

## Huffington to '09 Grads: "This is an amazing moment to enter journalism"



Arianna Huffington, editor-in-chief of The Huffington Post, delivers her commencement message to Class of 2009 graduates. Some 58 students earned Master of Arts in Journalism degrees. They later gathered for a group photo on the J-School's internal staircase.



## A Tasty Menu at January Academy 2010



The fourth January Academy series of enrichment workshops had more students and more workshops than any previous year. "It was definitely bigger and better than ever," said Amy Dunkin, the J-School's director of academic operations. "Part of the increase in attendance was a result of the School's highest enrollment yet, but we also wanted to offer a greater diversity of sessions."

From "News Photography" to "Experiments in Blogging, European Style,"

Yoruba Richen's class attended the Stranger Than Fiction documentary series.

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The co-founder of one of the most influential online media sites told the Class of 2009 that the eternal truths about journalism will remain constant, no matter how much technology and the world around us change.

"Whether you do it in print, on video, via Twitter or Facebook, the ultimate goal of journalism is to speak truth to power," said Arianna Huffington, editor-in-chief of The Huffington Post. "Journalists have an incredible responsibility to remember and remind the world about the things many of our leaders continue to want to forget."

Huffington made her remarks December 16th at the CUNY Graduate School of Journalism's third commencement at The Times Center auditorium in midtown Manhattan. Some 58 students received their Master of Arts in Journalism degrees at ceremonies that also included speeches by Dean Stephen B. Shepard, Class of '09 representative Damiano Beltrami, CUNY Senior Vice Chancellor for University Relations Jay Hershenson, and CUNY Board of Trustees Vice Chairman Philip Berry. Optimism about the

**"Whether you do it in print, on video, via Twitter or Facebook, the ultimate goal of journalism is to speak truth to power."**

future was a common theme of all the speakers, despite the media industry's difficult transition to the digital age.

"This is an amazing moment to be entering journalism," Huffington said. This was demonstrated during the Iran uprising last year when citizen journalists circumvented the Iranian government's control of the mainstream media by getting out their stories through Twitter feeds, Facebook updates, video downloads, and cellphone pictures, she added.

Shepard cited The Huffington Post along with Politico, The Daily Beast, and other news outlets that have come into existence only in the past few years as reasons for hope: "These new sites have hired hundreds of journalists, including some of our graduates. Have these gains offset the job loss in traditional media? No, but the transition is underway." (See *Dean's Corner*, page 3.)

He also accepted the challenge to come up with new ways to support quality journalism. "For great journalism to survive and prosper, we as a school have to confront the business model question. And so we will," he promised.

Demonstrating the wit and intelligence that helped get him elected class speaker by his peers, Beltrami opened with a story about how his favorite bodega owner suggested dentistry was much more lucrative than journalism. But observing that journalism was a lot more fun, he swore he would never switch.

He complimented his class on its passion for reporting and its entrepreneurial spirit. "The job market is tight but we have to tell the untold stories out there, in Mumbai, India as well as Fort Greene, Brooklyn," he said. He added that "the key to success in this digital age is what we've learned in the streets of New York, Tel Aviv, and Brussels. Report, report, and report. Because if there is no good reporting, there is little to link to, nothing to blog about, and less to share on Twitter." ■

# Conference Shows How Hyperlocal News Ventures Can Prosper

**D**emand for news isn't going away. But new players are emerging to report and deliver it. Alongside professional journalists, there are citizen journalists, citizen salespeople, volunteers, and technologists, all operating under different motives and means.

Such was the takeaway Prof. Jeff Jarvis left with more than 175 reporters, editors, bloggers, media executives, entrepreneurs, and academics at The New Business Models for (Local) News Conference and HyperCamp, held at the CUNY J-School on November 11.

The daylong event started with an overview of what Jarvis calls the new journalistic ecosystem, along with an analysis of business models for news developed at CUNY, which detail how new journalistic operations can generate enough revenue to become profitable. "We're putting a stake in the ground here," said Jarvis, director of the J-School's Interactive Program and head of its New Business Models for News Project. "All our spreadsheets have been constructed so they can be modified with new assumptions. We invite others to use these models to develop their own plans."

The building blocks of the new ecosystem are already emerging. "Today, in America, we see hyperlocal bloggers bringing in \$100,000-\$200,000 a year in advertising revenue; these are real businesses," Jarvis said. "We see an opportunity to help them make more money by creating local, regional, and national advertising alliances."

The afternoon session featured numerous panels aimed at sharing best practices and providing practical business information to the local bloggers and site operators who are al-



Jay Rosen, professor of journalism at New York University

ready creating this new world. Workshops such as "Selling," "Ad Serving," "Community Marketing," and "Understanding Business Models" were among the most heavily attended. In another session, a dozen companies – including paperG, Adify, SeeClickFix, and Outside.in – gave brief presentations describing how their services can bring value to local sites.

"Practicing Quality Journalism" was also on the agenda as Jim Schachter, editor of digital initiatives at *The New York Times*, led a panel of his colleagues, including media columnist David Carr, in a discussion of how local bloggers can establish standards and credibility in their markets. Another popular panel on "Setting up Shop" was headed by Ted Mann, digital development director at Gannett New Jersey, who helped organize the day's program.

The challenge of how to provide and sustain journalism in the digital age, as many newspapers and other news organiza-



David Carr, media columnist for the *The New York Times*

tions grapple with serious financial challenges, has been the focus of the J-School's ongoing New Business Models Project. The project is supported by grants from the MacArthur Foundation, the McCormick Foundation, the Carnegie Corporation of New York, and the John S. and James L. Knight Foundation.

No matter what happens to existing news organizations, Jarvis is confident the media industry will survive. "The rooms were filled with people who were, each in his or her own way, building the future of journalism. They all recognized that they have to work together to do so," he said. "To me, that was the highlight of the event." ■

Go to [newsinnovation.com](http://newsinnovation.com) for more on the New Business Models for News Project, including videos from the conference. Download the business models spreadsheets at [newsinnovation.com/models](http://newsinnovation.com/models).

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You can read this and previous issues of *Inside Story* at [http://journalism.cuny.bepress.com/inside\\_story/](http://journalism.cuny.bepress.com/inside_story/).

## J-School Expands Role on Brooklyn Site with NYTimes.com

**T**he CUNY Graduate School of Journalism has assumed editorial leadership of NYTimes.com's The Local web site. It's part of the J-School's ongoing efforts to help shape the burgeoning online hyperlocal news field.

The J-School has been collaborating with NYTimes.com since March 2009 on The Local ([fort-greene.thelocal.nytimes.com/](http://fort-greene.thelocal.nytimes.com/)), which serves Fort Greene and Clinton Hill in Brooklyn. The Local remains on the Times' web site, providing a formidable platform.

Annaliese Griffin, a graduate of the Class of 2007 and senior editor of the blog Brooklyn Based, is The Local's collaboration editor, and is working to gather content with the help of community contributors.

The site will get further support through an innovative new hyperlocal news course that focuses on producing journalism through community engagement.



The Greenlight Bookstore on The Local blog

ALISON BOWEN

Students are organizing collaborative reporting projects with Fort Greene and Clinton Hill residents, while producing their own in-depth stories in multiple media. A number of students also will work for The Local during the summer as paid interns.

A goal of the project's new phase is to make the hyperlocal site sustainable through advertising and other revenues.

"The spirit of collaboration – within the community, *The New York Times*, and our School – will hopefully serve as a model for future hyperlocal efforts in New York and beyond," said Prof. Jeff Jarvis, director of both the J-School's Interactive Media Program and New Business Models for News Project.

Also involved in the project are Assoc. Prof. Sandeep Junnarkar, who teaches in the Interactive Program; Jere Hester, director of the J-School's NYCity News Service; and Adjunct Prof. Indrani Sen. ■

## Upgraded Web Site Offers Digital Media Tips and Tools

**D**igital multimedia journalists have a raft of tools at their disposal, but it can be difficult to stay abreast of the latest developments. With the November relaunch of [digitalnewsjournalist.com](http://digitalnewsjournalist.com) by the CUNY J-School, readers will get a repository of tips, tools, and insightful discussion about digital media.

The site brings the expertise of faculty, staff and a variety of professionals outside the classroom to an online setting. Adjunct Prof. John Smock, who teaches news photography and interactive journalism, manages the site. Assoc. Prof. Sandeep Junnarkar from the School's Interactive Program started the project two years ago.

Each week the site features written posts, videos, and links to a variety of must-read sources for today's journalists. Recently, it ran a video presentation by *New York Times* senior multimedia producer Gabriel Dance, an analysis of the news site Spot.Us, and a crowd-sourcing story. It also has posted stories about file-sharing tools and the multimedia sites journalists should know, as well as reviews of camera equipment. ■

# Seed Money Awarded for New Businesses

A 16-member jury of venture capitalists, entrepreneurs, and media veterans chose four Class of 2009 students to share \$57,000 in grant money for their nascent journalistic businesses. The December 9th contest for funding was the culmination of Prof. Jeff Jarvis' third-semester Entrepreneurial Journalism class. The successful candidates were among 15 vying for a cut of the seed funds from the McCormick Foundation.

The winning entries included a web application to filter Internet links, a site focusing on the origins of our clothing, a mobile phone app for sports fans, and a place where editors can connect with reporters and citizen journalists. All the students in the class had to develop a product, do a competitive analysis, present cost estimates, and develop marketing, revenue, and launch plans.

"This will make me put my money where my mouth is," said Jenni Avins, whose ClosetTour fashion project garnered \$9,000. "And after months – years! – of talking about this, I can't wait to get started."

Avins will use the seed money to film webisodes about domestic clothing production and research long-form stories on the topic to pitch to magazines. ClosetTour aims to look at the clothes from a whole industry perspective, and Avins will undertake investigative pieces exploring factories, designers, and other key elements of the fashion business. "I'll be able to make ClosetTour the organizing principle of my zany freelance career in the months to come, and maybe feel like a little less of a crazy person for it," she said.

Collin Orcutt's \$20,000 award will help him build a prototype of an interactive mobile app for sports enthusiasts. "Journalism is really fluid, especially now that people can collectively converse," he said. "That's where I see the journalism in this – to give people a place where they can interact."

Indrani Datta won \$13,000 to start building a software engine for her project to help organize links that come through social networking sites such as Twitter and Facebook. Ben Fractenberg and Mariana Vasconcellos will apply their \$15,000 prize toward in-depth market research for their Local Desk platform, investigating how editors can connect with reporters and citizen journalists to cover stories that they post on a virtual assignment desk. ■

## Students Help in Haiti



ASHISH JETHRA

Two Class of 2010 students spent five days in earthquake-ravaged Port-au-Prince, Haiti to help with relief efforts and create a photojournalistic account of the devastation. Eleanor Miller and Aashish Jethra traveled to Haiti as part of Airline Ambassadors International, a United Nations-affiliated program that provides humanitarian aid. They worked in hospitals and snapped as many pictures as they could. "It was life changing," said Miller, who assisted in the amputation of a 12-year-old girl's leg. Both students blogged about their experiences for WNYC's morning news program, *The Takeaway*. ■

## DEAN'S CORNER

# Why Journalism Will Thrive

*The following is an abridged version of Dean Stephen B. Shepard's remarks to the Class of 2009 at December's commencement.*

When you arrived in August, 2008, we all knew that journalism was at a critical juncture. It was – and is – a time of profound and wrenching transition to the digital age. A lot of it is tough to watch – all those layoffs, cutbacks in coverage, shrinking revenues, slumping stock prices, and anxiety over new business models. If that wasn't bad enough, we are mired in the worst economic downturn since the 1930s. So your path will be difficult, especially in the beginning.

But I think all of us have come to realize something else, something far better: This is actually a fascinating time of opportunity, a chance for you and your generation to re-imagine journalism, to put your own stamp, your own ideas, on our venerable profession. Already, there is an astonishing array of experimentation and change going on in journalism today, some of it at the CUNY Graduate School of Journalism.

As many of us see it, the problems in media today are not really a crisis in journalism per se. In fact, journalism is expanding rapidly into a multimedia, interactive process with exciting opportunities for storytelling that simply didn't exist a few years ago. Yes, you can still put words on paper, and I hope many of you do that. But you can also tell stories with video, audio, web packages, blogs, podcasts, slide shows, or interactive journalism personalized for an audience of one. You will think in new ways and be fluent across media platforms. In the process, you will transform journalism.

The problem, of course, is how to support quality journalism in this brave new world. Or to put it in the vernacular of the day: Where are the new business models to support our work?

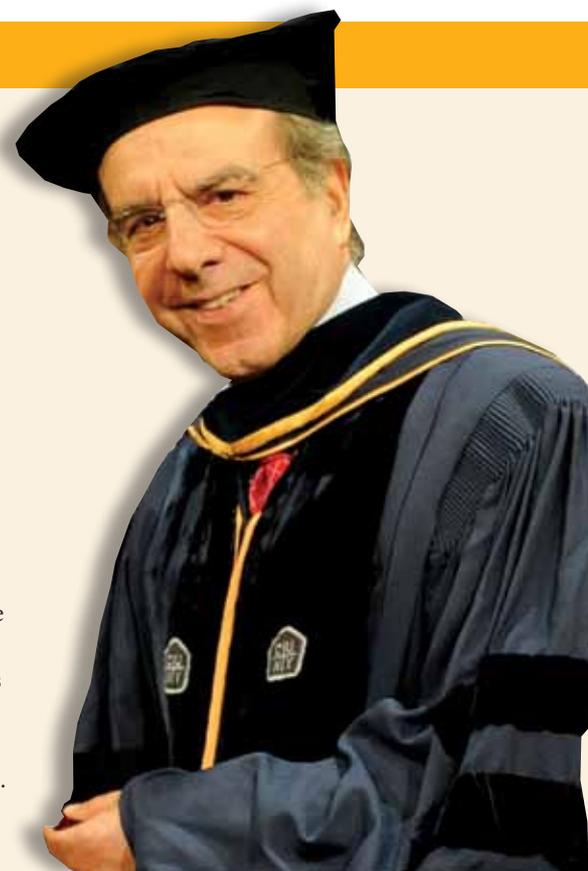
## This is actually a fascinating time of opportunity, a chance for you and your generation to re-imagine journalism.

There's no question that the old model has broken down, like a once grand Packard sedan. Content that once commanded a decent price is now routinely available free online. And advertising rates online are just a fraction of what they were in traditional print and broadcast.

But I am optimistic, largely because of the exciting changes and experiments now underway. Let me cite three broad changes.

First, I envision new revenue streams for media. Some of it may come from delivery charges for distribution on cell phones, computer tablets, or e-readers like Kindle. Some of it may come when other newspapers, not just *The Wall Street Journal* or *Cook's Illustrated*, start charging for at least some of their content. And some of it may come from new ways of distributing magazines in digital formats – such as the new consortium just announced by Time, Inc., Condé Nast, Hearst, and Meredith.

Second, your work will be distributed on news outlets that simply didn't exist when we opened this School three and a half years ago – sites like Politico, The Daily Beast, The Huffington Post, Talking Points Memo, GlobalPost, Kaiser Health News, NBC's Local Interactive



Media, and dozens of others. These new sites have hired hundreds of journalists, including some of our graduates. Have these gains offset the job loss in traditional media? No, but the transition is underway.

Third, we will likely see a profitable revolution in local coverage. It's the hyperlocal model you've heard so much about: a combination of professional and local citizens covering their communities in great detail – their schools, health care, immigration, housing, sports, and so on. There are many hyperlocal sites out there already: The Voice of San Diego, MinnPost, Chi-Town News, West Seattle blog, the New Haven Independent, and Baristanet.com in Montclair, NJ. Some of them are foundation supported, some make money on their own, and some are experiments, including The Local in Fort Greene, Brooklyn, run by the CUNY Graduate School of Journalism and *The New York Times*, and funded by the Carnegie Corporation of New York.

In the midst of all this ferment, we were asked a blunt question last August by the Knight Foundation: What do you want this school to stand for? To be known for?

Well, there are many answers. We want to be known for attracting a strong and diverse student body. We want to be known for a program that blends the eternal virtues of traditional journalism – the reporting, the writing, the critical thinking, the ethical values – with the multi-platform fluency required in the world of new media. We want to turn out great journalists.

But is that enough in this day and age?

The blunt answer is "no." And all of us in this auditorium realize it. For great journalism to survive and prosper, we as a school have to confront the business model question. And so we will, under the auspices of The Tow Center for Journalistic Innovation. We will expand on the entrepreneurial journalism course we now offer. We will expand on our hyperlocal projects. We will expand our research on new business models. We will take on the challenge.

All of this is in support of the long-term goal: to harness technology to the cause of great journalism. We must break stories. We must do investigative reporting. We must do storytelling narratives. We must provide understanding, meaning, synthesis, context, insight – and on our best days something approaching wisdom. Even in a link economy, there must be something worth linking to.

Stephen B. Shepard  
Dean, CUNY Graduate School of Journalism

## Students Produce New TV Magazine Show



Amanpour with 219West interviewer Rima Abdelkader

Third-semester students interested in broadcast journalism launched a new monthly TV magazine show, "219West" in the fall on CUNY TV, Channel 75 in New York.

Five episodes have already aired. The first covered the fall elections and the city's diverse economy. The second featured a cell phone controversy, a report on the baseball season, a profile of a food vendor, and investment advice for young people. The third included an interview with CNN's chief international correspondent Christiane Amanpour about her new show and the future of journalism, as well as segments on a deadly video game, the Latino community, and an AIDS orphanage in Swaziland.

Students took on the roles of producer, host, scriptwriter, and reporter. The show was the collective product of a course called Television News Magazine Production, which will also run in the spring semester. Prof. Linda Prout, director of the Broadcast Program, and Gerry Solomon, acting director of journalism at CUNY's Queens College, are the instructors. ■

## A Tasty Menu at January Academy

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nearly 40 workshops ran throughout the month of January, double the number offered last year. Many of the subjects were brand new to the program.

"Be Your Own Brand," for example, a three-hour session run by freelance writer and media consultant Toddi Gutner, addressed the changing shape of a journalist's career. "Our students can't assume a big media company will hire them, so a lot are starting out as freelancers, contractors, or entrepreneurs. This seminar was designed to help them brand themselves for the Google era," Dunkin said.

Another new course, "Documentary Story Structure," examined the step-by-step process of long-form filmmaking and included a field trip to a documentary film festival. Eliot Caroom, a Class of '08 graduate who is now a reporter for the New Jersey Local News Service, raved about the class, taught by documentary filmmaker and CUNY J-School Adjunct Prof. Yoruba Richen. "It was well worth taking a vacation day from work," he said.

Some of the most sought-after new sessions were those that taught technical skills, such as "Intro to ProTools" and "Getting Started with WordPress." Perennial favorites included "The Digital Journalist" and the "Freelancing Workshop." ■

# INSIDESTORY

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## SCHOOL NOTES

### ALUMNI NEWS

**CLASS OF '09:** Damiano Beltrami is working at *The New York Times* video unit. Maria Clark is now a reporter at *The Riverdale Press*. Emily Feldman and Joel Schectman have spring internships at Bloomberg News. Collin Orcutt is working in the video unit of Sl.com, the web site of *Sports Illustrated*. Michael Reicher landed a job as business editor/reporter at the Orange County Local News Network, a startup that launches in February at oclnn.com.

**CLASS OF '08:** Stephen Bronner was hired as an associate editor with *amNewYork*. Joshua Cinelli is serving as an adviser on media issues to Federal Communications Commissioner Michael J. Copps in Washington DC. Clark Merrefield is now a full-time reporter at *The Daily Beast*. Erin O'Neill has joined Sphere.com, a new site of AOL News, as an associate news producer.

**CLASS OF '07:** Born to Leslie Caraballo and Francis Castillo: Judah Miguel Castillo, Sept. 29, 2009.

### HOUSE NEWS



Anna and Drew Gereats

Digital Media Manager extraordinaire Drew Gereats and his wife Anna, who met at the University of Minnesota, have decided to return to the Twin Cities for good. Drew has accepted a job with American Public Media's Public Insight Journalism project in St. Paul. "The opportunity to be close to family and friends again was too much to pass up," he explained. "That said, this was one of the hardest decisions my wife and I have ever made." Best of luck to Drew and Anna!

Greg David, former editor of *Crain's New York Business*, has been named director of the Business & Journalism Reporting Program. He succeeds Prof. Sarah Bartlett, who still heads the Urban Reporting Program.

In January, the CUNY J-School embarked on a new continuing education venture by providing three days of digital media training to editors from **Hearst Magazines' Marie Claire**. Leading the sessions were Prof. Jeff Jarvis, Assoc. Prof. Sandeep Junnarkar, and Adjunct Prof. John Smock, all experts in interactive journalism.

Xiomara Martinez-White from the Class of '09 became our first student to take advantage of a new fourth semester exchange program with the Graduate School of Journalism and Communications (CELSA) of the Sorbonne University. Shortly after Xiomara arrived in Paris to begin her studies, Valérie Jeanne-Perrier, assistant professor at CELSA, spent a week in New York to teach a January Academy seminar on European blogging and visit major media organizations around the city.

The J-School has established the **Future Journalists Program** to raise money for paid internships and scholarships. Anyone interested in contributing should contact Diana Robertson, director of development, at 646-758-7814.

The **Ann Bryan Mariano Scholarship** honors one of the first women combat correspondents to cover the Vietnam War. On December 4th, recipients Peggy Truong (Class of '10) and Sophia Tewa ('09) had a chance to thank journalist Jurate Kazickas, who established the award in memory of her longtime friend, at a J-School reception. Robert Mariano, Ann's widower, was also present. Mariano died in February 2009 at age 76.

## TIMES REPORTER REMEMBERED WITH SCHOLARSHIP FUND



The family of New York Times reporter Constance Laibe Hays stands at the J-School's donor wall with the student beneficiaries of a scholarship fund they established in her memory. Laibe Hays, who worked at *The Times* for 19 years, the last nine as a reporter for the business section, died on Dec. 5, 2005. In the photo (from left to right) are her sister-in-law Laurie Hays, her parents John and Ann Laibe, scholarship recipients Diana Cabral (Class of '10) and Sarah Trefethen (Class of '09), and Gay Young from the New York Community Trust.