

About Bill Densmore

Bill Densmore, a consultant and researcher on the future and sustainability of journalism, is an expert on Internet information technologies and business models. He is a consulting fellow to the Donald W. Reynolds Journalism Institute (RJI) at the Missouri School of Journalism.

Densmore also serves as director/editor of the Media Giraffe Project at the University of Massachusetts-Amherst, and the New England News Forum. He's a founding member and director of Journalism That Matters, Inc. and also serves on the boards of the New England Newspaper & Press Association and Shires Media Partnership, Inc.

Densmore Associates provides project and event management services, writing, research and market intelligence to companies, universities and individuals concerned with the changing media ecosystem.

In a career spanning news writing, journalism, publishing and entrepreneurship, Densmore has founded two technology companies. Amherst, Mass.-based Clickshare Service Corp. provides user registration, authentication, content access control and transaction services to Internet web content sites and publishers. CirLabs Inc. is a development-stage startup incubated as part of Densmore's Information Valet Project at RJI. It's testing service concepts for news personalization and customization, including the InfoValet Circulate Discovery Service.



The Media Giraffe Project, launched in March, 2005, is an ongoing effort to find and spotlight individuals making sustainable, innovative use of media (old and new) to foster participatory democracy and community.

A career journalist, Densmore has been an editor/writer for The Associated Press in Boston, Chicago and San Francisco and for trade publications in business, law, insurance and information-technology in Boston, Chicago and New York. He co-owned and published the Advocate newsweeklies for the Berkshires/southwestern Vermont, from 1983-1992. He freelanced for general circulation dailies including *The Boston Globe* and, while in Chicago, for National Public Radio and worked for public-radio stations in Worcester and Amherst while a college student. He has written for ComputerWorld Magazine. In 1994, Densmore formed what became Clickshare Service Corp. Since 1995, he has been quoted and cited in *The New York Times*, the *Wall Street Journal* and other publications on Internet topics and has lectured on journalism issues at the University of Massachusetts, Williams College, Brandeis University, Mount Holyoke College, Massachusetts College of Liberal Arts, the Missouri School of Journalism and at numerous conferences. Densmore has also served as advertising director for a small, group-owned daily, editorial director for a chain of central Massachusetts weeklies; and as an interim director of the not-for-profit Hancock Shaker Village, a living-history museum.

Densmore holds a B.A. from the University of Massachusetts-Amherst in environmental policy and communications.

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