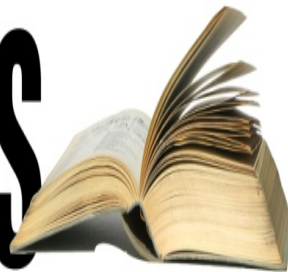


# Strategic PR Partnerships: Journalists and Libraries

**BEYOND BOOKS**



**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](http://www.biblionews.org)**

**NEWS, LITERACY, DEMOCRACY AND AMERICA'S LIBRARIES**

## TODAY'S WORKSHOP:

*What's possible when librarians  
and journalists meet?*

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?***

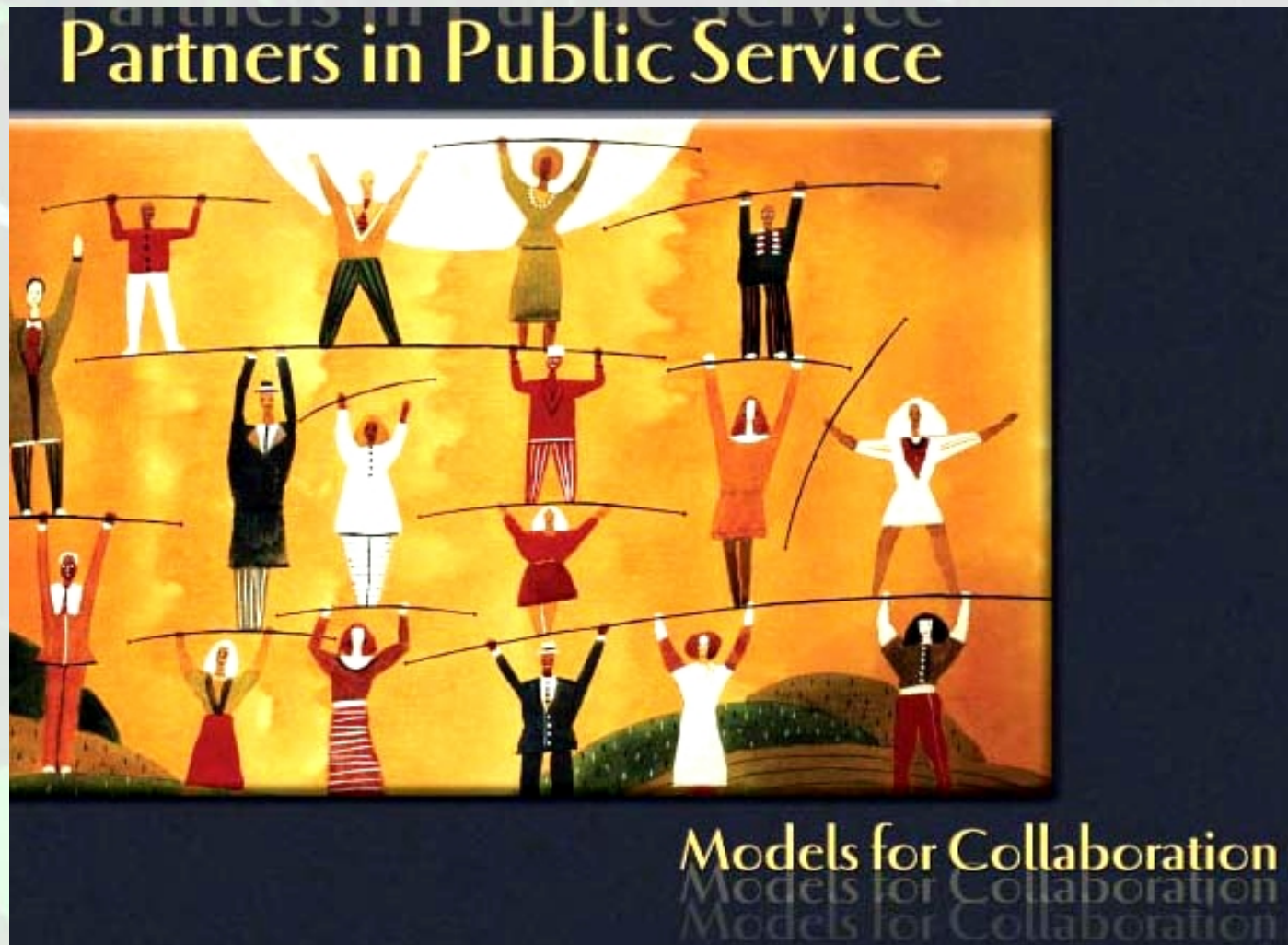
- Iverson – overview, why common purpose
- Kranich – history of library / journalist engagement
- Fancher – Knight Commission, community info needs
- New video: About MIT gathering (9 mins.)
- Densmore/Kranich – Ideas from Beyond Books at MIT
- **YOU!** -- Facilitated discussion with all session attendees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



# Year 2000: Benton, CPB



## 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 lan

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

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Or: or <http://tinyurl.com/jtm-2000>

# Year 2000: Benton, CPB



## The Payoff in Authentic Alliances

*Karen Menichelli, Benton Foundation; Jorge Reina Schement, Penn*

**“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.**

analogue, and in doing so, harness their increased channel capacity  
partners can more strongly stake a claim in this changing media lan

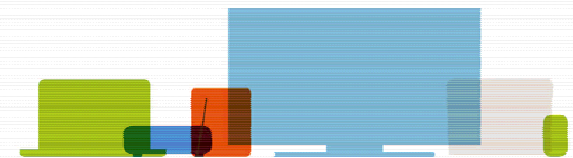
**Or: or <http://tinyurl.com/jtm-2000>**



# 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



## THE INFORMATION NEEDS OF COMMUNITIES

The changing media landscape  
in a broadband age

Steven Waldman  
and the Working Group on Information Needs of Communities

JUNE 2011  
[www.fcc.gov/infonneedsreport](http://www.fcc.gov/infonneedsreport)

# 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](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



# ***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>  
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





**journalists**

create

**content**

store  
preserve  
retrieve

**librarians**



Illustration by Troy Espe

# Similarity -- engagement



## 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.





— CIVIC - MIND —  
CIVILIZATION MIND



# EMPOWER

IMPROVE INSTITUTIONS + SYSTEMS



# INDIVIDUALS

→ <sup>• RELEVANT +</sup> FLOW OF ACTIONABLE INFO + IDEAS  
• THINKING INFRASTRUCTURE  
• (RE) MAKING SENSE



Libraries can become  
hubs of digital  
citizen engagement  
- Evelyn Messinger



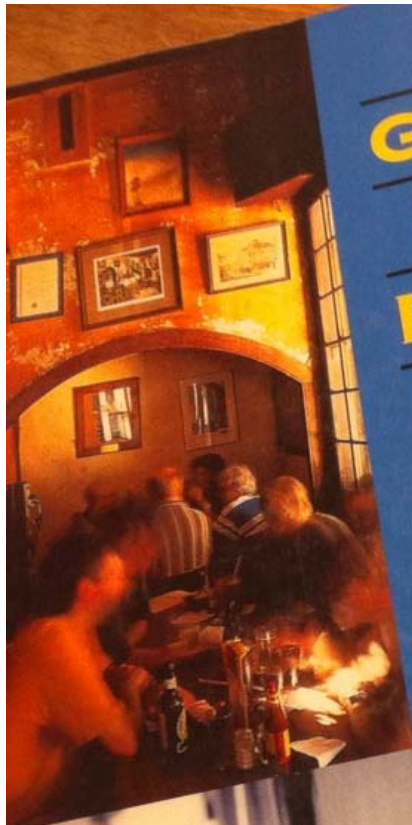


Library as "third  
place" can evolve  
to serve as a center  
for public discourse

- Jacqueline Rafferty







# THE GREAT GOOD PLACE

CAFÉS, COFFEE SHOPS,  
BOOKSTORES, BARS,  
HAIR SALONS AND  
OTHER HANGOUTS AT THE  
HEART OF A COMMUNITY

**RAY OLDENBURG**

"Well-written, informative, and often entertaining."  
—*Newark Star-Ledger*



Celebrating  
the Third Place  
Inspiring Stories about the  
"Great Good Places"  
at the Heart of Our  
Communities

EDITED AND WITH AN INTRODUCTION BY  
**RAY OLDENBURG**  
AUTHOR OF THE GREAT GOOD PLACE





# '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



1. Build it -- “community hub” software for libraries (FCC report recommends): About local blogs, public notices, other listings.
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

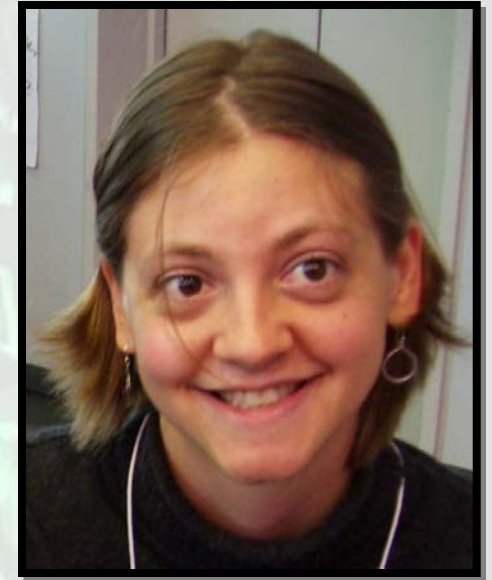
*closing comments from Beyond Books:*

- 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

# PROJECTS



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



Alexa Pearce,  
NYU Carter Library

- NYU journalism librarian
- NYU journalism students
- *The New York Times*

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>



# PROJECTS

# LibrariUS



- Public Insight Network:  
American Public Media & Amer. Library Assn.

A screenshot of a survey question. At the top left is a green ribbon icon with a white star. To its right is the text "How are you using the library today?". Below this is a text input field with the text "I'm" and a green arrow button to its right. At the bottom left 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?](#)



Linda Fantin / APM



- 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.



# Consensus statement – 2



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>

CONTACT: [jtm@journalismthatmatters.org](mailto:jtm@journalismthatmatters.org)

# Thank you!

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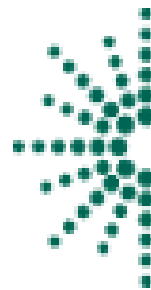


**JOURNALISM**  
that matters



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Journalism  
Institute



INSTITUTE of  
**Museum and Library**  
SERVICES

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