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THE FIRST CONFERENCE ON INNOVATION JOURNALISM

STANFORD UNIVERSITY

WALLENBERG HALL



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APRIL 14-16 2004

THE FIRST CONFERENCE ON INNOVATION JOURNALISM

STANFORD UNIVERSITY
APR 14-16 2004

ARRANGED BY

THE INNOVATION JOURNALISM FELLOWSHIP PROGRAM

VINNOVA – THE SWEDISH AGENCY FOR INNOVATION SYSTEMS
WALLENBERG HALL, STANFORD UNIVERSITY

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Mission

Innovation is that magical elixir that, tied to good execution, can take any company to the Promised Land. Innovation journalism covers technical, business, legal and political aspects along the road. The goal of Innovation Journalism is to facilitate the traffic on that road, as well as being the occasional traffic cop. By enhancing the public debate through better common knowledge and understanding of innovation issues, innovation journalism contributes to societal change.

Journalism dedicated to covering innovation is crucial to modern industrial economies, where innovation is key. Yet there has not until now existed any recognized discipline or community of Innovation Journalism. The very expression “Innovation Journalism” has been unknown. In a presently ongoing Swedish-American fellowship program the possibilities for Innovation Journalism as a practice and a professional community are being tested. The First Conference on Innovation Journalism is a part of this fellowship program.

The mission of the conference is to offer innovation journalists the opportunity to exchange ideas and experiences with each other, and to collectively discuss the most important aims, methods, tools and to propose best practices of Innovation Journalism. The conference also brings up important issues relating to the role of Innovation Journalism in society, such as the societal need to be satisfied, the market for it and its interaction with innovation systems, as well as the integrity of innovation journalists and what may threaten it.

The first two days of the conference are aimed mainly at innovation journalism professionals. The last day addresses the broader issue of the interaction between journalism and Innovation Systems and is open for a broader audience.

The conference program includes several prominent people who have a major influence on the public view of journalism and innovation in the United States, Sweden and globally, such as **Bob Buder**, Editor-in-Chief of the Technology Review, **Donald Kennedy**, Editor-in-Chief of Science Magazine and President Emeritus of Stanford University, **William H. Miller**, Herbert Hoover Professor of Public and Private Management Emeritus and co-author of The Silicon Valley Edge, **Jonas Förare**, Science Editor of the Royal Swedish Academy of Sciences, **Dan Forbush**, founder and president of Profnet, **Per Eriksson**, Director General of VINNOVA – the Swedish Agency for Innovation Systems and **Mats Svegfors**, Governor of Västmanland and former Editor-in-Chief of Svenska Dagbladet.

The Innovation Journalism fellowship program is run by VINNOVA, the Swedish Agency for Innovation Systems, in co-operation with the Swedish Foundation for Strategic Research, the Council on Competitiveness, and Profnet. The program is managed by VINNOVA from the Wallenberg Hall, Stanford University.

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The First Conference on Innovation Journalism

Conference Program

Registration is required for participation in the workshops on Apr 14 at the Bechtel International Center and on Apr 15 at the Faculty Club.

The conference is open for the public on Fri Apr 16 from 12 pm at the Peter Wallenberg Learning Theatre, Wallenberg Hall.

Wed Apr 14: Aims and targets for Innovation Journalism

Venue: Bechtel International Center, 422 Lagunita Drive, Stanford University

Session Chair: Mats Svegfors, Governor of Västmanland, Chairman Innovation Journalism Program Committee, former Editor-in-Chief Svenska Dagbladet

09.00 – 09.40 **Registration / Coffee**

09.40 – 10.05 **Welcome**

Governor Mats Svegfors, Chairman Innovation Journalism Program Committee

David Nordfors, Innovation Journalism Program Leader, VINNOVA, visiting scholar SCIL. Former Science Editor, Datateknik.

10.05 – 10.20 **Introduction: Covering Innovation in Science and Technology Journalism**

Donald Kennedy, Editor-in-Chief Science Magazine, president emeritus Stanford University.

10.20 – 11.00 **Keynote on Aims and Targets for Innovation Journalism**

Bob Buder, Editor-in-Chief, Technology Review

11.00 – 11.30 **How to develop Innovation Journalism in broadcast commercial news media.**

Seppo Sisättö, Assistant Professor Dept of Communications, Helsinki University. Former President/Owner Skycom Ltd (TV Tampere) and Radio Three Ltd. Former Director of Communications MTV Oy and Aamulehti Group Ltd.

11.30 – 12.00 Moderated Discussion

Sue Kwon, CBS5 Business Anchor / Reporter covering business and technology stories
Scott McGrew, NBC11 News Technology/Business Reporter.
Mika Mäkelainen, foreign reporter, YLE Finnish Broadcasting; Knight Fellow, Stanford.

12.00 – 13.30 Lunch Buffet

13.30 – 14.00 **Biotech Sweden – A Business Model Case Study in Innovation Journalism**

Jan Sandred, Editor/Founder Biotech Sweden, Innovation Journalism fellow hosted by SF Chronicle.

14.00 – 14.30 Moderated Discussion

Frances Mann-Craik, High-tech Entrepreneur, Advisor and writer, fmr SVP Marketing & Silicon Valley Bureau Chief Tornado Insider

14.30 – 15.00 **The Scent of Journalism: Interactions of Innovation Journalism and the Corporate Innovation System**

Johan Hjelm, Senior Specialist, Ericsson Research, Member of the Innovation Journalism Program Committee. Fmr Editor-in-Chief/Founder Nätvärlden

- 15.00 – 15.30 Moderated Discussion
Lars Nordqvist, CEO Comvion AB
- 15.30 – 15.50 Break
- 15.50 – 16.20 **Round Table Discussion: Which are presently the most important Aims and Targets for Innovation Journalism?**
- 16.20 – 16.30 **Final remarks**
Governor Mats Svegfors, Chairman Innovation Journalism Program Committee.
- 16.30 – 17.30 **Stanford: The Joy of Learning (Tour of the Wallenberg Hall)**
Stig Hagström, Co-Director, Stanford Center for Innovations in Learning
- 17.30 – 19.00 **Reception**
with the Silicon Vikings – the Silicon Valley Swedish Community

Thu Apr 15: Methods of Innovation Journalism

Venue: Gold Lounge, Faculty Club, 439 Lagunita Drive, Stanford University

- 08.30 – 09.00 **When Tech Meets Business in Journalism**
Adam Edström, Editor-in-Chief Elektroniktidningen, Innovation Journalism fellow with Fortune.
- 09.00 – 09.30 Moderated discussion.
John Nash, Director Evaluation, Wallenberg Global Learning Network, Stanford University.
- 09.30 – 10.00 **How to write about innovative business models**
Johan Jörgensen, Editor Affärsvärlden, InJo fellow with Business 2.0
- 10.00 – 10.30 Moderated discussion
Stuart Gannes, Director, Digital Vision Fellowship Program, Stanford University, fmr Science/Tech writer Fortune Magazine.
- 10.30 – 10.50 Coffee
- 10.50 – 11.20 **Necessary components for a good article based on innovation journalism**
Magnus Höij, Feature Editor Computer Sweden, Innovation Journalism fellow at Fast Company
- 11.20 – 11.50 Moderated Discussion
Bruno Giussani, Journalist/Columnist/Author, Knight Fellow
- 11.50 – 12.20 **Innovation Journalism in Popular Scientific Press**
Patric Hadenius, Editor Forskning o Framsteg, Innovation Journalism fellow at Technology Review
- 12.20 – 12.50 Moderated Discussion
Peter Nöu, senior project leader at The Swedish National Agency for Education; former editor at Datateknik
Wade Roush, Senior Editor, Technology Review
- 12.50 – 14.00 Lunch
- 14.00 – 14.30 **De-Coding deCODE**
- Using history and SEC-files to evaluate an innovation-based company's status. An award-winning example published in the Swedish newspaper Västerbottens-Kuriren
Marcus Lillkvist, reporter Västerbottens-kuriren, Innovation Journalism Fellow at Wall Street Journal.
- 14.30 – 15.00 Moderated Discussion
Scott Thurm, Deputy Chief of the San Francisco bureau of the Wall Street Journal
- 15.00 – 16.00 **Panel: Sources for Innovation Data and Expertise**
A discussion around which data is important, where to find it and the limits of interpretability
Dan Forbush, President and Founder of Profnet
Catherine O'Malley, Senior Program Associate, EurekAlert! / AAAS.
- 16.00 – 16.20 Pause
- 16.20 – 17.00 **Roundtable discussion**
- 18.00 – 20.30 **Dinner Reception in the Red Lounge, Stanford Faculty Club**

Fri Apr 16: Closed Seminar: Innovation Journalism Program

Venue: Wallenberg Hall Conference Room

09.00 – 11.00 **Assessment of program achievements so far and recommendations for the future.**
Discussion with organisers, participants, and other people involved in the Innovation Journalism Program.

11.00 – 11.30 Lunch sandwich

(Continued by Public Session. Please see next page)

Fri Apr 16: Public Session: The importance of Communication and Journalism in Innovation Systems

Venue: Wallenberg Hall / Peter Wallenberg Learning Theatre, 450 Serra Mall, Stanford University

Session Chair: Stig Hagström, Co-Director, Stanford Center for Innovations in Learning

12.00 – 12.30 The Nobel Prizes: From top secret to public in two minutes

How the communication around the Nobel Prizes is managed, and the work and challenges behind the scenes.

Jonas Förare, Science Editor, Royal Swedish Academy of Sciences

12.30 – 13.00 Why We Need Innovation Journalism, and Where It May Have a Market

David Nordfors, Special Advisor to the Director General, Innovation Journalism Program Leader, VINNOVA; Visiting Scholar, Stanford Center for Innovations in Learning.

13.00 – 13.15 Pause

13.15 – 13.30 The Importance of Communication in Innovation Systems

Per Eriksson, Director General, VINNOVA – the Swedish Agency for Innovation Systems
Karin Markides, Deputy Director General, VINNOVA

13.30 – 15.45 Panel: The role of journalism in Innovation Systems.

- William Miller, Herbert Hoover Professor of Public and Private Management Emeritus, Stanford Graduate School of Business; Principal Investigator, Stanford Project on Regions of Innovation and Entrepreneurship.
- Richard Zare, Marguerite Blake Wilbur Professor in Natural Science, Stanford University
- Ken Howe, Business Editor, San Francisco Chronicle
- Andy Raskin, Senior Editor, Business 2.0
- Richard Allan Horning, Partner, Tomlinson Zisko LLP, Palo Alto
- Per Eriksson, Director General, VINNOVA – the Swedish Agency for Innovation Systems
- Karin Markides, Deputy Director General, VINNOVA
- Moderator: David Nordfors, Innovation Journalism Program Leader

15.45 – 16.00 Pause

16.00 – 17.30 Panel: Challenges for Innovation Journalism

Conference summary by the Innovation Journalism Program Fellows:

- Adam Edström, Editor-in-Chief, Elektroniktidningen – hosted by Fortune Magazine
- Patric Hadenius, Editor, Forskning och Framsteg – hosted by Technology Review
- Magnus Höij, Feature Editor, Computer Sweden – hosted by Fast Company
- Johan Jörgensen, Editor, Affärsvärlden – hosted by Business 2.0
- Marcus Lillkvist, Reporter, Västerbottens-Kuriren – hosted by Wall Street Journal
- Jan Sandred, Founding Editor, BiotechSweden – hosted by San Francisco Chronicle
- David Nordfors, Innovation Journalism Program Leader

Abstracts

Biotech Sweden – A Business Model Case Study in Innovation Journalism

Jan Sandred, Editor/Founder Biotech Sweden, Innovation Journalism fellow hosted by SF Chronicle.

Innovation journalism is journalism covering innovation systems. Innovations are today not only the main driving force in most markets, but also fundamental to increased economic performance. If companies like Sony Ericsson or GE Health Care stop innovating new product and service ideas, or if they don't improve their production techniques, they will be out of business in a few years.

The innovation system is the interaction between those who are needed to turn these ideas into a product or service on the market – the commercialization of these emerging technologies. It seems natural that journalistic coverage of the different innovation systems is a very important task and a big publishing business opportunity. Yet, surprisingly few journalists and publishing houses understand what it means or realize the commercial impact.

Innovation journalism has not previous existed as a concept, although it exists in practice. Editor Jan Sandred identified in 2001 a business opportunity for a magazine covering the Swedish biotechnology innovation system. The Swedish business-to-business magazine Biotech Sweden was created for the biotech market in cooperation with IDG Sweden, a subsidiary of International Data Group. Although the concept of innovation journalism did not exist at that time, the magazine was modeled very much according to this concept. It became a commercial and editorial success and thus it proves the commercial validity of the concept innovation journalism.

Decoding decode - Using history and SEC-files to evaluate an innovation-based company's status

Marcus Lillkvist, reporter at Västerbottens-Kuriren, Innovation Journalism Fellow hosted by Wall Street Journal

A large startup biotech company operating in a small country will affect the citizens, especially if the citizens are closely involved in the company. That is the case with deCODE Genetics, whose business idea is to harvest information from Icelanders DNA and turn it into novel drugs.

I went to the capital Reykjavik in May 2002 to try to evaluate the company's status. Innovation based companies differ from other companies in that they require a longer period of time to start making money. This was also the case with deCODE, still suffering from the biotech bubble two years earlier.

I wanted to give my readers unbiased information about the company, not only quoting CEOs and critics. The best way, I argued, was to scope the promises that the company had made during its first six years and investigate whether the promises had been fulfilled.

In my paper "Decoding deCODE", I present the pros and cons with the methods. I also add some valuable tools that I discovered during my fellowship period at the Wall Street Journal in the spring of 2004.

Finally, I discuss whether these methods can be useful for journalists who want to evaluate other innovation based companies.

How to develop Innovation Journalism in broadcast commercial news media.

Seppo Sisättö, Assistant Professor Dept of Communications, Helsinki University. Fmr President/Owner Skycom Ltd (TV Tampere) and Radio Three Ltd. Fmr Director of Communications MTV Oy and Aamulehti Group Ltd.

Journalism is the tool of a journalist. It defines good practices for creating a story for the printed media, radio, or television. For the audience, professional journalism means credibility. The concept of journalism is multidimensional, and there are countless number of rules for good journalist practices.

Where does Innovation Journalism fit in? The easiest answer is: it lies somewhere in between financial reporting and science reporting. It merges somehow the practices of business reporting and science reporting. On the other hand, it defines the elements of journalism to be used for making a story. The topic of Innovation Journalism is always someone's 'Great Idea'. Without the Great Idea there cannot be Innovation Journalism.

The definitions above are very raw and simple. They are anyway necessary for the positioning of the new concept. Now, it is easier to merge different factors that are needed for creating approaches and tools for Innovation Reporting. The enemy of Innovation Journalism is a cynical journalist: He or she has seen everything, and there is nothing new in the matter; just someone's crazy and out of this world idea. This attitude has killed the publicity for a countless number of good innovations.

It is dangerous to create differences between journalism in the public media and in the commercial media. There is just journalism. It is an idealistic point of view, but it is the only standing principle we can have in the process of giving values for Innovation Journalism. The most common and used example to define 'what is news' is to say: It is not news if a dog bites a man but it is news if a man bites a dog. This traditional example, describes the need of a special approach into the matters which make a good journalist. In Innovation Reporting, the same ability is necessary.

My presentation in the conference is based on my own experiences in being in situations where we had to build up news teams from the scratch. I have been involved in the process twice in Finland: Once for national commercial television network in 1980-1981 and second time for regional commercial television in mid 90's.

The differences between printed and broadcast media on the field of Innovation Journalism are based on the differences of media itself – like the strong points of TV. As we know, those are moving picture, colour, sound and an opportunity to show viewers demonstrations.

How to write about innovative business models

Johan Jörgensen, Editor Affärsvärlden, Innovation Journalism fellow with Business 2.0

The problem with business models is that they don't have specs. That means they can be terribly hard to assess. Nevertheless, new business models and changes in how to reach and serve the customer can have a more fundamental and rapid implication on business and society than individual technical innovations.

How to write about such new business models is a very challenging task for any journalist. Nevertheless, there are a number of ways you can attack the difficulties in order to enhance your possibilities to correctly picture the potential success or failure of a new business model.

Innovation Journalism in Popular Scientific Press

Patric Hadenius, Editor Forskning o Framsteg, Innovation Journalism fellow at Technology Review

This talk will focus on what methods of innovation journalism can be used in a popular science magazine, if not all. It will start with a description of MIT's magazine of innovation, Technology Review, its marketplace, typical features, departments, and conditions for accepting a story and necessary components in a story. Then the talk will move on to comparing with Forskning & Framsteg, a magazine roughly equivalent to Scientific American. While there are more similarities than expected, the focus will be on differences. The most important discrepancy is probably how Technology Review is instrumental to its readers, while Forskning & Framsteg concentrates on general knowledge. The key question then remains: is instrumentality imperative to innovation journalism?

Necessary components for a good article based on innovation journalism

Magnus Höij, Feature Editor Computer Sweden, Innovation Journalism fellow with Fast Company

What is needed to cover aspects of innovation and commercialization of emerging technology in a journalistic environment? Studying some articles from Fast Company and Swedish Computer Sweden, some guidelines are proposed for important components in a good article based on innovation journalism.

Sources for Innovation Expertise

Dan Forbush, Founder and President, Profnet. Innovation Journalism Program Partner.

The arrival of the Internet on the nation's campuses in the early 1990s enabled public relations practitioners to assemble in interactive communities accessible to reporters. ProfNet emerged in 1992, followed by Expertenmakler in Germany and ExpertNet in UK.

These networks started as simple listserves. As the technology improved, so did the sophistication of these networks. In 1996, ProfNet launched on the Web a keyword searchable expert database.

PR Newswire -- which formed in 1954 when Herb Mueschel had the idea of distributing press releases via teletype -- recognized that the ProfNet network could easily be extended to its 15,000 agencies and corporate customers, and so acquired ProfNet in 1996. In short order, other wire services recognized the strategic value of hosting expert networks. Business Wire launched ExpertSource, U.S. Newswire launched SourceLink, and MediaMap launched SourceNet. At the same time, Broadcast Interview Source moved its "Yearbook of Experts, Authorities, and Spokespersons" to the Web.

Result: There are now five Internet-based expert networks that work as communities of public relations professionals, and a sixth (from MarketWire) is expected to enter the market soon.

Where you'll find them:

ProfNet www.profnet.com, ExpertSource www.businesswire.com, SourceNet www.mediamap.com, Yearbook www.yearbook.com, SourceLink www.usnewswire.com

These networks are by no means the only way to find expert sources.

Lexis-Nexis, Google, and Yahoo are just a few of the many resources to which reporters can and do turn. But the expert networks offer two important advantages:

- 1) A Human Facilitator. A lot of people with specialized expertise don't want to be easily contacted by reporters. If they work for a major corporation, they are undoubtedly instructed not to talk to reporters without first clearing it with the firm's PR office. When you distribute a query via ProfNet, you are placing your query directly into the hands of those people who authorized to arrange press contacts.
- 2) Currency. When news is breaking, the utility of a text-based resource for connecting with knowledgeable sources is limited because the text that is most relevant to the situation is still being written. The only way to connect with people who have "real-time" information is via email or phone contact. ProfNet enables reporters to make the equivalent of 10,000 phone calls with a single email message.

Kathy O'Malley, Senior Program Associate, EurekAlert" / AAAS

EurekAlert!, www.eurekalert.org, the online science, medicine and technology news service, was launched in 1996 by AAAS, the science society. EurekAlert! provides reporters with a central source of embargoed and breaking news and other resources from more than 500 research organizations around the globe. EurekAlert!'s features include: * Embargoed press packages for prestigious peer-reviewed journals, including Science, Cell, Proceedings of the National Academy of Sciences, The Lancet and others * Embargoed and breaking news releases from hundreds of organizations * A searchable database of scientific experts * Special resources focused on nanotechnology, bioinformatics, marine science, disease in the developing world and other key areas

EurekAlert! serves as a valuable tool for innovation journalists, featuring science, R&D, business, and technology news and resources in a single, online location. Currently, more than 4,700 reporters from 50 countries use EurekAlert!.

Stanford: The Joy of Learning (Tour of the Wallenberg Hall)

Stig Hagström, Co-Director, Stanford Center for Innovations in Learning

The Swedish Prime Minister Göran Persson has said "It is not military power that makes the USA the only superpower in the world today. It is the top American universities." This presentation will give a brief overview of Stanford and its history within the context of American higher education, the development of Silicon Valley, and new links to Sweden. Within the last few decades Stanford has been transformed from a small West Coast college to a pre-eminent research university that has nurtured entrepreneurship and new business formation in the "New Economy".

The Scent of Journalism: Interactions of Innovation Journalism and the Corporate Innovation System

Johan Hjelm, Senior Specialist, Ericsson Research, Member of the Innovation Journalism Program Committee. Fmr Editor-in-Chief/Founder Nätvärlden

“Innovation Journalism” is a new and as yet ill-defined term. This paper analyzes it in the scope of its effect at the receiver, the corporation, and how the innovation system within the corporation interacts with information. As such, it can be framed in various theories: Information foraging, opportunity cost, cohesive elements, etc. The paper presents an analysis of some of these, and points to the need for further research on receiver terms.

When Tech Meets Business in Journalism

Adam Edström, Editor-in-Chief Elektroniktidningen, Innovation Journalism fellow with Fortune.

Engineers and scientists rarely praise tech articles in business publications, more often than not deeming them superficial or outright misleading in their coverage of technology. Meanwhile, business and marketing professionals tend to shy away from the technical trade press, finding the articles unintelligible or suffering from acronymitis.

Is there a common ground? Can good journalism bridge the gap between tech and business, for mutual benefit and without simplifying either subject? What are the prerequisites and what are the demands on the editorial staff? What makes the research different from standard journalism? And where are those coveted stories published today?

A few thoughts along these lines will be presented, based on a brief stint at Fortune and a somewhat longer experience from Elektroniktidningen.

Why We Need Innovation Journalism, and Where It May Have A Market

David Nordfors, Innovation Journalism Program Leader, VINNOVA- the Swedish Agency for Innovation Systems. Visiting Scholar Stanford Center for Innovations in Learning, Wallenberg Hall.

“Innovation Journalism” is journalism about innovation (which is not the same as “innovative journalism”, which is about innovations in journalism) and covers technical, business, legal and political aspects of innovations and innovation systems. It enhances the public debate through better common knowledge and understanding of innovation issues. In industrial economies, innovation is key. In democracies journalism is key. So in democratic industrial economies journalism dedicated to covering innovation should be key.

Innovation is today probably the main driving force for economic growth in a majority of the OECD countries, and its importance will grow even more in the near future, when the main challenge for many countries will be to increase wealth with an aging population.

A successful innovation system is fundamentally dependent on the interaction and shared knowledge between different professions, such as engineers, business executives, academics, and politicians. Media is a major source of shared knowledge between these actors in the public, private and academic sectors. Here is both a societal need and a market for Innovation Journalism. National, Regional and Sectoral Innovation Systems offer potential target audiences for Innovation Journalism. Regional Innovation Journalism is potentially the largest market, because of the large volume of readers and multitude of innovative regions.

Journalism is a formidable actor in innovation systems, and it can be rewarding for various actors to recognize this fact and look into its mechanism. Economists can benefit by including news media in their models, and journalists can get new insights in who depends on whom for what in the innovation systems, including their own interdependencies with other actors, helping them to obtain fair and independent reporting.

Recognizing and understanding the role of journalism in innovation systems will be rewarding for public policy makers, since the journalists’ level of understanding about the reported matters sets the baseline for the level of the public debate and quality of knowledge in society.

Speaker Presentations

- Adam Edström Adam Edström is an Innovation Journalism Fellow, hosted by Fortune Magazine. He is the editor-in-chief of Elektroniktidningen, the leading electronics news publication in Sweden that he co-founded in 1992. Prior to that he was deputy editor at Elteknik, a feature magazine aimed at electric and electronic engineers. He holds an M.Sc. in aeronautics from the Royal School of Technology in Stockholm, Sweden.
- Andy Raskin Andy Raskin is a senior editor for Business 2.0. He was previously a senior writer for the magazine, covering consumer goods and products, as well as entrepreneurship and unusual business ideas. Raskin has written for various publications, including Wired and Fast Company. He has also been a columnist for Inc. and a commentator for National Public Radio's "All Things Considered." Before becoming a journalist, Raskin was co-founder and former CEO of Qbiquity, a marketing software company that was sold in 2002 to Collabrys. He also worked as a management consultant specializing in the retail industry for CSC Index and Japan's Netyear Group.
- Bruno Giussani Bruno Giussani, is a journalist and writer in Switzerland. He is currently a Knight Fellow at Stanford University. Bruno is the author of several books and is a contributor to several international publications, including Time Europe, the Wall Street Journal Europe and, in Switzerland, the newsweekly L'Hebdo and the Sunday newspaper Il Caffé. He is a recognized specialist on the social impacts of technological innovation and on emerging socio-political trends, and a frequently-requested speaker. He lectures at the Graduate School of Business Administration (GSBA) in Zurich and at the Swiss Federal Institute of Technology (EPFL) in Lausanne. He is also Vice-Chairman of the Board of Tinext, a software company which he co-founded, and of Namics, a Swiss web consultancy. He has been both an observer and analyst (Internet Columnist for The New York Times; European Editor of the Industry Standard weekly magazine and founder of its European edition; editor, US correspondent and columnist for L'Hebdo and Bilan in Switzerland; contributor to several other newspapers, magazines and websites; Executive Producer of the Global Internet Summit; and a lecturer at several universities) and an insider (he has co-founded two software companies, Tinet and Tinext; was the Director of Internet strategy at the World Economic Forum; was the Director of Innovation of 3G Mobile, a Swiss wireless company). Bruno co-developed and launched in September 1995 Webdo, the first Swiss online news site, and for his articles on information technology he received the Swiss Media Award in 1995.
- Cathy O'Malley Cathy O'Malley is the Project Director for EurekAlert!, the online news service for science, medicine and technology run by AAAS, the science society. Based in Washington, DC, EurekAlert! operates as an editorially independent service within AAAS. O'Malley joined EurekAlert! in 2000 and manages its editorial, technical and business operations.

- Dan Forbush
- With 15 years of prior experience in academic public relations, Dan Forbush launched ProfNet ("Professors Network") in 1992 to provide journalists and authors convenient access to faculty experts. Acquired by PR Newswire in 1996, the Long Island-based ProfNet (www.profnet.com) today encompasses 4,000 organizations of all types and assists more than 200 reporters daily. In 2000, Forbush launched ProfNet in Europe and is currently developing the service in Africa and Latin America. A graduate of the University of New Hampshire, Forbush has held the top PR jobs at Syracuse University and the State University of New York at Stony Brook. In 1999, PR Week included Forbush on its list of the 100 most influential PR people of the 20th century.
- David Nordfors
- David Nordfors leads the Innovation Journalism Fellowship Program and is a visiting scholar at SCIL, the Stanford Center for Innovations in Learning. He is Special Advisor to the Director General and Program Leader at VINNOVA, the Swedish Agency for Innovation Systems, and Special Advisor for Europe, Middle East and Africa to the Executive Committee of The Competitiveness Institute. He was Science Editor of Datateknik, the largest Swedish magazine for IT professionals and founded "IT och Lärande" (IT & Learning), the largest Swedish newsletter for educators, which he headed as publisher and editor. He was Editor for the Internet Societal Task Force, affiliated with the Internet Society. He was the director of research funding of the Knowledge Foundation, KKstiftelsen, one of the largest Swedish research foundations, where he also designed programs for information dissemination and public understanding of science, as well as supported the Swedish federation for investigative journalism (Föreningen Grävande Journalister) development and spreading of internet supported journalistic research tools. He initiated and headed the first hearing about the Internet to be held by the Swedish Parliament. He has studied innovation systems in Sweden and Israel and headed a seminal project on technological incubators with support from the Swedish government, which was supported in several bills in the Swedish parliament. David Nordfors has a Ph.D. in molecular quantum physics from the Uppsala University, where he was recruited as a Ph.D. student by Prof. Kai Siegbahn (Nobel Prize in Physics 1982), and was after his thesis a researcher in theoretical chemistry at the University of Heidelberg. He has published scientific papers in physics, chemistry, and knowledge communication.
- Donald Kennedy
- Donald Kennedy is Editor-in-Chief for Science Magazine and Bing Professor of Environmental Science and Policy, Emeritus at Stanford University. He received AB and Ph.D. degrees in biology from Harvard and has served on the faculty of Stanford University from 1960 to the present. He served as Chair of the Department of Biology from 1964-1972, and as Director of the Program in Human Biology from 1973-1977. He was Commissioner of the US Food and Drug Administration from 1977-79 and President of Stanford University from 1980 to 1992. His present research program, conducted through the Center for Environmental Science and Policy at the Stanford Institute for International Studies, entails policy on such trans-boundary environmental problems as: major land-use changes; economically-driven alterations in agricultural practice; global climate change; and the development of regulatory policies. Prof. Kennedy is a member of the National Academy of Sciences, the American Academy of Arts and Sciences, and the American Philosophical Society. He served on the National Commission for Public Service and the Carnegie Commission on Science, Technology and Government, and as a founding Director of the Health Effects Institute. He currently serves as a Director of the Carnegie Endowment for International Peace, and as Co-Chair of the National Academies' Project on Science, Technology and Law.

- Frances Mann-Craik Frances Mann-Craik is a contributing writer for Amsterdam-based, pan-European Tornado-Insider Magazine and formerly Tornado's Silicon Valley Bureau Chief and SVP of Marketing. Frances joined Tornado-Insider in 1998 and launched the company across Europe while also writing a monthly business column on "Lesson's Learned in the Silicon Valley." In October 1999, while still working at Tornado, Frances joined its sister company GorillaPark as founding CMO and later SVP of International Marketing. At GorillaPark she worked with 16 European startups helping them build their initial go-to-market strategies. Frances is currently CEO of Mann-Craik & Assoc. a high tech management and marketing consultancy and co-founder of Blue Sky International, a wireless technology firm focused on Central Europe. Growing up in Silicon Valley, one block from Dave & Bill's (HP) garage in Palo Alto, Frances started her career at Hewlett-Packard. She has since worked in executive positions at high-tech firms including: HP, Sierra On-line, Convergent Technologies, Unisys and Oracle. Frances is a graduate of Menlo College School of Business Administration, where she is currently a member of the Board of Trustees, a frequent lecturer and has served as a teaching fellow. She is also on the Board of Directors of the Silicon Valley Wireless Communications Alliance.
- Jan Sandred Jan Sandred is an Innovation Journalism Fellow, hosted by San Francisco Chronicle. Jan Sandred is Editor at Biotech Sweden, Swedens largest magazine for the biotech industry. From 1984 to 1999 he was Senior Editor at Datateknik, the major Swedish IT-magazine for professionals. He was also the founder, and between 1993 and 1997 Editor-In-Chief, of Cad Guiden, the largest Swedish magazine on computer aided design, and 1995 to 1998 Editor-in-Chief at Nya Data Marketing, the major Swedish magazine for the IT retail industry. He has done reference documentation for World Wide Web Consortium. Jan Sandred has written several books on IT, the latest being "Managing Open Source Projects" published at John Wiley & Sons, Inc, also published in Japanese at Ohmsha, Ltd. Jan Sandred has a B.Sc. in Chemistry and a M.Sc. in Mathematics and IT from the University of Uppsala. He also is educated in journalism at the Poppius School of Journalism in Stockholm. Between 1994 and 1999 he was member of the Board of Directors, E+T Förlag AB. He is a frequent speaker and chair at seminars and conferences and has appeared as a guest commentator on Swedish TV2 news program Rapport, and News TV4.
- Johan Hjelm Senior Specialist, Ericsson Research. Member of Innovation Journalism Program Committee. Fmr Editor-in-Chief and Founder of Nätvärlden. A former Swedish army captain, Johan Hjelm made a career as a journalist, editing the Swedish networking magazine Nätvärlden before he became one of the first webmasters in Sweden, and then created some of the first mobile Internet services in the world. He has been managing a research project in Japan, and has written more than 10 books, the latest of which is "Position Dependent Services for the Wireless Web". He has chaired the CC/PP working group in the W3C, and is now active on behalf of Ericsson, his employer, in the Open Mobile Alliance.
- Johan Jörgensen Johan Jörgensen is an Innovation Journalism Fellow, Hosted by Business 2.0, and is technology editor with Sweden's leading weekly business magazine Affärsvärlden (Business world). He has been covering tech and the Internet from the business perspective since the early nineties. He has also been involved in several Internet related companies; as a consultant, entrepreneur and board member. He is a former editor-in-chief of the magazines Corporate Computing, Finanstidningen Data & Telekom and Interaktiv Tid. He lives in Stockholm with his wife and two small kids, and when he doesn't air his views on the latest developments, or changes diapers, he loves eating, drinking and reading.

- John Nash Since 1998 John Nash has been director of the evaluation for the Stanford Learning Lab and, in turn, to its successor lab, the Stanford Center for Innovations in Learning (SCIL). Nash is also the director of evaluation for the Wallenberg Global Learning Network (WGLN).
- Jonas Förare Science Editor, Royal Swedish Academy of Science.
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- Magnus Höij Magnus Höij is an Innovation Journalism Fellow, hosted by Fast Company, and is Feature Editor at Computer Sweden, Sweden's leading IT news paper. He is responsible for all features, which includes both technical issues and strategic aspects of the business impact from information technology. Magnus Höij has been covering IT and the Swedish IT industry for eight years. He is also author of several books on IT, including the first book in Swedish on marketing on the internet. He is 38 years old, married with three children and lives in Stockholm, Sweden.
- Marcus Lillkvist Marcus Lillkvist, 28, is an Innovation Journalism Fellow, hosted by The Wall Street Journal. He is a journalist working for Västerbottens-Kuriren, the largest daily newspaper in northern Sweden. He holds a Master's Degree in Science Journalism from Umeå University and covers healthcare and the higher education in northern Sweden, but also works regularly for the Science Department at Dagens Nyheter, Sweden's largest morning paper. For his coverage of two biotech companies, Icelandic DeCode Genetics and Swedish UmanGenomics, Lillkvist received the Scientific Media Award in May 2003. The Award, distributed annually by the Royal Swedish Academy of Engineering Sciences, is the most prestigious prize for Swedish Science Journalists.

- Mats Svegfors** Mats Svegfors is Governor of The County Administrative Board of Västmanland, Sweden. He is Chairman of the Innovation Journalism Programme Committee. Mats Svegfors is the former Editor-in-Chief of Svenska Dagbladet, a major Swedish daily newspaper, between 1991-2000 and before that Editorial Page Editor and Political Editor-in-Chief. Between 1981-1983 he was the Managing Director of the publishing house Timbro. Mats Svegfors has been Assisting Secretary at the Ministry of Finance and Under Secretary of State in the Ministry of Housing and Physical Planning. Since 2003 he is appointed by the Government as Special Commissioner of the "Committee on the structure of public administration". Mats Svegfors has been the Deputy President and President of the Swedish Association of Newspaper Publishers. He has written several books. He is a frequent speaker and chair at seminars and conferences within industry as well as the public sector.
- Mika Mäkeläinen** Mika Mäkeläinen is a foreign reporter for YLE Finnish Broadcasting, Helsinki, Finland, specialized in international politics, international conflict management, security policy and U.S. foreign policy (Koura Foundation Fellow). He is presently a Knight Fellow at Stanford University. He was born in Helsinki, Finland and was educated at the University of Helsinki and the University of Art and Design in Helsinki. He began working as a journalist in 1991 as a foreign news reporter at Iltalehti newspaper, and joined YLE (Finnish Broadcasting Company) in 1994. Except for a stint helping the company develop an online news component during the high tech boom, most of his time with YLE has been as a foreign news reporter. He has been stationed in Finland, but covered crises and political news in the Balkans, the Middle East, South Asia and South America. He also has been a contributing reporter for the Cable News Network (CNN), work that has earned him CNN World Report's Best Feature in 2002, Best Fringe Report in 2001, Best Report on the Arts in 2000, and Best Environmental Report in 1997.
- Patric Hadenius** Patric Hadenius is an Innovation Journalism Fellow, hosted by Technology Review. He is a Senior Editor and Web Editor at Forskning & Framsteg, Sweden's most prestigious popular science magazine. In 1994 he founded Dagens Nyheter's weekly department for Technology and Science, and stayed as editor until 1995. He also started the first weekly column on computers in a Swedish daily newspaper in 1984. Patric Hadenius has written several books on IT, the latest on search and source checking on the Web. Patric Hadenius holds a B.A. in Swedish language and cognitive science from Stockholm University.
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Richard Zare Richard N. Zare is the Marguerite Blake Wilbur Professor in Natural Science at Stanford University. He is renowned for his research in the area of laser chemistry, resulting in a greater understanding of chemical reactions at the molecular level. His development of laser induced fluorescence as a method for studying reaction dynamics has been widely adopted. Professor Zare has received numerous scientific and educational honors and awards, including the National Medal of Science, and holds honorary degrees from a number of universities, among them Uppsala University in Sweden. Professor Zare served as the Chair of the President's National Medal of Science Selection Committee 1997-2000, chaired the National Research Council's Commission on Physical Sciences, Mathematics, and Applications, 1992-1995, and was Chair of the National Science Board the last two years of his 1992-1998 service. He currently acts as Chairman of the Board of Directors at Annual Reviews, Inc. Professor Zare has authored and co-authored over 650 publications and more than 50 patents, and he has published four books. He has wide experience of scientific publishing. He was the Editor of Chemical Physics Letters 1982-1985 and has been on the Board of Editors of many scientific publications and publishers, including Science and Cambridge University Press. He is often consulted by industry and has served in the scientific advisory boards of a number of technological companies, among them IBM.

Robert Buderer As Editor in Chief of Technology Review, Robert Buderer is responsible for the overall editorial direction. Since assuming this role, Buderer has led Technology Review's expansion into multiple foreign editions and electronic newsletters. His team of accomplished editors and writers has been a National Magazine Award finalist in three of the past five years. Buderer is a former Business Week technology editor and Vannevar Bush Fellow at MIT, and an acclaimed author of two books. The first, *The Invention That Changed the World* (Simon & Schuster 1996), examines radar's impact on World War II and post-war technology and was part of the Alfred P. Sloan Foundation's Technology Series. The second, *Engines of Tomorrow* (Simon and Schuster 2000), is considered by many to be the best book on how high-tech corporations manage the research process. Buderer's work on technology and innovation has also appeared in *Newsweek*, *Time*, *The Economist*, *Science*, *Nature* and *The Atlantic Monthly*. In addition, he served as an advisor to the British Broadcasting Corporation's award-winning *Science at War* documentary series.

- Scott McGrew Scott McGrew has spent the last five years in the Bay Area as a business/technology reporter for San Francisco's NBC11. He is also the creator and producer of TechNow, a weekly half hour internationally syndicated television program seen from Hong Kong to Tel Aviv to remote areas of Ghana.
- Scott Thurm Scott Thurm is deputy chief of the San Francisco bureau of the Wall Street Journal, where he writes and edits stories about technology and economics in Silicon Valley. Prior to joining the Journal in 1998, Thurm spent 8 years at the San Jose Mercury News, writing about economics, politics and the environment. Thurm previously worked at The Courier-Journal in Louisville, Ky., and The Globe-Times in Bethlehem, Pa. A graduate of Tufts University, Thurm won the 1997 Gerald Loeb Award for his coverage of the Silicon Valley economy. Thurm won the 1993 Livingston Award for Young Journalists for a series he co-authored on the endangered-species act. He was one of a team of reporters to win the 1989 Pulitzer Prize for spot reporting for the Courier-Journal's coverage of a fatal bus accident and its aftermath.
- Seppo Sisättö Docent, Dept. of Communications, Helsinki University, Fmr President/Owner Skycom Ltd (TV-Tampere) and Radio Three Ltd., Fmr Director of Administration and Director of Communications MTV Oy and Aamulehti Group Ltd (today Alma Media Ltd).
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- Stuart Gannes Stuart Gannes is the Director of the Reuters Foundation Digital Vision Program at Stanford University. Gannes has a long history in Silicon Valley, where he has worked as a journalist, entrepreneur and technology director. After five years as Fortune Magazine's science and technology writer Gannes joined Mips Computers, a pioneer microprocessor design firm. In 1992 he was the co-founder and CEO of Books That Work, an innovative consumer software developer. Books That Work was sold to Sierra On-Line in 1997. From 1998-2002 Gannes worked for AT&T Laboratories, where he served as director of advanced development. At Stanford he directs the Digital Vision Fellowship, sponsored by the Reuters Foundation, which provides support to social entrepreneurs exploring the application of technology to humanitarian goals in the developing world. Gannes also serves as a director of the Earthpledge Foundation and the Food Alliance, whose 'sustainability' initiatives highlight the connections between everyday choices, personal well-being and a healthy world.

- Sue Kwon covers business news for CBS 5 Eyewitness News Early Edition. Prior to coming to CBS 5, Sue served as the high-tech reporter for KRON (NBC) where her coverage included the Microsoft Antitrust Trial, the Y2K Rollover, The Rise of the NASDAQ and the Fall of the Dotcoms. Sue is a Bay Area native and an active member of the Asian American Journalist Association. She won The 2002 National Communicator Award of Excellence as well as two First Place Awards in the National Federation of Press Women News Contest for her coverage of technology in Silicon Valley. She has also received first and second place awards in the AAJA National Awards competition for Best TV News Stories. Sue was a Finalist in the Association of Women Journalists 2003 Vivian Castelberry Competition. Sue started her journalism career in the White House Press Office, gathering news summaries for former President Bush and his staff. She worked as a production assistant at KGO (ABC) in San Francisco before moving to KRON (NBC) to be the 1992 Newsroom Trainee. In 1993, Sue became a newscast producer at KVUE (ABC) in Austin where she field-produced coverage for the Waco Cult Standoff. In 1994 she moved West to be a radio and television reporter at KRNV (NBC) in Reno. Sue returned to KRON in 1996 to anchor local cable news updates and report. In 2000, Sue spent a month in Australia bringing the Bay Area live-coverage from the Sydney 2000 Olympics. Sue studied British Mass Media at Oxford University in Oxford, England. She graduated from Stanford University in 1990 with a Bachelor's degree in political science and communication. At Stanford, she taught public speaking and wrote for the Stanford Daily. Sue grew up Clayton and now lives in San Francisco.
- Wade Roush is a senior editor and West Coast bureau chief for Technology Review. He joined the staff of the magazine in the fall of 2001 after holding writing and editing positions at Science Magazine, NASA, and NuvoMedia, a Silicon Valley electronic publishing startup. Wade helps to coordinate Technology Review's information technology coverage and is especially interested in social and pervasive computing, software engineering practices, the evolution of the Internet and the Web, and technological disasters. He has a B.A. in the history of science from Harvard College (1989) and a PhD in the history and social study of science and technology from MIT (1994).
- William F. Miller is the Herbert Hoover Professor of Public and Private Management Emeritus and Professor of Computer Science Emeritus at Stanford University. He is also the President & CEO Emeritus of SRI International and Chairman of the Board Borland Software Corporation. Dr. William F. Miller has spent about half of his professional life in business and about half in academia. This combination has permitted him to play a unique role in the development of Silicon Valley. As Vice President for Research and later as Vice President and Provost, Miller championed the establishment of the Office of Technology Licensing which became the model for such activities at other universities. He actively facilitated the establishment of a number of interdisciplinary programs. As President and CEO of SRI International (1979-1990), Miller opened SRI to the Pacific Region; he established the spin-out and commercialization program at SRI and established the David Sarnoff Research Center (now the Sarnoff Corporation) as a for-profit subsidiary of SRI. He became the Chairman and CEO. In 1982 Miller was appointed to the National Science Board; additionally he served on the Computer Science and Telecommunications Board of the National Research Council. He has served on the board of directors of several major companies such as Signetics, Firemans Fund Insurance, First Interstate Bank (and later) Wells Fargo Bank, Women.com Networks, and Varian Associates. He currently serves as Chairman of the Boards of Sentius Corporation and of Borland Software Corporation as well as a board member of HandySoft USA.