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THE FUTURE OF INNOVATION JOURNALISM



A ROUNDTABLE DISCUSSION WITH
VINT CERF, WHITFIELD DIFFIE, AMY BERNSTEIN, LEE BRUNO,
DAN GILLMOR, ANDERS LOTSSON, FRANCES MANN-CRAIK,
HARRY MCCRACKEN, TONY PERKINS, JAN SANDRED,
RICHARD ALLAN HORNING, CHARLES WESSNER
AND STIG HAGSTRÖM

PRODUCER AND MODERATOR:
DAVID NORDFORS

The Future of Innovation Journalism

It's innovation time for journalism! Traditional news media are being challenged by innovative sources of news on the Internet blogospheres, or 'citizen journalism.' Traditional journalism struggles when covering innovation as a topic. While innovation pivots society it is not a key news word. Traditional news beats—such as technology, business or politics—chop up innovation processes to fit their news slots, missing the bigger picture.

How can journalism report on innovation, following the cross-boundary interactions driving today's society? Who can do it?

In July 2005, The Innovation Journalism Program at Stanford assembled leading world experts in journalism and innovation for a round-table discussion on "The Future of Innovation Journalism". The result: this DVD. The target audience is journalism and innovation professionals, plus academics and public policy-makers interested in innovation systems.

The roundtable discussion was organized by

INNOVATION  JOURNALISM



STANFORD
UNIVERSITY



Roundtable Participants

Journalists

Amy Bernstein, Executive Editor, Business 2.0.

Lee Bruno, Senior Editor, Red Herring.

Dan Gillmor, Founder, Bayosphere.

Anders Lotsson, Senior Writer, Computer Sweden; Innovation Journalism Fellow.

Frances Mann-Craik, President, Addison Marketing; Columnist, Tornado Insider.

Harry McCracken, Editor-in-Chief, PC World.

Tony Perkins, Founder and Editor, AlwaysOn Network; Founder, Red Herring.

Jan Sandred, Founding Editor, BiotechSweden; Innovation Journalism Fellow.

Techies

Dr. Vinton G. Cerf, Chief Internet Evangelist, Google; Chairman ICANN.

Dr. Whitfield Diffie, VP, Sun Fellow and CSO, Sun Microsystems.

Innovation analysts

Richard Allan Horning, Partner, Tomlinson Zisko LLP.

Dr. Charles Wessner, Director, Program on Technology, Innovation and Entrepreneurship, The National Academies.

Innovation Journalism Initiative at Stanford

Prof. Stig Hagström, Co-Director and co-founder, SCIL, Stanford University.

Dr. David Nordfors, Program Leader, Innovation Journalism, Stanford University; Special Adviser to the Director General, VINNOVA.

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Credits

Producer: David Nordfors. **Editor:** Robert Emery Smith.

Recording Team Director: Mauricio Quijano. **Engineer:** Gordon Gurley.

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PA: Austin Brizgys. **Text Editor:** John Joss. **Layout:** IDS Reklambyrå.

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Progress in modern industrial economies means doing new things, not doing more old things. Innovation has become the single largest driver of economic growth. Innovations in business, technology and society are converging via the Internet—nesting and co-developing. It is difficult to discuss any aspect without knowing a lot about the others, challenging the traditional news beats that separate technology, business and politics. Today a new idea can be implemented in a very short time and used by millions, generating billions of dollars, changing society permanently. Competition between ideas is the hallmark of innovation systems. Democracies and the democratic system are as much followers of innovation systems as the other way around. If journalism is crucial for democracy, is journalism perhaps a key for democratizing innovation?

Innovation systems offer journalists a palette of breakthrough technologies, cool gadgets, charismatic leaders, grass-root movements, fierce competition, big money, heroes and villains—often globally. Innovation journalism prospered in the '90s but suffered when the bubble burst. It's back, to a tougher reality. While glossy life-style magazines still do well, tech-savvy innovation mavens are moving to the Internet. Some say that the news on paper is dying, while Net journalism models are barely established. Do the big publishing companies face the same situation as the telecoms 10 years ago, when the Internet came?

Participants

Amy Bernstein, Executive Editor, Business 2.0 Magazine

Amy Bernstein is Executive Editor of Business 2.0. She was previously Executive Editor of the Industry Standard, and helped start Brill's Content. From 1988 to 1997 Bernstein worked at USNWR as a writer, Web editor, and assistant managing editor.

Lee Bruno, Senior Editor, Red Herring

Lee Bruno is editor of Red Herring's monthly newsletter Innovation Pipeline, which covers tech innovation and early-stage spin offs from university, corporate and government research labs. He has been reporting on technology since 1990 for among others Scientific American, Popular Science, MIT Technology Review and The Economist.

Dr. Vinton G. Cerf, Chief Internet Evangelist, Google

Vint Cerf, one of the "fathers of the Internet", co-designed the Internet's TCP/IP protocols and architecture and served as founding president of the Internet Society. He serves as Board Chairman of the Internet Corporation for Assigned Names and Numbers (ICANN). The U.S. President presented the National Medal of Technology to Cerf and his partner, Robert E. Kahn, for founding the Internet. He was SVP for Technology Strategy at MCI.

Dr. Whitfield Diffie, VP, Fellow and CSO, Sun Microsystems

Whitfield Diffie is Vice President, Sun Fellow and Chief Security Officer at Sun Microsystems. He is the principal developer of Sun's security vision. Known for his 1975 discovery of public key cryptography, he spent the '90s working on the public policy aspects of cryptography and has testified in the Senate and House of Representatives. He and Susan Landau co-wrote the award-winning book "Privacy on the Line" on the politics of wiretapping and encryption.

Dan Gillmor, Founder, Bayosphere

Dan Gillmor is a technology writer and former columnist for the San Jose Mercury News. He also writes a weblog covering technology news and the Northern California technology business sector. His book, "We the Media," published in August 2004, chronicled how the Internet helps independent journalists combat the consolidation of traditional media.

Professor Stig Hagström, Co-Director, SCIL, Stanford University.

Stig B. Hagström is professor in Materials Science at Stanford and a founder of the Stanford Center for Innovations in Learning (SCIL). He was University Chancellor of the Swedish higher educational system, president of the Royal Swedish Academy of Engineering Sciences and an adjunct member of the Nobel Committee for physics. He was Research Manager and Senior Research Fellow at the Xerox PARC.

Richard Allan Horning, Partner, Tomlinson Zisko LLP

Richard Allan Horning chairs the Tomlinson Zisko's International Practice and Emerging Technology Practice Groups, counseling high-tech companies. He is a member of the Board of Directors of the Computer Law Association. He was outside legal counsel to Rolling Stone, The New York Times, and Time/Life.

Anders Lotsson, Senior Writer Computer Sweden; InJo Fellow

Anders Lotsson is a senior writer at Sweden's largest computing publication Computer Sweden, covering research and innovation. He was Innovation Journalism Fellow, hosted by Business 2.0. He was a journalist for several major Swedish print publications and is a member of the Swedish Joint Council on Computing Terminology.

Frances Mann-Craik, President, Addison Marketing

Frances Mann-Craik is a contributing writer for Amsterdam-based, pan-European Tornado/Insider Magazine and formerly Tornado's Silicon Valley Bureau Chief. She was founding CMO and later SVP International Marketing of GorillaPark, and has worked in executive positions at high-tech firms such as HP, Unisys and Oracle.

Harry McCracken, Editor-in-Chief, PC World

Harry McCracken joined PC World in 1994 as an Associate Editor, moving to Senior Associate Editor, Senior Editor and Executive Editor, Features, assuming the role of Editor in 2002.

Dr. David Nordfors, Founder, the Innovation Journalism Initiative

Dr. David Nordfors is senior research scholar at Stanford University and special adviser to the Director General of VINNOVA. In 2003, he introduced the concept of innovation journalism and founded the Innovation Journalism initiative. He has a Ph.D. in quantum physics and has worked with science, journalism, communication, research funding, international relations and innovation.

Tony Perkins, Founder and Editor, AlwaysOn Network

Tony Perkins created Red Herring in 1993. He co-wrote “The Internet Bubble: Inside the Overvalued World of High-Tech Stocks” in 1999. He serves on President George W. Bush’s Information Technology Advisory Council. Perkins was CEO of Upside Publishing and VP/Business Development at Silicon Valley Bank.

Jan Sandred, Founding Editor, BiotechSweden; InJo Fellow

Jan Sandred was founding editor of Biotech Sweden, Sweden’s largest biotech industry magazine. He is presently working for VINNOVA—the Swedish Government Agency for Innovation Systems. He was Innovation Journalism Fellow, hosted by SF Chronicle. He was Senior Editor at Datateknik.

Dr. Charles W. Wessner, Program Director, National Academies.

Dr. Charles W. Wessner is Director for the Program on Technology, Innovation and Entrepreneurship at the National Academies, with expertise on public-private partnerships, new-firm financing and high-tech industry. He testifies often to the U.S. Congress and major national commissions. He also advises U.S. Government agencies and consults with governments and organizations internationally.

**News journalism stands at
the crossroads of redefinition.**

