"Rethinking Journalism Through the Lens of Diversity"
Tentative Agenda *(continuously in progress)*
Not for distribution

Friday 5-6 p.m. registration – Washington Inn
 6-8 p.m. dinner and keynote presentation – Alan D. Mutter

 Saturday – Marriott Oakland City Center Hotel
 7:45 – 8:45 a.m. Breakfast

 8:45 - 10:00 - Diversity trends in online media – New UNITY study by Leading Edge
Associates (Larry Olmstead)

 10 - 11:15 - The D-word: What is diversity, nowadays? Do we need a new
word? Where do we need it, if at all? A discussion led by Sally Lehrman

11:30 – noon – One organization's experience in innovation – Jim Bettinger

 noon – 1 p.m. - Who's enrolling in journalism programs now? Presentation by Tudor
Vlad, University of Georgia (Annual Survey of Journalism And Mass Communication
Enrollments and Graduates, with a lot of rich data); motivations and implications?

 1:30 p.m. – 2:30 p.m. - Breakouts

1. Imbuing Diversity in user-generated content (Cory Haik, Seattle Times): User-
    generated content is more and more important in news operation, and forms the
    backbone of many. How can diversity values be transmitted?
2. The Start-up route – Challenges, Audience, entrepreneurship, Survival;
    (OakBook, Oakland Local, Public Press, Sacramento Press?); Local, hyperlocal,
    print, online, community and ethnic media are all part of the small news operation
    landscape. Many are providing citizen-journalist training or doing so in
    cooperation with community colleges or adult education. What does diversity look
    like here?

2:30 -2:45 Brainstorming intro

2:45 – 3:15 p.m. Small group facilitated brainstorming – How do journalism programs
respond? How do they innovate? Should journalism programs be
teaching entrepreneurship, and how so? What kinds of partnerships need to be created?
How do you teach something students already think they know? Can we retire the D-
word? More questions to come…

3:15- 3:45 pm – Ice Cream break

4:00- 5 p.m. -- Report out / Survey – facilitated by Erna Smith

*This is a working draft. Participants are welcome to suggest elements to integrate into
our discussion.*