Strategic PR Partnerships: Journalists and Libraries

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

TODAY’S WORKSHOP:
What’s possible when librarians and journalists meet?

A work session for journalists, librarians and citizens
(immediately prior to the National Conference for Media Reform)
REGISTER NOW: www.biblionews.org
What's possible for our communities & democracy when journalists and librarians work together?

AGENDA

JOURNALISM that matters
This morning’s conversation starters:

• Marsha Iverson – public info specialist, King County (Wash.) libraries

• Nancy Kranich – Rutgers Univ., ex-ALA prexy, leader, ALA Center for Public Life

• Mike Fancher – retired editor, The Seattle Times, Knight/Aspen consultant / writer

• Bill Densmore – Journalism That Matters, RJI Fellow, “Media Giraffe Project,” InfoTrust initiative (via Skype)
WHO’s IN THE ROOM?

- Iverson – overview, why common purpose
- Kranich – history of library / journalist engagement
- Fancher – Knight Commission, community info needs
- New video: About MIT gathering (9 mins.)
- Densmore/Kranich – Ideas from Beyond Books at MIT
- **YOU!** -- Facilitated discussion with all session attendees / speed breakouts on key topics
Historical context

- Press and libraries: Uniquely American institutions
- Basis of informed citizenry
- PAST: Common missions; different tools
- NOW: Technology change merging tools
- 2000 Benton/CPB project: Groundwork
Year 2000: Benton, CPB

http://benton.org/archive/publibrary/partners/pips.pdf
The Payoff in Authentic Alliances
Karen Menichelli, Benton Foundation; Jorge Reina Schement, Penn State University

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

Or: or http://tinyurl.com/jtm-2000
“If our communities are to revitalize by reinventing themselves in a digital and broadband environment, then they must deliver programming and services capable of fulfilling unmet needs. To meet that challenge, all sectors of the community must share the vision and the work. Public broadcasting, libraries, museums, schools, human service agencies, community networks and other nonprofits all play key roles.

Or: or http://tinyurl.com/jtm-2000
FCC study – libraries

• 44% of those in poverty use public library computers for Internet access
• Workstation shortage in poverty areas
• Access to employment
• 60% of libraries consider connect speed deficient
• Critical access point to all info, including news
Authentic alliances between local media and community organizations represent the yet-to-be realized future of effective community-centered, community-driven programming.

http://tinyurl.com/jtm-2000

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
Lee Rainie, director, Pew Internet & American Life

- Curating means more than collecting.
- Creating media involves alliances among networked creators.
- Librarians must find ways to distribute collections and point people to good material through links.
- Librarians must exploit their skills in knowing the highest-quality material and aggregating the best related work.
Show: Beyond Books: The video

• Available at:
  • [http://www.vimeo.com/user870596](http://www.vimeo.com/user870596)
  Producer: Jacob Caggiano
• Journalism That Matters
• Running time – about nine minutes
Participant insights

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VIDEO: http://journalismthatmatters.org/biblionews/?p=509
Projects, ideas, initiatives from Beyond Books at MIT presented via Skype by:

Bill Densmore
Skype: wpdjr53
At the crossroads of journalists and librarians, we find community engagement

BY JOY MAYER ON APRIL 7, 2011   0 COMMENTS      IDEAS   ShareThis   PRINT THIS

I've been at an inspiring workshop the last day and a half. Beyond Books, sponsored by Journalism That Matters and RJI, among others, brought together librarians, journalists and activists. You can see the program, the session recaps and a list of attendees online.

The basic idea is that these groups of people share a common mission of improving their communities through information. Say all you want about

http://tinyurl.com/jtm-mayer
Other similarities

• iconic institutions
• freedom of speech
• access to information
• civic engagement
• government accountability
• technological transformations
differences

• Privacy (patrons) vs. FOI
• funding
  – libraries = nonprofit
  – media = profit-driven
• terminology
Discovering community needs that can be filled by journalists and librarians working together.
Best Possible Outcome

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

Improve Institutions + Systems

↑ ↑

Individuals

Relevant Flow of Actionable Info + Ideas

Thinking Infrastructure (Re) Making Sense
Libraries can become hubs of digital citizen engagement

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

-Jacqueline Rafferty
‘Third places’

- Coffee shops
- Bars
- Farmers markets
- Hair salons
- Bookstores
- Schools
- Museums
- Libraries

Laurie Norton Moffatt / Norman Rockwell Museum
TEN PROJECT IDEAS  -- First 5 of 10


2. Tag it – Libraries, historical societies, newspapers, governments common tagging so data is interchangeable and mashable.

3. Teach it -- Cross silo values and vocabulary training

4. Tell it – Use library publish spaces, computer labs, for digital storytelling

5. Exchange it -- Librarian as citi-J; Journalist helping library
**TEN PROJECT IDEAS** – 5-10 of the batch.

6. **Consume it** -- “Developing persona” training: Reading, sharing, discussion skills

7. **Share it** -- Teach culture and techniques of sharing and communicating with others

8. **Save it** -- Launch effort to archive U.S. public library events – authors, lecturers, affinity-group meetings

9. **Study it** – Co-lead Knight community-info-needs assessment process. First step in learning member/patron need.

10. **Discuss it** – Adopt public-forum format similar to Norman Rockwell Museum, spin up conversations, push to public spaces (school, library, social services); ideas earn traction.
SPECIAL IDEA –

Library personnel should attend farmers’ markets to help local farmers/CSA and with pickups. Could help with:

- Education —how to use food, create edible container garden, nutrition...
- Creative—make beautiful planter, make garden art, paint a platter
- Spiritual—the zen of cooking/gardening, how monks bake bread, offering a venue for participants to tell their own stories...
- Physical—stretches for gardeners, ergonomic cooking...
- Community—where food comes from, connecting farmers to buyers, food activism.
NINE SMALL INITIATIVES – Take 1

- Combine info management functions of local/regional government in one entity: The library
- Funding source? Explore public-private partnerships with libraries and news organizations
- LCD large screens in libraries displaying news(paper) feeds and curated tweets
- Coffee-shop-style collaboration areas around news and democratic process
NINE SMALL INITIATIVES – Take 2

• Libraries host after-school journalism training by journalists for teen-agers.
• Libraries lend digital voice recorders; journalists teach their use for story telling
• Libraries collect and curate related to community concerns; public-events around it
• Libraries partner with neighborhood community journalists, offer skills-building program
• Road repair delay reports compiled by NPR affiliate in Minnesota
OBSERVATIONS

• Why are most librarians women? Could this impede collaboration with largely male media?
• Community engagement vs. civic engagement: Should they be separate?
• Librarians should show up wherever a community grapples with issues, offering expertise info and group dynamics.
• Change opportunity is to focus on librarians (the people), not the bricks-and-mortar of libraries (the buildings).
Short takes

closing comments from Beyond Books:

• Reach beyond inside view of ourselves
• Community is everything
• Creativity and hope
• Delivery system for stories may change
• A good story is always a good story
• Share your experience, discovery your expertise
• Cultivate and preserve conversation
The Local East Village is a hyperlocal news project and collaborative effort between NYU's Arthur L. Carter Journalism Institute and The New York Times. As the librarian for the Journalism Institute, I provide research support for all the department's students, including those who contribute stories to the Local East Village. Several summer classes are currently devoted to the LEV and I've been helping the enrolled students with research, especially things like accessing and using 2010 Census data. You can see more about the LEV here:

http://journalism.nyu.edu/lev
• Opt-in user statistics for libraries
• Invites members to join PIN
• Privacy issues handled carefully
Consensus statement -- 1

Healthy communities need individuals and institutions that support and enable broad-based participation in governance, education, and civic life. As journalists, librarians, educators and civic agents, we are committed to communities where members can participate in self-governance. In these communities the common pursuit of truth in the public interest prevails through essential democratic values of openness, inclusion, participation and empowerment. Our libraries and our free press share a common mission of civic engagement and information transparency.
Journalists and librarians are well positioned to join with the public to strengthen community networks that engage and empower people. Together, we can fill a deficit in the information ecology of 21st century communities. As the tools of these two professions converge, we have begun to explore new ways to work together at the intersection of our missions, in order to serve the information needs of communities. A synthesis of librarianship and journalism requires arenas and collaborative ideas that lead to shared civic experiences.
Our task this morning

• Identify 3-4 key issues:
  * Example: What can journalists and librarians do together that they can't do alone? What specific next steps should we take?

• Break into 3-4 discussions (15 mins)

• Report back with:
  * Recommendations / Collaboration ideas
  * Silo-breaking training?

• Wrap up

RESOURCES: [http://www.biblionews.org](http://www.biblionews.org)
CONTACT: jtm@journalismthatmatters.org
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Reynolds
Journalism
Institute

THIS PRESENTATION AVAILABLE AT:
http://www.newshare.com/ala.pdf