running Time: Just under 9 minutes
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
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
• 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