

JOURNALISM AND THE NEW MEDIA ECOLOGY: WHO WILL PAY THE MESSENGERS?

A conference organized by
Yale's Knight Law and Media Program
and the Yale Information Society Project

November 13-14, 2009

This Conference explores four key questions about the future of journalism.

§ How will citizens get the information they need to make the informed decisions on which democracy depends?

§ What special values do national and local “legacy” media provide? Should they be preserved, supplemented or replaced, and if so, how?

§ What role will professionally trained journalists continue to play in gathering and editing news and information?

§ How will those who gather and deliver valuable information necessary for democracy be compensated for their work?

Friday November 13, 2009

10:00 A.M.

WELCOME AND INTRODUCTION

Dean Robert Post, Yale Law School
Jack Balkin, Yale Information Society Project
Laura DeNardis, Yale Information Society Project

10:15 A.M. – 12:00 P.M.

I. WHO USES THE NEWS AND HOW?

Is the demand for news growing or contracting and why? Who seeks out and reads what kinds of information and commentary? How are the demographics of the news audience changing and are these changes driven by changes in media? Has the range of choices offered by digital media led the public away from news they ought to receive but are unlikely to seek out?

Tom Rosenstiel, Director, Pew Center for Excellence in Journalism

Jay Rosen, New York University

Lee Rainie, Director, Pew Internet & American Life Project

Steve Dennen Vice President, Comscore

Moderator: David Robinson, Yale Information Society Project

Rapporteur: Nicolas Marais, Yale Information Society Project

12:00 – 1:00 P.M. – Lunch – Law School Dining Hall

1:00 – 3:00 P.M.

II. PRESERVING LOCAL JOURNALISM

Do national media divert eyes and ears from local media? Did President Obama's Internet campaign initiatives and those of his allies encourage local voting and involvement? If so, what are the consequences for local voting and civic engagement? What is happening to local newspaper quality, content and availability? Can Local online news sources supplement or replace newspapers and newscasts? Can a mix of hyper-local digital and print media provide a stable solution? Does the condition and value of local journalism justify public subsidy?

Dimensions of the Challenge

Paul Starr, Princeton University

Steven Wildman, Michigan State University

Lisa George, Hunter College

Possible Solutions

Peter Shane, Executive Director, Knight Commission on the News Needs of Communities.

Paul Bass, New Haven Independent.

Moderator: Adam Yoffie, Yale Information Society Project

Rapporteur: Nabiha Syed, Yale Information Society Project

3:00 – 3:15 Refreshments

3:15 – 4:45 P.M.

III. WHO WILL PAY THE MESSENGERS?

As the media ecology changes, how will investigation, editing, and production of news be structured and compensated? Legacy media have relied on a combination of subscriber-based and advertiser-based sources of income. Can subscriber-based and/or advertiser-based models survive in a digital environment and how will or must they change? To what extent can public sources of funding (non-profit organizations, foundation support, public media, government subsidies and tax credits) help sustain journalism in the new media ecology?

A. Publicly Owned and Operated Media

Ellen Goodman, Rutgers University Law School

Josh Silver, Free Press

Laura Walker, General Manager, WNYC, New York

Lawrence Grossman, Digital Promise Project

Moderator: Ri Pierce-Grove, Yale Information Society Project

Rapporteur: Adam Yoffie, Yale Information Society Project

4:45 – 5:00 – Refreshments

5:00 – 6:45 P.M.

B. The Quest for Pay Models

Steven Brill, Journalism Online, Inc.
James Kennedy, Associated Press, VP for Strategy
Tom Glocer, CEO, Thomson-Reuters
Robert Picard, Jonkoping University, Sweden
Penelope Abernathy, University of North Carolina,
Chapel Hill.

Moderator: Leah Belsky, Yale Information Society Project
Rapporteur: David Robinson, Yale Information Society Project

Saturday, November 14, 2009:

8:15 – 9:00 Continental Breakfast

9:00 – 11:00 A.M.

WHO WILL PAY THE MESSENGERS? (cont'd)

C. The Changing Ecology of News Media

How do peer production models work and how well do they perform traditional journalistic functions? How does a networked public sphere operate and how does it provide salient information, quality information, and set agendas for deliberation and discussion? How do digital media change the relationship between journalists and end users, and the way that news is gathered, produced, reported, and discussed? How are the profession of journalism and the professional values traditionally associated with it changing as a result of digital media?

Jack Balkin, Yale Information Society Project
Clay Shirky, New York University
Michael Schudson, Columbia University Graduate School
of Journalism
Pablo Boczkowski, Northwestern University, Department
Of Communications
Jeff Jarvis, Knight New Media Program, City University of New York

Moderator: Christopher Anderson, Yale Information Society

Project

Rapporteur: Ben Peters, Yale Information Society Project

11:00 – 11:15 A.M. Refreshments

11:15 AM – 12:45 P.M.

D. Non-Profit and Foundation-Funded Models

Robert Lang, Mannweiler Foundation

David Westphal, Annenberg School, University of Southern California

Patrick Kabat, Yale Information Society Project

Nabiha Syed, Yale Information Society Project

Bill Buzenberg, Center for Public Integrity

James Cutie, Connecticut News Project

Moderator: Douglas Rand, Information Society Project

Rapporteur: Julia Sonnevend, Yale Information Society Project

12:45 – 1:45 P.M. Lunch – Law School Dining Hall

1:45 P.M. – 3:15 P.M.

E. Direct and Indirect Government Subsidies

Edwin Baker, University of Pennsylvania Law School

Bruce Ackerman, Yale Law School

Stephen Nevas, Yale Information Society Project & Knight Law & Media Program

Susan DeSanti, Federal Trade Commission.

Moderator: Nicolas Marais, Yale Information Society Project

Rapporteur: Betsy Cooper, Yale Information Society Project

3:15 – 3:30 P.M. Refreshments

3:30 – 5:00 P.M.

IV. THE VIEW FROM THE NEWSROOM

David Carr, New York *Times*

Marcia Chambers, Yale Law School, Branford *Eagle*

Bill Mitchell, Poynter Institute, News Transformation Leader

Linda Greenhouse, Yale Law School

Moderator: Emily Bazelon, *SLATE*, Yale Law School

Rapporteur: Nicholas Bramble, Yale Information Society Project

Adjourn