

agenda

Roundtables on the Future of Journalism June 15, 2010

9:00 – 9:10 am **Welcome**

Jon Leibowitz

Chairman, Federal Trade Commission

J. Thomas Rosch

Commissioner, Federal Trade Commission

9:10 – 9:45 am **Panel 1 – Proposals Made to the Commission
Regarding Copyright and Antitrust Law**

Penelope Abernathy

Knight Chair in Journalism and Digital Media Economics,
University of North Carolina

A journalism professional with more than 30 years experience as a reporter, editor, and media executive, Professor Abernathy specializes in helping the news business succeed economically in the digital media environment.

Susan Athey

Professor of Economics, Harvard University

Winner of the John Bates Clark Medal from the American Economic Association, Professor Athey currently serves as a consultant to Microsoft Corporation in the role of Chief Economist, focusing on online advertising markets.

Srinandan Kasi

Vice President & General Counsel, Associated Press

Mr. Kasi is responsible for AP's legal affairs globally, and is leading the AP's efforts to have a news registry serve as the framework for new digital business models. Prior to his career as a lawyer and media executive, he was a scientist at IBM Corporation.

*Note: This annotated agenda contains brief biographical highlights.
Full biographies for participants are attached.*

Sherwin Siy

Deputy Legal Director and Kahle/Austin Promise Fellow, Public Knowledge

Mr. Siy focuses on a range of IP and telecommunications issues, including emerging copyright issues and international issues in IP and technology policy.

John Sturm

President & Chief Executive Officer, Newspaper Association of America

Mr. Sturm has served as Vice President, Government Affairs for CBS, Inc.; Senior Counsel at NBC; and Assistant to the Chairman of the FCC.

Barbara Wall

Vice President & Senior Associate General Counsel, Gannett Co. Inc.

Ms. Wall advises Gannett's newspapers, broadcast stations, and digital operations on a variety of issues, including the First Amendment, intellectual property, and Internet law – topics on which she is a frequent author and lecturer.

9:45 – 10:20 am Panel 2 – Additional Ideas Submitted to the Commission on Fostering Journalism

Joaquin Alvarado

Senior Vice President, Digital Innovation, American Public Media

Mr. Alvarado leads strategic development of APM's Public Insight initiatives and develops models for deepening audience engagement, widening digital reach, and increasing digital revenue growth across all operating divisions.

Steve Coll

President, New America Foundation

A winner of two Pulitzer Prizes, Mr. Coll is a contributor to *The New Yorker* magazine and regularly maintains a blog, entitled *Think Tank*, on *The New Yorker* website. He served as managing editor of the Washington Post from 1998 to 2004.

Dan Gillmor

Director, Knight Center for Digital Media Entrepreneurship, Arizona State University Walter Cronkite School of Journalism and Mass Communication

Mr. Gillmor leads the Center in helping to create a culture of innovation and risk-taking in journalism education, and in the wider media world. He authored [We the Media: Grassroots Journalism by the People, for the People](#), and his forthcoming book is titled [Mediactive](#).

Gil Klein

Independent Media Consultant, GFK Media Projects;
Author, *Journalism at a Juncture*

During 2008-09, Mr. Klein toured the country for the National Press Club, gathering information from local journalists and holding seminars on the future of journalism.

John Nichols

Washington Correspondent, *The Nation*
Co-author, [The Death and Life of American Journalism](#)

A co-founder of Free Press, a media-reform network, and a blogger, Mr. Nichols is also the associate editor of the Capital Times, a daily newspaper in Madison, Wisconsin, that recently made the transition from primarily print to digital delivery.

Jan Schaffer

Executive Director, J-Lab: The Institute for Interactive Journalism

Since 1994, Ms. Schaffer, a Pulitzer Prize winner, has led initiatives in civic journalism, interactive and participatory journalism, innovations in journalism, and citizen media ventures.

Paul Steiger

Editor-in-Chief, President & Chief Executive Officer, ProPublica

For 16 years, Mr. Steiger was the managing editor of the *Wall Street Journal*. Under his leadership, the *Journal's* reporters and editors were awarded 16 Pulitzer Prizes.

10:20 – 10:55 am **Panel 3 – Proposals Made to the Commission Regarding Tax and Corporate Law**

Rick Edmonds

Media Business Analyst, The Poynter Institute

Mr. Edmonds' industry commentary appears in *The Biz Blog* on Poynter Online. Along with his research and writing, he has helped coordinate conferences on emerging non-profit news alternatives and the future of advertising.

Charles Firestone

Executive Director, Aspen Institute Communications and Society Program

Mr. Firestone has led the Aspen Institute Communications and Society Program in focusing on the impact of new technologies on democratic and social institutions and the implications of communications and information technologies for leadership, among other issues.

Joel Kramer

Editor & Chief Executive Officer, MinnPost.com

Mr. Kramer is a founder of MinnPost.com, a not-for-profit startup with the goal of providing high-quality journalism for Minnesotans on the internet. From 1983-1998, he was first Executive Editor, and then Publisher and President of the *Minneapolis Star Tribune*.

James O'Shea

Editor & Co-founder, Chicago News Cooperative

Mr. O'Shea leads this start-up, which operates a website in Chicago and produces local news twice a week for the Midwest edition of *The New York Times*. He is former managing editor of the *Chicago Tribune* and editor of the *Los Angeles Times*, which he helped convert into an interactive news organization.

Heerad Sabeti

Convening Trustee, Fourth Sector Network

Mr. Sabeti is also co-founder and CEO of TRANSFORMS, FB, a laboratory for implementation of the "for-benefit" organizational model, which is designed to harness entrepreneurial energy to shape a more just, equitable, and sustainable future.

Andrew Jay Schwartzman

President & Chief Executive Officer, Media Access Project

Since 1978, Mr. Schwartzman has directed MAP, a non-profit public interest telecommunications law firm, in efforts to promote First Amendment rights and to ensure openness and innovation on, and broad and affordable access to, broadband networks, among other things.

**10:55 – 11:30am Panel 4 – Proposals Made to the Commission
to Lower The Costs of Journalism**

Alan Bjerga

President, National Press Club;
Reporter, Bloomberg News

Mr. Bjerga covers agricultural policy for Bloomberg and has won multiple awards for his coverage of famine and U.S. food aid in Ethiopia.

Richard Gingras

Chief Executive Officer, Salon Media Group

In 1995, Mr. Gingras assembled the initial seed money for Salon, which operates *Salon.com*, the blogging community *OpenSalon.com*, and the virtual community *The Well*. He has long guided the development of new products, new technologies, and new companies.

Mary Glick

Associate Director, American Press Institute

Ms. Glick designs and moderates programs to help newspaper editors lead innovation in their newsrooms, and she co-authored a 2009 white paper that provides models and recommendations for the migration of online content from free to paid.

Jay Hamilton

Charles S. Sydnor Professor of Public Policy and
Professor of Political Science and Economics, Duke University

Dr. Hamilton's scholarly work and numerous publications focus on the economics of regulation, public choice/political economy, and the media, among other things. He is the author of [All the News That's Fit to Sell: How the Market Transforms Information into News](#).

Kevin Harold

Publisher, NJ Spotlight.com

Mr. Harold is publisher of *NJSpotlight.com*, an online news service providing insight and information on issues critical to New Jersey. He has more than 30 years of publishing experience with traditional and electronic media, including as Senior Vice President of New Media at *Business Week*.

Jonathan Miller

Chief Digital Officer, News Corporation;
Chairman & Chief Executive Officer, News Corp. Digital Media Group

Mr. Miller helps drive the overall digital strategy of News Corp. and oversees all of News Corp.'s standalone digital businesses. Previously, he was Chairman and CEO of AOL, where he led the company to a record annual profit growth of 21%.

11:30 am – 2:30 pm Lunch

2:30 – 3:30 pm Panel 5 – Roundtable Discussion of All Proposals Made to the Commission

Joaquin Alvarado

Steve Coll

Dan Gillmor

Richard Gingras

Mary Glick

Srinandan Kasi

James O'Shea

Jan Schaffer

Andrew Jay Schwartzman

Sherwin Siy

3:30 – 4:30 pm **Panel 6 – Roundtable Discussion of All Proposals Made to the Commission**

Susan Athey

Alan Bjerga

Rick Edmonds

Jay Hamilton

Kevin Harold

Gil Klein

Alisa Miller

President & Chief Executive Officer, Public Radio International

Through her work as an innovator, leader, and spokesperson in public media, Ms. Miller helps to transform the way journalism is created and people receive news, information, and entertainment.

John Nichols

Paul Starr

Professor of Sociology and Public Affairs & Stuart Professor of Communications and Public Affairs, Princeton University

Professor Starr is co-founder and co-editor of *The American Prospect*, a magazine about politics, policy, and ideas that is published monthly in print and online. He won the 2005 Goldsmith Book Prize for [The Creation of the Media](#).

Barbara Wall

4:30 - 5:30pm **Panel 7 – Roundtable Discussion of All Proposals Made to the Commission**

Penelope Abernathy

Charles Firestone

Joel Kramer

Jonathan Miller

Heerad Sabeti

Vivian Schiller

President & Chief Executive Officer, National Public Radio

Prior to joining NPR in January 2009, Ms. Schiller served as Senior Vice President and General Manager of *NYTimes.com*, the largest newspaper website on the Internet.

Paul Steiger

John Sturm