



Donald W. Reynolds
Journalism Institute
Principal sponsor

A CRITICAL CONVENING: “From Gatekeeper to Information Valet: Work Plans for Sustaining Journalism”

ONE DAY: Wednesday, May 27, 2009

The George Washington University
805 21st St. NW / Washington, D.C.

<http://www.journalismtrust.org>

*"We need many news organizations to keep our country strong. We need to help each other. We need to **partner**, we need to **experiment** and we need to accept and agree that we will continue, we will not accept failure and we need to keep trying and **trying different models until we get it right.**"*

-- Vivian Schiller, CEO of National Public Radio,
in a March 30, 2009 address delivered at the
“NewsVision Conference: Journalism Jobs in Transition,”
at the Newseum in Washington, D.C. (<http://www.newsvision.org>)

Will you stand for achieving a sustainable future for journalism? If so, please join journalists, researchers, scholars, entrepreneurs, technologists, regulators and the public on Wednesday, May 27 at a critical summit in Washington, D.C.

News enterprises that deliver the fruits of journalism, particularly newspapers, face an urgent and immediate need to identify and deploy sustainable business models. The need for new revenues – which can only result from presenting new value to an increasingly “digital” public – is stark.

How do we reboot the news for a participatory culture? Without journalism, who will we trust for the information we need to work as effective, knowledgeable citizens? And provide an independent check on the powerful?

THE NEED

We believe there is a need for a major, coordinated and sustained effort to discover and deploy tools. Individual news organizations are having trouble effectively comprehending what to do. Paralyzed by the scope of analysis required, some managements are left merely to fight incremental fires or resort to repetitive rounds of reflexive cost cutting.

The urgent task is to enable journalism organizations (editorial and advertising) to move from mass market to mass customization, from gatekeeper to information valet . . . productively ensuring the survival of journalism. We suspect there will be multiple solutions and services that deliver customized, personalized value for individuals on multiple platforms. At “From Gatekeeper to Information Valet,” we’ll learn about some of them.

A chance to stand up

In a story about the Project on Excellence in Journalism's 2009 **"State of the News Media"** report, Time Magazine's M.J. Stephey **concluded March 16:** ". . . [I]f solutions aren't obvious, the report's overall message is: Will the future leaders of journalism please, please stand up?"

THE JOURNALISM TRUST INNOVATION ENGINE

On May 27, we'll rapidly:

- Exchange with participants the latest developments and ideas for sustaining journalism, including the **Information Valet Project**, and
- Consider the roles of privacy, advertising and personalization in journalism's future.
- Provide details on the new **Journalism Trust Innovation Engine** at RJI.

THE DETAILS

Please join us at "From Gatekeeper to Information Valet: Workplan for Sustaining Journalism." We intend that concrete actions will result. We'll stage this briefing and participatory working sessions in the state-of-the-art Jack Morton Auditorium at GWU. We'll provide lunch and break-time refreshments – all for \$55.00. Please register by pointing your browser to <http://www.jouranlismtrust.org> If you can't attend, but want to be part of the Journalism Trust initiative, please email densmorew@rjionline.org, or phone 573-882-9812.

THE SPONSORS

Sponsors of "From Gatekeeper to Information Valet: Workplan for Sustaining Journalism," include the Donald W. Reynolds Journalism Institute (RJI) at the Missouri School of Journalism, and its new **Journalism Trust Innovation Engine**, the School of Media and Public Affairs at The George Washington University (GWU), and a growing list of collaborators available at www.journalismtrust.org

*"The innovation message is fundamental, from our perspective and from my personal perspective. I think it's where real change occurs and it's where real unmet needs are met in our society. And innovation is bizarre because its very difficult to centrally plan ... its small companies that are funded to provide the economic **innovation engine** for all of us. You can't plan it, but you can architect a structure where innovation is welcome and where it's taken advantage of. . . [f]rom my perspective we have to embrace what users want, together, and by doing that, I think we can win big."*

- Eric Schmidt, Google Inc., CEO, in an April 7, 2009 address to the Newspaper Association of America sponsored by the Reynolds Journalism Institute

The Journalism Trust Innovation Engine at the Reynolds Journalism Institute
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