

INNOVATION  JOURNALISM

VOL.2 NO.3 * APR 20 2005 * ISSN 1549-9049

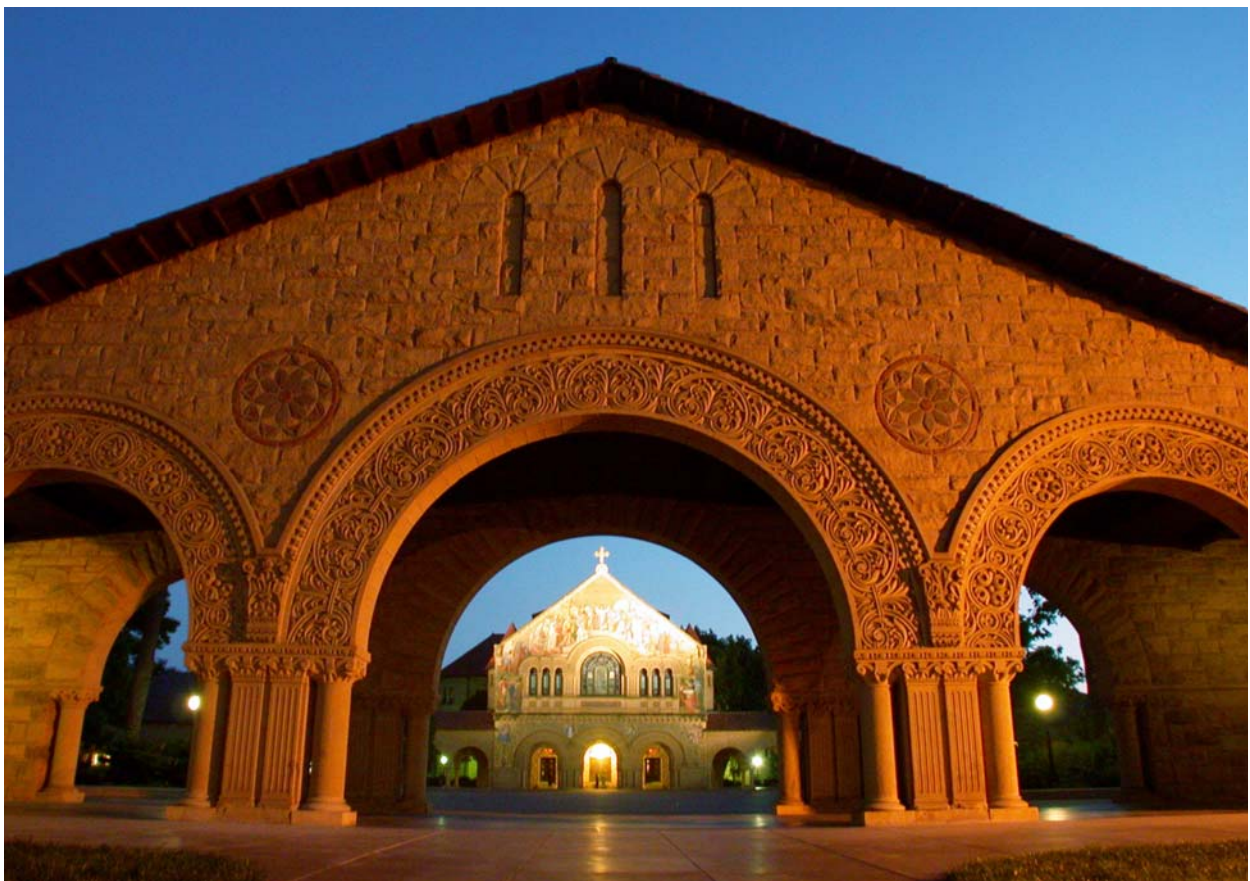
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THE SECOND CONFERENCE ON INNOVATION JOURNALISM

STANFORD UNIVERSITY

WALLENBERG HALL

TRESSIDER UNION



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APRIL 4-6 2005

THE SECOND CONFERENCE ON INNOVATION JOURNALISM

STANFORD UNIVERSITY
APR 4-6 2005

ARRANGED BY

SCIL - STANFORD CENTER FOR INNOVATIONS IN LEARNING

THE SWEDISH INNOVATION JOURNALISM FELLOWSHIP PROGRAM
ORGANIZED BY VINNOVA – THE SWEDISH AGENCY FOR INNOVATION SYSTEMS

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THE STANFORD GRADUATE PROGRAM IN JOURNALISM

THE FINNISH INNOVATION JOURNALISM INITIATIVE

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Welcome to the Second Conference on Innovation Journalism

A year ago, the First Conference on Innovation Journalism convened at Stanford. We asked whether innovation journalism might be valid as a concept and a community. We believed it was. This belief is confirmed today at the opening of The Second Conference on Innovation Journalism. More than twice as many participants and speakers have gathered to discuss more than double the number of presentations. This development is positive and exciting.

Why is innovation journalism important? Innovation is the leading driver of economic growth and societal change. It may be rash to say so, but does not the leading driver of economic growth deserve its own news beat as much as, for example, wine or sports?

We need not look far back to realize society's accelerating pace of change. Twenty years ago the first Internet email arrived in my home country, Sweden. Only ten years ago the Internet was still exotic—97% of the population had no access. Today it is at the core of society.

Ten years ago the Internet was considered mere technology, barely discussed in the daily news. Today it is acknowledged as changing the basic cultural patterns of society, a constant in the daily news. Tech news used to be about gadgets for geeks; today tech publications cover politics and business, too, their readerships not considered geeks. This is how technology has integrated into society.

But it is tricky to sort innovation under one beat, like tech. Though technology is often an essential part of innovation, the core of innovation is a vision of change, not of technology as such. So innovation does not sort under business, technology or politics. It spans them all.

It may fall between chairs. Take a favourite example: the iPod. Where is the great innovation? The technology? Part of it. But technology was not the big thing. The innovation? Implementing a new vision of recorded music and introducing the iTunes Music Store, a new way to support the trade and ultimately the production of music. So to which beat should the original iPod story have belonged? Technology? Business? Culture? Probably all three, but each only covers part of the innovation. It was a good innovation journalism story, with tech, business and culture as components. Now consider the Grokster case before the Supreme Court: free music and video download enabled by the Internet. The decision will shake all our worlds. Technological innovation is at its heart.

What innovation can do for journalism is a main issue at this conference. Equally important: what journalism can do for innovation? Here is a parallel with politics. In democracies ideas compete for implementation into society. Alliances are created, compromises made and battles fought between vested interests. Ultimate decision power lies with the people and how they vote. We recognize the importance of independent journalism here and much research has been done on it. In innovation systems, ideas compete for market acceptance. Alliances are created, compromises made and battles fought between vested interests. Ultimate decision power lies with people and how they spend their money. As in politics, we should realize the importance of independent journalism in this situation. It remains to be examined, but similarities to political journalism are expected.

In fact, political and innovation journalism overlap. Many good examples exist: one is from my home country, where in the mid-'90s politicians believed that the democratic system should determine the technology and content selection for digital TV. As it turned out, the political system did not manage to control the innovation system—neither in technology nor in content. Politics became subordinate to the innovation system, not its ruler, a miscalculation that produced loss of public resources and voter confidence. This could have been foreseen but no journalist covered the issue before the failure became obvious. Today discussions on stem-cell research offers another interesting contest between interests backed by votes and interests backed by money. Let us hope that good journalism will push society in the best direction, with respect to voter confidence as well as consumer satisfaction.

At this, The Second Conference on Innovation Journalism, we will consider many different things. We will propose best practice in innovation journalism, such as how to do environmental innovation journalism, how to handle weak signals. We will discuss the interaction between innovation journalists and commercial analysts. We will worry about the ethical dilemmas—just as challenging as for financial and

political reporters. We will speculate on how to cover globalization of innovation for regionally confined readerships. We will explore the business of publishing innovation journalism, for example considering the old Red Herring and what happened to it. We will ask how to benchmark innovation journalism, how to use it as a keyword for news, how to handle interaction between traditional publications and the new generation such as blogs. We will concern ourselves with how innovation journalism may share in the evolution of science news. We will review the role of journalism in regional innovation systems and innovation communications—the corporate- communications counterpart of innovation journalism—and how their interaction supports the emergence of an innovation readiness, how innovation journalism can challenge traditional thinking, how it interacts with public policy.

We will also compare ongoing initiatives worldwide, at Stanford, in Sweden, in Finland and in Germany. Delegations are here from these countries. We hope that together we will continue to develop an international innovation journalism community.

The conference organizers—SCIL, the Stanford Center for Innovations in Learning and the Swedish Innovation Journalism Initiative run by VINNOVA—the Swedish Agency for Innovation Systems, thank the co-sponsors: the Finnish innovation journalism initiative and the Stanford Graduate Program in Journalism, for helping make this conference happen.

We thank the speakers who have prepared papers on short deadlines, the panellists who will expand the thoughts around the themes presented by the papers and everybody who has come here today, especially those who have made the effort to travel far in order to participate.

We end this welcome by recapitulating an old saying: “If not us, who? If not here, where? If not now, when?” Let us go forward and share a wonderful Conference. Thank you.

David Nordfors, Conference Co-Chair

Stig Hagström, Conference Co-Chair

Mission

Innovation journalism is journalism dedicated to the coverage of innovation. Innovation is the leading driver of economic growth and the core activity of many leading industries.

Innovation Journalism can be considered an aggregation of business, technology, science and political journalism and covers technical, business, legal and political aspects of innovations and innovation systems. The practice of Innovation Journalism involves identifying the key issues in the innovation systems and reporting on them, as well as on the main actors and their agendas and interactions with each other. The reporting combines issues such as science and technology trends, science and R&D policies, intellectual property, investments, standardization, industrial production processes, marketing of new technologies, business models, politics, and more.

Journalism dedicated to covering innovation is crucial to modern industrial economies, where innovation is key. Although journalism about innovation has existed for a long time, it had neither a name nor a professional community until 2003, when the first Innovation Journalism initiative was started in Sweden through VINNOVA.

Since January 2005, Innovation Journalism has been a key program of the Stanford Center for Innovations in Learning (SCIL) at Stanford University. During the last year an innovation journalism program has been established in Finland, and a research program on innovation communication has been initiated in Germany.

The Conference on Innovation Journalism

Following the success of The First Conference on Innovation Journalism, held at Stanford in April 2004, the Stanford Center for Innovations in Learning (SCIL) and The Swedish Innovation Journalism Fellowship Program are pleased to host The Second Conference on Innovation Journalism.

The First Conference looked at the feasibility of Innovation Journalism as a concept and community. The Second Conference brings together the emerging international Innovation Journalism community and compares the experiences from the ongoing Innovation Journalism initiatives. The conference looks deeper into the core issues of Innovation Journalism, including aims, methods, ethics and best practices.

The conference also brings up important issues relating to the role of Innovation Journalism in society, such as its interaction with innovation systems.

Conference Documentation

The complete conference documentation is available through the online journal "Innovation Journalism", <http://www.innovationjournalism.org/>.

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The Second Conference on Innovation Journalism

Conference Program

Sessions Chair: David Nordfors

Sun Apr 3: Reception for Speakers

6.00 – 8.00 p.m. Reception for conference speakers at the residence of the Swedish Consul General, Barbro Osher.

Mon Apr 4: Practicing Innovation Journalism

Venue: Tressider Memorial Union, 459 Lagunita Drive, Stanford University

8.30 – 9.00 a.m. Registration and Coffee

9.00 – 9.30 a.m. Opening

Conference Co-Chairs:

David Nordfors, Senior Research Fellow Innovation Journalism, SCIL, Stanford, U.S.;

Program Leader, Innovation Journalism, VINNOVA, Sweden

Stig Hagström, Co-Director, SCIL, Stanford, U.S.

9.30 – 9.50 a.m. Introduction

Weje Sanden, Editor-in-Chief, Veckans Affärer, Sweden

9.50 – 10.10 a.m. Keynote

Patrick Kenealy, CEO, International Data Group (IDG), the world's leading technology media company

10.10 – 10.30 a.m. How to do Environmental Innovation Journalism

Birgitta Forsberg, Reporter Veckans Affärer (Sweden), Innovation Journalism Fellow with San Francisco Chronicle

10.30 – 10.50 a.m. Discussion Panel

Ken Howe, Business Editor, San Francisco Chronicle, U.S.

John Joss, Independent Writer & Journalist – EcoWorld, BBC, CBS etc., U.S.

Jon Guice, Director GreenMountain Engineering, founder of the clean energy startup PointPower Systems

10.50 – 11.10 a.m. Break

11.10 – 11.30 a.m. Paying Attention to Weak Signals – The Key Concept for Innovation Journalism?

Turo Uskali, Researcher Journalism, Dept Communication, University of Jyväskylä, Finland

11.30 – 11.50 a.m. Discussion Panel

Eric Auchard, Chief Technology Correspondent, Reuters.

Helena Jonsson Franchi, Consul, Swedish Office of Science and Technology, Los Angeles.

- 11.50 – 1.20 p.m. Lunch
- 1.20 – 1.40 p.m. **Swedish biotech IPO's in 2000 and 2001 – Scrutinizing the role played by innovation journalists in a booming market**
Niklas Johansson, Reporter Veckans Affärer (Sweden), Innovation Journalism Fellow with Fast Company, Sweden
- 1.40 – 2.00 p.m. Discussion Panel
Marcus Lillkvist, Business Journalist, Västerbottens-Kuriren, Innovation Journalism Fellow 2004, Sweden
Anna Ljungdahl, SEB Ventures, Sweden, and Vision Capital, U.S.
- 2.00 – 2.20 p.m. **The Rise of Analysts in Innovation Journalism**
Niclas Lilja, Visiting Scholar, SCIL/Stanford, former Director Communications, 3 Scandinavia, Sweden
- 2.20 – 2.40 p.m. Discussion Panel
Mark Bunger, Forrester, U.S.
Jyrki Alkio, Helsingin Sanomat, Finland
Antti Autio, STT, Finland
- 2.40 – 3.00 p.m. Break
- 3.00 – 3.20 p.m. **A Comparison: Ethical Dilemmas in Covering Innovation and Covering Crime**
Anders Lotsson, Reporter Computer Sweden (IDG Sweden), Sweden. Innovation Journalism Fellow to be hosted in the US by Business 2.0
- 3.20 – 4.00 p.m. **Panel: Innovation Journalism Ethics**
Richard Horning, Partner, Tomlinson Zisko LLP, former legal counsel to Rolling Stone Magazine, The New York Times, and Time / Life, U.S.
Marc Ferranti, Executive News Editor, IDG News Service, U.S.
Michel Bajuk, CEO Ping Pong AB, Member of the Swedish Innovation Journalism Fellowship Program Committee, Sweden
Theodore L. Glasser, Director, Graduate Program in Journalism, Stanford, U.S.
Kaarle Nordenstreng, Professor of Journalism and Mass Communication University of Tampere, Finland
- 4.00 – 4.10 p.m. **International Innovation Journalism. Case: Bangalore**
Michael Zielenziger, Visiting Scholar, Institute of East Asian Studies, UC Berkeley, former Tokyo bureau chief, Knight Ridder Newspapers. U.S
- 4.10 – 4.20 p.m. Discussion
Jean-Baptiste Su, west coast correspondent for La Tribune, France.
- 4.20 – 4.30 p.m. Summary and Final Remarks
David Nordfors, Sessions Chair
- 5.45 – 7.00 p.m. **Reception at the Wallenberg Hall**
Venue: Peter Wallenberg Learning Theatre. Building 160, 450 Serra Mall, Stanford University

Tue Apr 5: Publishing Innovation Journalism
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Venue: Tressider Memorial Union, 459 Lagunita Drive, Stanford University
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- 8.30 – 9.10 a.m. **Publishing Innovation Journalism: Lessons from the Red Herring and AlwaysOn**
 Tony Perkins, Founder & Editor, AlwaysOn Network, Founder, the original Red Herring, U.S.
- 9.10 – 9.30 a.m. Discussion
- 9.30 – 9.50 a.m. **Introducing An Innovation Journalism Index - Benchmarking the Swedish Market**
 David Nordfors, Senior Research Scholar Innovation Journalism, SCIL, Program Leader Innovation Journalism, VINNOVA, U.S./Sweden
 Dan Kreiss, Researcher, Innovation Journalism, U.S.
 Jan Sandred, Senior Consultant, GCI Group Sweden, Innovation Journalism Fellow 2004, Sweden
- 9.50 – 10.10 a.m. Discussion Panel
 Moderator: Niclas Lilja, Senior Research Scholar, SCIL, U.S./Sweden
 Anders Pers, Partner and Director Sierra Broadcasting, US and fmr publisher, VLT Sweden.
 Francis Pisani, Technology Columnist, El País in Spain, Le Monde in France and Reforma in México
 John Markoff, Senior Writer, The New York Times, U.S.
- 10.10 – 10.30 a.m. Break
- 10.30 – 10.50 a.m. **Innovation as a Keyword for News**
 Johan Boström, Reporter and Editor, Göteborgsposten (Sweden), Innovation Journalism Fellow with IDG News Service, Sweden
- 10.50 – 11.10 a.m. Discussion Panel
 Marc Ferranti, Executive News Editor, IDG News Service, U.S.
 Mans Olof-Ors, Reuters, UK; Fellow, Reuters Digital Vision Program, Stanford
- 11.10 – 11.30 a.m. **Roles of Traditional Publications and New Media in Innovation Journalism**
 Andreas Cervenka, Affärsvärlden (Sweden), Innovation Journalism Fellow with Fortune, Co-Founder Ekonomi24.se, Sweden
- 11.30 a.m. – Noon Discussion Panel
 Dan Kreiss, Researcher Innovation Journalism, U.S.
 Ross Mayfield, Chief Executive Officer, Founder, Socialtext Inc, U.S.
 David Pescovitz, co-editor of the blog BoingBoing.net, U.S.
- Noon – 1.30 p.m. Lunch
- 1.30 – 1.50 p.m. **The Role of Innovation Journalism in Science News**
 Marie Granmar, Editor, Process Nordic, Innovation Journalism Fellow with Science, Sweden

- 1.50 – 2.20 p.m. Discussion Panel
Richard Zare, Prof. in Chemistry, Stanford. Chairman of Annual Reviews, Inc, U.S.
Dan Maydan, President Emeritus, Applied Materials, U.S.
Jeffrey Mervis, Deputy News Editor of Science Magazine, U.S.
- 2.20 – 2.40 p.m. **The New Red Herring**
Lee Bruno, Senior Editor, Red Herring, U.S.
- 2.40 – 3.00 p.m. Discussion Panel
Adam Edström, Editor-in-Chief, Elektroniktidningen, Innovation Journalism Fellow
2004, Sweden
- 3.00 – 3.20 p.m. Break
- 3.20 – 3.40 p.m. **The New Technology Review**
Wade Roush, Senior Editor, Technology Review, U.S.
- 3.40 – 4.00 p.m. Discussion Panel
Michel Bajuk, CEO Ping Pong AB, Member of the Swedish Innovation Journalism
Fellowship Program Committee, Sweden
- 4.00 – 4.10 p.m. Summary and Final Remarks
David Nordfors, Sessions Chair
- 6.00 – 8.30 p.m. **Dinner Reception**

Wed Apr 6: Closed Seminar: Swedish Innovation Journalism Fellowship

Venue: Tressider Memorial Union, 459 Lagunita Drive, Stanford University

Chairs: Per Eriksson, Director General VINNOVA. David Nordfors, Program Leader Swedish Innovation Journalism Fellowships, Sweden

8.00 – 8.45 a.m. **Assessment of Program Achievements and Recommendations for the Future**
Discussion with organisers, participants, and other people involved in the Swedish Innovation Journalism Program

Wed Apr 6: Innovation Journalism Initiatives Around the World

Venue: Tressider Memorial Union, 459 Lagunita Drive, Stanford University

- 9.00 – 9.20 a.m. **The Finnish Innovation Journalism Initiative**
Seppo Sisättö, Lecturer, Political Science, University of Helsinki, Director, Tampere e-global Conference, Finland
- 9.20 – 9.40 a.m. **The Finnish Innovation Journalism Research Program**
Erkki Kauhanen, Researcher and journalist, the Journalism Research and Development Centre, University of Tampere, Finland
- 9.40 – 10.00 a.m. Discussion
- 10.00 – 10.20 a.m. **The German Innovation Communication Program: Background and Findings**
Ansgar Zerfass, Prokurist MFG Medienentwicklung Baden-Württemberg, Germany
Simone Huck, Researcher, Communication Science and Journalism, Institute of Social Sciences, University of Hohenheim, Germany
- 10.20 – 10.40 a.m. Discussion
- 10.40 – 11.00 a.m. Break
- 11.00 – 11.20 a.m. **The Swedish Innovation Journalism Initiative and Fellowship Program**
David Nordfors, Program Leader, Innovation Journalism, VINNOVA, Sweden
- 11.20 – 11.40 a.m. **The Stanford Innovation Journalism Initiative**
David Nordfors, Senior Research Scholar, SCIL, Stanford, U.S.
Stig Hagström, Co-Director, SCIL, Stanford, U.S.
- 11.40 a.m – Noon **Comments on Innovation Journalism Initiatives**
Claes Thorson, Press Counsellor, Embassy of Sweden in Washington D.C., former Correspondent SVT, former Managing Director, TV4, Sweden
- Noon – 1.30 p.m. Lunch

Wed Apr 6: The Role of Journalism in Innovation Systems

- 1.30 – 1.50 p.m. **The Media Environment in a Regional Innovation System**
Jan Sandred, Senior Consultant, GCI Group, Innovation Journalism Fellow 2004, Sweden
- 1.50 – 2.10 p.m. Discussion Panel
Alec Hansen, President, Economic Competitiveness Group, U.S., President, TCI – The Competitiveness Institute, International Network/HQ Barcelona, Spain
- 2.10 – 2.30 p.m. **Innovation Readiness - How Communication May Foster Business and Society**
Ansgar Zerfass, Prokurist MFG Medienentwicklung Baden-Württemberg, Germany
- 2.30 – 2.50 p.m. Discussion Panel
Alec Hansen, President, Economic Competitiveness Group, U.S., President, TCI – The Competitiveness Institute, International Network/HQ Barcelona, Spain
Jan Sandred, Senior Consultant, GCI Group, Innovation Journalism Fellow 2004, Sweden
- 2.50 – 3.00 p.m. **How To Find the Next Big Thing**
Richard Zare, Prof. in Chemistry, Stanford. Chairman of Annual Reviews, Inc. U.S.
- 3.00 – 4.00 p.m. **Panel: The Role of Journalism in Innovation Systems. What Needs to be Done?**
Moderator: David Nordfors, Senior Research Scholar Innovation Journalism, Stanford, U.S., Special Advisor to the Director General, VINNOVA, Sweden
Charles Wessner, Program Director, Board on Science, Technology and Economic Policy, National Academies, U.S.
Patrick Windham, Lecturer in the Public Policy and Science, Technology, and Society Programs, Stanford School of Humanities, U.S.
Per Eriksson, Director General, VINNOVA – Swedish Government Agency for Innovation Systems
Kimmo Ahola, Head of San Jose Office, Tekes, Finland
Richard Zare, Prof. in Chemistry, Stanford. Chairman of Annual Reviews, Inc. U.S.
Alec Hansen, President, Economic Competitiveness Group, U.S., President, TCI – The Competitiveness Institute, International Network/HQ Barcelona, Spain

Fri Apr 8: Spring Mixer Event with the California Press Club
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- 6.00 p.m. Reception with the California Press Club at the Residence of Mårten Mickos, CEO of MySQL.

Abstracts

How to do Environmental Innovation Journalism

Birgitta Forsberg

At Thomson Multimedia, the mechanical development group had an idea: A new molding process for television cabinets that would not require paint. Normally, television cabinets are painted to produce a smooth finish on the set. The new equipment was expensive, but the previous systems for capturing air emissions, treatment of water and waste and the paint itself were even more expensive. The new process also used less plastic. In total, it gave the company less cost, less impact on water and air and less waste.

This story comes from Pamela Gordon's book *Lean and Green*, but within other companies, there are thousands of these kinds of innovations that virtually nobody writes about, even though they have an effect on companies' competitive edge.

Environmental innovation journalism can be divided into two areas. One field that has to do with the internal processes at a company and the other, more obvious, concerning new products being launched on the market.

Some industrial changes are also driven by environmental legislation. Many companies have staff that continuously follow the legislation process and try to be ahead, to come up with innovative processes, new materials, "greener" products – before the companies are slapped with regulations. These processes are also often poorly reported in the business press and in the general news media, even though they can be crucial for a company's future competitiveness.

If you don't take lead out of your products today, you could actually be put out of business tomorrow – or at least in a few years time when no one will support you with materials for a leaded process. All as an effect of the European Union's looming lead ban.

To do environmental innovation journalism you need to combine technical reporting, business reporting and environmental reporting by including the invention, the market (or the internal invention's competitive effect on the company) and the effects on the environment — all in one article.

Talk to companies, environmental groups, consultants and analysts. Go to conferences, bookmark interesting websites, cultivate your sources. Keep track of legislation like the Kyoto agreement and EU's regulations RoHS, REACH and WEEE (the recycling directive) and the coming directives on energy usage and, possibly, raw materials. Read trade magazines, they are often full of details that few people outside the industry have a clue about. Call the trade associations, almost all industries have them.

Paying Attention to Weak Signals – The Key Concept for Innovation Journalism?

Turo Uskali

The main questions of this paper are: What kinds of “weak signals” exist in journalism? And how are they relevant to innovation journalism? “Weak signals” are defined as the first written signs, or hints, of a coming change. The starting point of the study is the theory of weak signals by Igor Ansoff. The first empirical findings of weak signals in journalism are based on a small case study that focused on the business news from the leading Finnish business daily Kauppalehti. Weak signals were identified in almost every third (3,2) journalistic story, which was far more than expected. In conclusion, it is noted that the business journalism is indeed strongly future-oriented. Weak signals were divided into four categories: 1) feeling (or hunch) signals, 2) uncertain signals, 3) almost certain signals and 4) exact signals based on the quality and exactness of the arguments, the sources of the data and focus on the future. This paper argues that innovation journalism, focusing on innovation processes, needs to understand the key concept of “weak signals” better than journalism has understood them so far. Ultimately, innovation journalism must place greater emphasis on “weak signals” in news stories.

Swedish biotech IPO:s in 2000 and 2001 – Scrutinizing the role played by innovation journalists in a booming market.

Niklas Johansson

The aim of this paper is to find out what role innovation journalists played during the buildup of the biotech boom in the years 2000 and 2001 – or more specifically – how the three major business magazines/papers in Sweden (Dagens Industri, Veckans Affärer and Affuarsvärlden) covered the IPOs of Swedish biotech companies during this period. This paper also addresses what investment banks wrote about valuations and future prospects of the same companies, and compares it to the assessments of journalists. Did journalists serve as watchdogs – warning against excessive speculation and unrealistic expectations? Or did the opposite occur, and journalists fueled exaggerated expectations with their reporting? For journalists, as well as for the economy, much is at stake. If journalists cannot prove their ability to serve as watchdogs during a boom, what credibility can they hope for in the long run? Or if they have indeed been vigilant watchdogs, then surely that deserves to be highlighted as well.

The Rise of Analysts as Sources in Innovation Journalism

Niclas Lilja

Reporters increasingly use analysts as sources in Innovation Journalism. By using analysts, the reporters get access to knowledge, resources, insight and industry access. The reporters stay neutral on the surface of the article by quoting analysts instead of expressing personal beliefs. The potential confusion happens if readers and or journalists believe analysts to be neutral experts when they could be pursuing their own agenda.

A Comparison: Ethical Dilemmas in Covering Innovation and Covering Crime

Anders Lotsson

Innovation journalism should ideally cover all phases of innovation – the idea, the garage company, getting seed money, the Valley of Death, the pre-launch stage, the launch and the eventual success or failure of the new product on the market. Investigative innovation journalism is a necessary part of it. It would be desirable to see more innovation journalism covering the innovation process while it's underway, instead of in retrospect, which is the more common case. But covering the early phases of innovation is inherently difficult. The innovator has a perfectly legitimate need for secrecy. The innovator also has good reasons to worry that his intentions will be presented in a way that creates the wrong expectations.

Too often, innovation journalism is, in effect, invention journalism. The rhetoric of journalism favors positive reporting on inventions and new products, especially those of start-up companies. The garage company story is an archetype in modern storytelling, and nobody wants a garage company to fail.

Easy success is bland. Failure is only interesting if it's spectacular, but near-failure followed by success that beats the odds is what people want to read about and what journalists want to write about. Thus, story-telling archetypes are hard to avoid.

Covering innovations as a journalist is different from analysing it in an MBA thesis. Also, innovation journalism should not be seen, especially not by journalists, as part of a political campaign for promoting innovation, still less for promoting individual innovations or companies. This amounts to propaganda and marketing, not journalism. Innovation journalists are supposed to cover innovations in such a way that people want to read what they write.

To get to know anything at early stages, the journalist (barring methods that are bordering on industrial espionage) will need to build trust. The innovator will want to be convinced that the journalist has the competence to understand the innovation and to represent it correctly. As all journalists in this field know, journalists and innovators often have quite different views on how innovations should be presented.

Basically, the innovator wants to control the flow of information to the journalist and also from the journalist. The trick is to create an interest without giving away any secrets.

The dilemma for the journalist is that if she doesn't go along, she might be barred from getting any information at all. The field for investigative innovation journalism is a narrow stretch between industrial espionage and being made part of the marketing effort.

This is similar to the dilemma facing crime reporters. When a crime is being investigated, the main sources of information are the police and the prosecutor. Both of these sources have their own agenda. They want to appear successful and cover up any mistakes. They may want to make the main suspect look like the only suspect, and achieve this by feeding the reporter the information that supports the party line. A reporter that criticizes the police or questions the guilt of the main suspect might be shunned by official sources. Some reporters, of course, conduct what is in effect their own investigation of the crime. But the ethics of this is questionable. (In innovation journalism, the journalist will sometimes be tempted to suggest changes and improvements to a product, but the ethics of this is also questionable.)

Not until a crime reaches the court is it feasible to doublecheck the work of the police and the prosecutor.

For the innovation journalist, this corresponds to the product launch.

For the innovator, the launch is a very late stage in the innovation process. Few changes can be made to the product. A lukewarm reception might lead to a change in marketing focus, but today, such a change might be as costly as to redesign the product. Journalism at this stage is often more product-oriented than business-oriented. There is nothing wrong with this. The readers will be more interested in buying the product than in buying the business. Still, innovation is one part invention, one part business, and, as with product design, the fundamental decisions will have been made long before the innovation journalist is invited to have a look.

Introducing An Innovation Journalism Index - Benchmarking the Swedish Market

David Nordfors, Dan Kreiss, Jan Sandred

Although Innovation Journalism is not a common label of a beat or of a type of publication, it is possible to benchmark the media landscape, using an innovation journalism index based on the results from a simple questionnaire, which measures the integration of technology and business reporting.

The index does not measure quality or success, i.e. a publication with higher index does not need to be bigger or better than a publication with a lower index. The index is a measure of how much technology and business reporting are integrated, and how much the reporting is aimed at a mixture of technology and business people. These issues are a part of the essence of innovation journalism. Without integrating business and technology reporting, it is not possible to fully cover large parts of the innovation processes..

In the case of Sweden, the following conclusions can be made from the index: Tech publications are generally ahead of business publications and daily newspapers in covering innovation. Publications that often include business components in tech stories will often also include tech components in business stories, and they will more often cover how tech and business interact.

Many editors don't know what innovation is in the economic sense and think of it as a synonym for "invention". Of those who are familiar with technological innovation as an economic phenomenon, many don't know where to place it inside their publications due to the partitioning of business and technology issues in different sections. Of those who do know where to place it in their publications, many do not know how the stories relate to their readerships, or how their readerships are distributed between technology-oriented and market-oriented occupations, which could help them to select a relevant news angle.

But it is at the same time clear that there are movements toward innovation journalism in Sweden by a diverse collection of technology and business magazines. One-third of the publications studied through the Innovation Journalism survey have demonstrated high scores on the Innovation Journalism Index. While the other two-thirds of publications considered scored low on the Index, the efforts of newspapers like Svenska Dagbladet demonstrate at least some editors are beginning to explore news ways to cover innovation in Sweden.

The results of the study point to the fact that it might be easier for technology publications to further integrate business into their publications than for business news to write more about technology. But there remain many obstacles to successfully integrating business and technology coverage in Sweden, including editors' understanding of audience demographics and interest, reporter knowledge, and newsroom structures that reinforce a dated system of journalism organized by rigid beats. There is a market for Innovation Journalism, as publications like Biotech Sweden and Elektroniktidningen demonstrate. Following their lead might evidence more wide-spread industry changes.

Innovation as a Keyword for News

Johan Boström

The term innovation is used both as a buzzword on the covers of magazines at newsstands and sells as an ad word at Google. But is innovation accepted among the angle brackets in the databases as a key word? If not: will it find its way there?

This paper establishes that innovation journalism is spread out in many different news categories. To gather or survey innovation journalism today is a complicated task and one that takes a deeper understanding of the term than necessary to find innovation journalism useful, interesting and profitable.

One aim of the paper was to add the term innovation to the vocabulary of a wire based news service's taxonomy. It suggests that the term innovation should be added in advanced classification systems – a process initiated during the writing of this paper.

The paper discusses the term innovation both as a specific keyword and as a way of categorizing and coding news data in general.

This paper focuses on the classification of news content distributed in wire feeds to media companies and the further spread by its readers on the open Web.

Roles of Traditional Publications and New Media in Innovation Journalism

Andreas Cervenka

Since the breakthrough of the Internet in the early and mid 1990's the media landscape is transforming. The biggest change is arguably the diversification of the media market with consumers having many new media channels to choose from as sources of information and entertainment. The rapidly growing web logs, or blogs, are accelerating this process. Traditional media's century-long monopoly over the agenda is being challenged. This will also affect the area of innovation and innovation journalism. With innovation rapidly becoming a more and more important element in both business and journalism, will traditional publications be able to claim a position as the main, most trustworthy, cutting-edge and up-to-date source of innovation journalism or will this role be taken over by blogs and other alternative media sources? What can traditional publications do to prevent losing ground to new competitors?

The Role of Innovation Journalism in Science News

Marie Granmar

The research landscape is constantly changing. During the past decade an important worldwide trend has been that more research is conducted in private companies or research departments with high ambitions of spin-offs. One example is the search for future medications today mainly taking place in private biotech companies. And the development of future technologies that are using manipulation on a nano scale is also dominated by commercial actors. This of course changes the road map for science media covering these areas. It also changes the daily work of the science journalist. The old tradition to mainly give perspectives on recently published peer reviewed articles is not sufficient any more. By introducing more innovation journalism, the chances are higher that the key factors of the scientific development are actually analyzed. It is also a way of creating a better service for the reader who is usually a well educated individual working in the fields of science, medicine, technology or business related to these areas.

How this could be made is still being investigated by some science media, while others have already taken the step to fully use the ideas of innovation journalism. This report describes a few different science media and how they have chosen to approach the challenge of integrating innovation journalism. How can innovation journalism lead to a publishing success?

The report also gives an insight to the challenges that a modern science journalist will meet. There are new angles to stories and new subjects to take into consideration. Finally, the report gives some perspectives on the importance of the editorial organization and the work environment that may help or may hinder the innovation journalist in his or her work.

The Finnish Innovation Journalism Initiative

Seppo Sisättö

The Finnish Innovation Journalism Initiative is based on two different approaches:

- 1) courses for journalists working in the Finnish Media and
- 2) a two years long research programme.

The research programme is funded by the National Technology Agency of Finland. Media companies are covering the costs of Innovation Journalism courses. The first course started in mid November 2004 and it includes five different sections. This Second Conference on Innovation Journalism is one of those and the last section will be in the connection of Tampere eGlobal Conference in mid May 2005. The theme of the conference is 'eInnovations' (www.eglobalconf.net). The Journalism Research and Development Center in the University of Tampere is the organizer of the Finnish Innovation Journalism Initiative.

The Finnish Innovation Journalism Research Program

Erkki Kauhanen

The Finnish Innovation Journalism Research Program consists of three main parts:

- 1) media content analysis and theme interviews of
- 2) key personnel from media and
- 3) various organizations of the national innovation system.

Through media analysis a picture is created of the amount and types of innovation journalism content in Finnish media. I also try to identify and describe the story types used in communicating innovation journalistic content. These available journalistic models at the same time open and restrict the possibilities of innovation journalism. By identifying the story types used and making the journalistic community conscious of them, new avenues are opened for widening and developing this set of journalistic tools.

Theme interviews in media purport to identify the mechanisms through which the form and content of innovation journalism is determined. Interviews with entrepreneurs, administrative people and other members of the official innovation system purport to identify the systemic, attitude and other limitations and resources, which have to be taken into account in developing the the innovation journalistic content of the media.

It is claimed in the presentation that the rather narrow definition of innovation journalism employed so far, is oblivious to the social and cultural roots and consequences of innovation processes. Therefore a slightly broader concept of innovation journalism is proposed. Innovation journalism is seen not as a separate genre combining the approaches of business, technology and science journalism, but a certain type of approach that can be applied in any journalistic beat. Thus also social and cultural innovation and social consequences of new technologies are seen as worthy and necessary objects of innovation journalism.

The German Innovation Communication Program: Background and Findings

Claudia Mast, Ansgar Zerfass, Simone Huck

The sustainability and growth of post-industrial economies relies upon successfully creating and implementing innovations. However, for innovations to tap their full potential, it is crucial to communicate them efficiently to the relevant stakeholders and the society at large. But there is still work to do: innovations only play a very minor role in the press coverage about companies in Germany so far. The presentation outlines the concept of Innovation Communication and presents the results of the first nationwide trend survey on the state of Innovation Communication in Germany among journalists and corporate communication experts. We also present a number of strategies and guidelines that should be taken into account for professional Innovation Communication, such as using frames of reference, illustrating by means of examples, applications, stories, personalization, and visualization. Besides these questions, the German Innovation Communication Program in Stuttgart compiles case studies, offers lectures both for students and practitioners and develops new programs in the realms of research, education and cluster development.

The Swedish Innovation Journalism Initiative and Fellowship Program

David Nordfors

One and a half year ago VINNOVA published the program declaration introducing the concept of innovation journalism and outlining a strategy for developing it as a concept and community. This talk gives a recapitulation of the development so far, and discusses how to best support a continued development for the future.

The Swedish Innovation Journalism Initiative is in on its second year and is presently running the second round of fellowships. So far, the following fellows have become a part of the programme:

2004: Adam Edstrom, Editor-in-Chief, Elektroniktidningen, the largest Swedish electronics magazine. Hosted by Fortune Magazine; Jan Sandred, Founder & Editor, Biotech Sweden, the largest Swedish biotech magazine. Hosted by San Francisco Chronicle; Patric Hadenius, Editor, Forskning och Framsteg, a leading Swedish popular science magazine. Hosted by the Technological Review; Johan Jorgensen, Editor, Affarsvarlden, a leading Swedish business weekly. Hosted by Business 2.0; Magnus Hoij, Feature Editor, Computer Sweden, the largest Swedish computer magazine. Hosted by Fast Company; Marcus Lillkvist, Journalist, Vasterbottens-kuriren, a regional Swedish daily newspaper. Hosted by the Wall Street Journal.

2005: Johan Boström, Editor and Writer, Göteborgsposten, a major regional newspaper. Hosted by IDG News Service; Andreas Cervenka, News and Feature Editor, Affärsvärlden. Hosted by Fortune Magazine; Birgitta Forsberg, journalist, Veckans Affärer, the largest Swedish business weekly. Hosted by the San Francisco Chronicle; Marie Granmar, Editor, Process Nordic. Hosted by Science. Niklas Johansson, journalist, Veckans Affärer. Hosted by Fast Company. Anders Lotsson, journalist, Computer Sweden. Hosted by Business 2.0.

The First Conference on Innovation Journalism was arranged by the program one year ago at Stanford, and an the electronic publication "Innovation Journalism" (www.innovationjournalism.org) has been created.

For continued development it is recommended to broaden the activities. It is now important to establish co-operation with more countries besides the U.S., and to support the establishment of courses, where fellows can take on active roles in mentoring their peers in Sweden and in other countries in order to enable exponential growth of the community.

The Stanford Innovation Journalism Initiative

David Nordfors and Stig Hagström

Stanford has been hosting the management of the Swedish innovation journalism initiative since the beginning of 2004, and has recently employed a senior research scholar in innovation journalism. Stanford being at the heart of the Silicon Valley, has a high potential as a hub for Innovation Journalism activities.

The Media Environment in a Regional Innovation System

Jan Sandred

This objective of this study was to investigate the media environment in two similar regional innovation systems: Mälardalen in Sweden and San Francisco Bay Area in California, U.S. The study especially focuses on the similarities and differences between the newspapers San Francisco Chronicle and Dagens Nyheter. Both regions have the same geographical and infrastructural characteristics: They are knowledge regions and the preferred location for advanced service companies and high-tech industry. It is shown that the media markets in the Bay Area and Mälardalen have some important similarities. The majority of both U.S. and Swedish newspapers are local, with very few exceptions. The readers of both DN and SF Chronicle are sophisticated and well educated. The newspapers show differences in penetration, readership constitution, editorial content and relation to in-house produced material versus syndicated and wire material. The Swedish newspaper market is characterized by its local scope, very high penetration and level of readership, almost 100 percent subscription, and readership spanning all social groups. Sweden lies at the top in terms of newspaper penetration in Europe. On an average day 88 per cent of the adult population in Sweden read one or more daily newspapers. The distribution between male and female readers of Swedish newspapers is almost equal. In the U.S. mainly the white upper middle class reads newspapers, and males are slightly dominant. Dagens Nyheter has a higher penetration in the target region with 33 percent, compared to 23 percent for San Francisco Chronicle. Dagens Nyheter have half the editorial staff of San Francisco Chronicle, but contains roughly twice as much material in-house than San Francisco Chronicle. The amount of foreign news is much higher in Dagens Nyheter. San Francisco Chronicle focuses on technology, whereas Dagens Nyheter focuses on economy. San Francisco Chronicle has a separate section on technology with four reporters integrated with the business section. It is also worth noting that there is only one Swedish wire service: Tidningarnas Telegrambyrå, TT. In San Francisco only there are a dozen independent wire services. In Sweden some newspapers are subsidized, which is not the case in the U.S.

The author made the study working as a Business Reporter at the San Francisco Chronicle, January 10 to July 10, 2004

Innovation Readiness – A Framework for Enhancing Corporations and Regions by Innovation Communication

Ansgar Zerfass

Innovation is one of the key determinants of maintaining the success of both companies and business locations. However, a traditional understanding of innovation based on the assertiveness of creative scientists and entrepreneurs does not match with the industrial reality any longer. Nowadays, an integrative approach is necessary. The concept of “Innovation Readiness” takes into account the relevance of internal as well as external stakeholders within the innovation process (stakeholder orientation) and considers the relevance of regional and branch-specific innovation systems (cluster development). It also highlights the importance of communication for the implementation of new ideas, products, and services. Following this line of argumentation, this article explains the strategies and measures of Innovation Communication. Several case studies illustrate how communication may foster the ability to innovate and thus strengthen competitiveness in a fundamental way.

How To Find The Next Big Thing

Richard Zare

Science is mostly the predictable ordinary. Rarely, the unpredictable extraordinary happens. So trying to identify the next Big Thing by extrapolating present scientific activity into the future and guessing how society will use or abuse it is likely to fail miserably! Instead we need to re-examine hidden assumptions about the way our society operates. Innovation journalists are best qualified to do just that. We should identify areas where change would matter to society, and then ask whether imaginable science might cause this change. These are questions like: Are man and machine separate and distinct? Is Man the smartest creation? Do doctors know what is best for us? Will the food we eat come from nature? Do we need to sleep each day 6-8 hours? Will our thoughts remain private? Will Science open doors that should remain shut? Are humans a sustainable species?

Biographies

Kimmo Ahola

Mr. Kimmo Ahola heads National Technology Agency of Finland, Tekes, San Jose office. Tekes is the main public funding organisation for research and development in Finland investing annually 500 million USD. Mr. Ahola works as global innovation and information technology specialist with over 15 years of expertise of which over 6 years in the USA. His areas of responsibilities include electronics, telecommunications, space technology and international business. Before this assignment, he worked four years at Tekes' headquarters in Helsinki controlling investment portfolio in space related, electronics activities and was a member of the European Space Agency delegation of Industrial and Space Policies. Prior to joining Tekes, Mr. Ahola worked in the Finnish electronics industry, the Technical Research Centre of Finland (VTT) and the Southwest Research Institute in San Antonio, Texas. Kimmo Ahola holds a Master of Science degree in micro electronics from Tampere University of Technology.

Jyrki Alkio

Jyrki Alkio has worked for Helsingin Sanomat for 15 years now, last eight years in the department of business and economics. Helsingin Sanomat is the biggest daily newspaper in Finland with circulation almost 500 000. In the paper he has covered the telecom industry, companies like Nokia, Ericsson and Motorola for four years. He graduated from the University of Helsinki in 1990 where he studied political science and other social sciences. While working in Helsingin Sanomat he has participated in a training program for journalism of business and economics. At the age of 42 he is living in Helsinki with wife and three sons.

Eric Auchard

Eric Auchard is Reuters' chief technology correspondent, based in Silicon Valley. He began covering politics for Reuters in 1992, and switched to technology writing in 1993. Eric has covered the rise of the Internet and technology industries ranging from semiconductors to software to mobile communications. He currently covers several of the big computer systems companies for Reuters and frequently collaborates with international colleagues on cross-border stories. Eric also tracks a variety of new trends in Internet and mobile phone technology. In recent years, Eric built an internal, Web-based system that allows reporters to share information and communicate with one another efficiently and around the clock. He grew up in what we now call Silicon Valley but was once known as a tentacle of something called the military-industrial complex but is now considered a kind of Internet Garden of Eden for consumers. He attended the University of California, Berkeley and Birmingham University in England, where he studied history and journalism.

Antti Autio

Antti Autio has worked in the business and economics news department of STT (Finnish News Agency) since December 2000. STT is the largest news agency in Finland. It is owned by Finnish media companies. Before joining STT, Antti spent 11 years as foreign news editor in regional newspapers Savon Sanomat and Keski-Suomalainen. In 1980's he had his own enterprise in media and software business. He established the office of the news agency Inter Press Service in Helsinki and worked for Helsingin Sanomat, the largest daily in Finland. He studied communications, economics and social sciences at the University of Tampere and the University of Iowa 1977-83. He is 46 years old and lives with wife, daughter and son in Helsinki.

Michel Bajuk

Michel Bajuk is the Founder and CEO of Ping Pong AB, a company developing web-based learning management systems, and he is a member of the Swedish Innovation Journalism Fellowship Program

Committee. He has a background from news reporting and investigative journalism for print and broadcast media (1990-1999) and has served as Executive Director of the Swedish Association of Investigative Reporters and Editors (Grävande Journalister) (1995-1998). Bajuk was the first International Fellow at the Center for Public Integrity (CPI) in Washington D.C. (1998) where he participated in the creation of the International Consortium of Investigative Journalists (ICIJ). He was a member of the core team that initiated and ran the Expert Network Fellowships (1998-2000), a project that developed the operational model for the Swedish Innovation Journalism Fellowship Program, and that initiated Expertsvar (www.expertsvar.nu), which has developed into a service broadly used service by the Swedish science and media communities today. Bajuk has served as an advisor to the Knowledge Foundation, Community of Science Inc, the Swedish Ministry of Education, and the Swedish National Board for Higher Education (Högskoleverket) in related matters. He shifted careers (2000) to consulting and entrepreneurship as chief business development officer for the Swedish think-tank Kairos Future in topics related to trends, new technology, forecasting, and venture capital (2000). Michel Bajuk spearheaded the acquisition of PING PONG and founded Ping Pong AB (2002).

Johan Boström

Johan Boström is an Innovation Journalism Fellow hosted by IDG News Service. He is editor and reporter at the online news department, Göteborgs-Posten, specializing in business and technology. Between 1998-2001 he was Managing Editor of the online news department and Deputy Executive Editor of the electronic edition. He was one of four journalists starting, developing and running GP Direkt, GP 's first interactive news service on the Web 1995-1998. Before that he was a reporter at Göteborgstidningen, GP and Uppsala Nya Tidning. Between 1990-1992 Johan Boström was Fighter Controller and Air Reconnaissance Officer for the Swedish Air force, where he participated in developing new technology with the Swedish Defense Research Agency FOA and the Swedish industry.

Lee Bruno

Lee Bruno is Senior Editor, Red Herring.

Mark Bünger

Mark Dixon Bünger is a senior analyst with Forrester, San Francisco. Mark's research analyzes the impact of technology on the automotive industry, with a particular emphasis on understanding consumer behavior. His automotive research agenda includes interactive marketing, CRM, telematics, online and offline retailing, vehicle remarketing, and manufacturing and supply-chain issues. Mark studies both the North American and European markets. Mark comes to Forrester with 10 years of management consulting experience from the US and Europe. Most recently he was at IconMedialab, a European eCommerce integrator, as a management consultant, managing director, and engagement manager working with startups and global manufacturing companies. Mark began his career with six years at Accenture (then Andersen Consulting), where he worked on organizational change projects. He specialized in the application of technology to human and organizational problems -- knowledge management, sales force automation, and other technology-related topics -- in a variety of industries. He is also the cofounder of Softcoin (www.softcoin.com), which provides a secure electronic currency for consumer products companies to execute unique cobranded marketing programs with online retailers. Customers include Kodak, Nokia, Procter & Gamble, and Frito-Lay. Mark is a member of the board of directors of the Swedish-American Chamber of Commerce and a holder of three patents pending. He studied market research and international business at the University of Texas and at Mälardalen Polytechnic in Sweden.

Andreas Cervenka

Andreas Cervenka is Innovation Journalism Fellow hosted by Fortune Magazine. News and Feature Editor Affärsvärlden. Former Co-Founder and News Editor business news site Ekonomi24.se, Winner of the Swedish "Big Journalism Prize" 2002 for co-founding Ekonomi24.se. Former Reporter, business daily Dagens Industri. Former reporter and news editor of business daily Finanstidningen. Bachelor Pol.Sci.

Kimberley Noel Chase

Kimberly Noel Chase is a graduate journalism student at Stanford. She was born and raised in Concord, Mass. She spent her junior year of high school as an exchange student in France, and since then she has learned Spanish and Hebrew. She graduated from New School University in 2000 with a BA in liberal arts, and more recently she has published in the Christian Science Monitor, the New York Times, and several local New York City publications. After graduating from Stanford University's Graduate Program in Journalism, she would like to work as a correspondent from Jerusalem.

Sarita Chourey

Sarita Chourey is a graduate journalism student at Stanford. She comes from Gainesville, Fla., and has been a reporter in Washington, D.C., for three years. She covered Capitol Hill and various government agencies for Federal Computer Week, a magazine about the way the federal government uses information technology. Before that she covered Congress as a staff writer for The Hill newspaper and wrote a weekly piece about Wisconsin's congressional delegation for Wispolitics.com and the Green Bay News-Chronicle. Sarita holds a B.A. in journalism from Indiana University (2001).

Adam Edström

Adam Edström was an Innovation Journalism Fellow in 2004, 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. Adam frequently blogs about innovation journalism-related topics at www.fof.se. He holds an M.Sc. in aeronautics from the Royal School of Technology in Stockholm, Sweden.

Per Eriksson

Per Eriksson is the Director General of VINNOVA, the Swedish Agency for Innovation Systems. He is the former president of the Blekinge Institute of Technology and before that the Dean and Chairman of the Board of Undergraduate Studies in Electrical Engineering, Technical Physics and Computer Engineering, in Lund Institute of Technology. He is a Member of the Royal Swedish Academy of Engineering Sciences. In 1999 he got the Royal Institute of Technology National Prize for Academical Leadership, "Janne Carlsson Prize" and in 2001 Dr Eriksson got the Telecom City Prize of Honour. He has founded several companies specializing in various signal-processing technologies.

Marc Ferranti

Marc Ferranti is executive news editor at the IDG News Service, the wire service for more than 270 IDG publications and related Web sites. He is responsible for managing the day-to-day operations of the wire's international staff. Before joining IDG as Paris bureau chief in 1993, Marc worked for PC Week (now eWeek) as a senior writer. Marc started his journalism career in the early 1980s in Rome, covering business and general news for a variety of newspapers, radio stations and wire services.

Birgitta Forsberg

Birgitta Forsberg is an Innovation Journalism Fellow hosted by the San Francisco Chronicle. Since October 1997 reporter at Sweden's largest business weekly, Veckans Affärer. Former International correspondent at Reuters news agency in Stockholm. Former International correspondent at AP-Dow Jones News Services in Stockholm. Former reporter at Västernorrlands Allehanda. Former part-time reporter at the Cambridge Chronicle. Boston University, M.S. in Print Journalism. Uppsala University, M.A. in Languages Education (Swedish and German).

Theodore L. Glasser

Professor Theodore L. Glasser is Director of the Graduate Program in Journalism at Stanford University. His teaching and research focuses on media practices and performance, with emphasis on questions of press responsibility and accountability. In 2002-2003 he served as president of the Association for

Education in Journalism and Mass Communication. He had earlier served as a vice president and chair of the Mass Communication Division of the International Communication Association. He has held visiting appointments at the University of Tampere, Finland; as the Wee Kim Wee Professor of Communication Studies at Nanyang Technological University, Singapore; and as a Senior Fulbright Scholar at the Hebrew University of Jerusalem. His books include *Custodians of Conscience: Investigative Journalism and Public Virtue*, with James S. Ettema; *Public Opinion and the Communication of Consent*, edited with Charles T. Salmon; *Media Freedom and Accountability*, edited with Everette E. Dennis and Donald M. Gillmor; and *The Idea of Public Journalism*, an edited collection of essays. His research, commentaries and book reviews have appeared in a variety of publications, including the *Journal of Communication*, *Journalism & Mass Communication Quarterly*, *Critical Studies in Mass Communication*, *Journalism Studies*, *Policy Sciences*, *Journal of American History*, *Quill*, *Nieman Reports* and *The New York Times Book Review*.

Marie Granmar

Marie Granmar is Innovation Journalism Fellow hosted by Science. Reporter/editor at Process Nordic. Freelance reporter for the Swedish National Public Television news Rapport. Former reporter/producer at the Swedish National Public Radio. Former reporter at Ny Teknik. Master of Mechanical Engineering at the Royal Institute of Technology in Stockholm.

Jon Guice

Jon Guice has two decades of experience in research, R&D management and business development. Before joining GreenMountain as Director Business Development, Jon was a founding manager of a clean energy startup, Point Power Systems. Earlier, at NASA Ames Research Center's Computational Sciences, he had established intellectual property licensing strategies and relationships, including a research partnership with a major airline and a multibillion dollar market spin-off. He started his career as a social scientist, pioneering user-centered design and development methods in information technology while at Stanford University, Sweden Royal Institute of Technology and NASA. He holds a doctorate from the first-ranked science and technology studies program at the University of California, San Diego, and is the author of 30 scientific and trade publications. <http://www.greenmountainengineering.com/>.

Stig Hagström

Stig B. Hagström is a professor at Stanford University in the Department of Materials Science and Engineering and a founder of the Stanford Center for Innovations in Learning (SCIL). From 1992 to 1998 he was the University Chancellor of the Swedish higher educational system, and from 1998 to 2000 he was an adjunct member of the Nobel Committee for physics. Before joining Stanford on a full-time basis he was Research Manager and Senior Research Fellow at the Xerox Palo Alto Research Center. Trained as a physicist at Uppsala University with Nobel Laureate Professor Kai Siegbahn as his thesis advisor, he held positions at universities in Sweden and the United States. He was one of the Founders of Linköping University. He has published over one hundred scientific papers in physics and numerous articles on educational issues in papers and magazines.

Alec Hansen

Alec Hansen is President and co-founder of The Competitiveness Institute, a non-profit network of cluster practitioners world-wide, dedicated to improved understanding of competitiveness and establishing professional standards in this fast-growing field. He is President of The Economic Competitiveness Group, with headquarters in Berkeley, California. Specializes in regional economic analysis and development for the Economic Competitiveness Group, Inc. Dr. Hansen is a specialist in high-technology regional development planning, regional impact and environmental studies, transportation economics, and has applied these skills to cluster analysis and competitiveness studies. Research themes include: the exploration of technology development issues and related technology strategy planning; small enterprise development; profiles of civic entrepreneurship; role of clustering in economic development. He has performed cluster analysis and readiness assessments in metals and machinery, wood products, IT, tourism, apparel, aviation, biotechnology, and transportation industries. Dr. Hansen has engaged in or led

cluster-based strategy projects in Georgia, Russia, Armenia, Malaysia, Morocco, Pakistan, South Africa, Panama, Nicaragua and Mexico, as well as regions in or state-wide strategies for Indiana, Illinois, Tennessee, California, Texas, Kansas, Florida, Louisiana and Pennsylvania, with a special focus on public/private collaboration, technology issues and small business development.

Richard Allan Horning

Richard Allan Horning is a Partner and member of the Management Committee at Tomlinson Zisko LLP in Palo Alto, California, where he is Chair of the firm's International Practice and Emerging Technology Practice Groups. He specializes in counseling high technology companies in all stages of development. He has been selected by his peers for inclusion in the International Who's Who of Internet and E-Commerce Lawyers. He is a member of the Board of Directors of the Computer Law Association, and serves on the Advisory Boards of BNA Electronic Information & Policy Law Reporter, E-Commerce Law Report, E-Commerce Law Journal and World E-Business Law Report. He also served on the Board of Advisors of Valley Capital Report, a Swedish publication focused on innovation, entrepreneurship and technology. He is a frequent speaker at industry and legal conferences and international arbitration: At an early point in his career he acted as outside legal counsel to Rolling Stone Magazine, The New York Times, and Time / Life. Education: University of California, Berkeley (B.A., 1966); Duke University School of Law (J.D., 1969). Law Clerk to Judge Oliver D. Hamlin, Jr., United States Court of Appeals for the Ninth Circuit, 1969-1970.

Ken Howe

Ken Howe has been the business editor of the San Francisco Chronicle since June 2000. During that time he has shifted the focus of the section from features to hard news; realigned the beat structure to reflect changes in the tech industry; and redesigned the section to make it more lively. Twice in the past three years, the Chronicle's business pages have just been named as one of the top five in the nation among large papers by the Society of American Business Editors and Writers (SABEW). Prior to being tapped as the business editor, Howe was a metro investigative reporter, winning awards for his series on the vast number of outstanding arrest warrants in the state of California. He also wrote a series of articles on the health problems associated herbal medicines and profiled California's two main gubernatorial candidates. Howe has spent most of his career at the San Francisco Chronicle covering business and consumer stories. Previously, Howe worked at two local business weekly newspapers. He also spent eight years in corporate communications for Bank of America in San Francisco. There he won an IABC Gold Quill award for writing about a missing parrot. Howe graduated from the University of Hawaii in 1974 with a degree in English Literature and obtained a Masters degree in English from the University of Chicago in 1975.

Simone Huck

Simone Huck is a post-doctoral researcher at the Department of Communication Studies and Journalism at the University of Hohenheim, Stuttgart, Germany. Her research and Ph.D. thesis focuses on the internationalization of public relations. As an academic teacher, she is responsible for Communication Management and PR. Her main focus lies on Public Relations Theory, Media Relations, and Crisis Communication. Simone Huck graduated in Communication Sciences at the University of Hohenheim. During her studies, she worked as a freelance journalist and communications consultant.

Niklas Johansson

Niklas Johansson is Innovation Journalism Fellow 2005 hosted by Fast Company. Journalist with Veckans Affärer. Former Journalist with Reuters News Agency, Stockholm.

Helena Jonsson Franchi

Helena Jonsson Franchi is the Consul for Science and Technology at the Swedish Office of Science and Technology in Los Angeles, sorting under the government Agency ITPS, the Swedish Institute for Growth Policy Studies. The focus of the Los Angeles office is to monitor, analyze and report about areas of

significant importance to economic growth, e.g. science, technology and innovation. Helena holds a Master of Science from Lund Institute of Technology, Sweden.

John Joss

John Joss has been writing for 30+ years. After serving in Britain's Royal Navy as a pilot, he started writing in London. He moved to San Francisco, working as advertising/promotion writer on projects for Silicon Valley pioneers Ampex, Fairchild, Hewlett-Packard and Varian Associates. He created product 'launches' for high-tech companies, wrote collateral literature for ad agencies and clients, created speeches for F100 corporate heads, penned winning business/technical proposals worth >\$10B in projects for clients worldwide and devised a new business-plan format for a dozen Silicon Valley startups. He was first pilot-writer to fly, photograph and write about the U-2 'spy plane' (1976) and the U.S. Navy "Blue Angels" (1970), later in TOP GUN and RED FLAG, and flew NASA's Space Shuttle simulator. He has written for newspaper, magazines and TV, plus screenplays and AV presentations and has been MC/commentator at scores of events, primarily motor sports and aviation. His commentaries/VO have been broadcast worldwide on PBS-TV, BBC-TV and network radio (CBS). His publishing companies—The Soaring Press and The Practical Press—sold 75,000 copies of 10 books in 40 countries worldwide. His own book writing includes fiction (SIERRA SIERRA, Wm. Morrow, New York, 1979) and five subsequent novels and non-fiction (18 books, on subjects ranging from high technology and military aviation to human behavior).

Patrick Kenealy

Patrick Kenealy is CEO of International Data Group (IDG), the world's leading technology media company. Kenealy became CEO in 2002, in his seventeenth year at IDG. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the Computerworld, InfoWorld, Macworld, Network World, PC World, and CIO global product lines. IDG offers online users the largest network of technology-specific sites around the world through IDG.net (www.idg.net), which comprises more than 330 websites in 70 countries. IDG is also a leading producer of 168 computer-related events in 35 countries, and research arm International Data Corporation (IDC) provides computer industry research and analysis to nearly 4,000 clients through 51 offices in 43 countries worldwide. From 1996 to 2002, Kenealy was Managing General Partner of IDG Ventures, IDG's \$500 million family of early-stage technology venture capital funds. From 1990 to 1996, he was CEO, president and publisher of IDG's PC World magazine, and managed IDG's PC World Global Support Center, which supports locally published PC Worlds in 30 countries. During his tenure PC World quadrupled revenues and profits to become the world's largest circulation PC publication, and launched numerous new publications and products including Multimedia World, The WEB magazine, PC World Online, and joint ventures with Forbes, Newsweek, Child Magazine, and others. Before joining PC World, Kenealy was founder, president, and publisher of Digital News, IDG's Boston-based newspaper for the VAX computer market. Before joining IDG, he was founder, associate publisher, and editor-in-chief of Digital Review Magazine at Ziff-Davis Publishing, and senior editor of Mini-Microsystems at Cahners Publishing. Kenealy holds a bachelor's degree from Harvard University.

Erkki Kauhanen

Erkki Kauhanen, Ph.D. is researcher and journalist, the Journalism Research and Development Centre, University of Tampere. He graduated as a journalist from the Journalism school of Sanoma Corporation in 1985. He prepared his master's thesis in biology (ecology) at the University of Helsinki in 1987 and got his Ph.D. in mass communication in 1997. Since 1980 he has worked in several Finnish national media, e.g. as Scandinavian correspondent (stationed in Stockholm, Sweden) with the leading Finnish afternoon paper the Ilta-Sanomat, as a science journalist in the Helsingin Sanomat and as a cultural journalist and science journalist and later chief of the science programs unit of national radio channel 1 (Yle 1). He has spent several years in Vietnam doing research on intercultural communication and giving courses on organizational communication with AITCV (Asian Institute of Technology Center, Vietnam). Currently he is employed as a researcher with the Journalism Research and Development Centre, University of Tampere, Innovation Journalism Research Program.

Daniel R. Kreiss

Daniel Kreiss recently served as a researcher for the Innovation Journalism program in Stockholm, Sweden after completing a masters degree in Communication at Stanford University in June 2004. Daniel has also worked as a free-lance journalist and blogger during the last year. Currently, Daniel serves as the Director of Major Gifts for The After-School Corporation, a project of George Soros's Open Society Institute in New York City. He has several years experience working in New York City politics and social services. Daniel earned his B.A. in Political Science from Bates College.

Niclas Lilja

Niclas Lilja is Visiting Scholar at Stanford Center for Innovations in Learning, SCIL, during the year 2004-2005. He has worked five years in marketing and communication of technology, especially digital and mobile services. As Director Communication of the mobile operator 3 he was part of launching Scandinavia's first 3G-operator. Prior to that he worked with external communication at Framfab, which at that point was one of Europe's leading internet consultancies. In 2003, Niclas was nominated by Affärsvärlden as one of the most influential young professionals in business communication in Sweden. Niclas holds a Master in Business from Stockholm School of Economics. He is also a Ph.D. drop out from the same school.

Marcus Lillkvist

Marcus Lillkvist, was an Innovation Journalism Fellow in 2004, 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.

Anna Ljungdahl

Anna Ljungdahl works as an Investment Manager at SEB Företagsinvest, a Swedish venture capital player with a broad investment portfolio covering both technology and biotech companies. In March and April Anna is an internt at VisionCapital, Burlingame with the ambition of learning about the US venture capital climate. Prior to present position Anna worked for the Swedish Trade Council for 3 years, based in Oslo. Anna holds a Master in Finance from Karlstad University, Sweden.

Anders Lotsson

Anders Lotsson is a senior writer at the newspaper Computer Sweden, where he covers research and innovation in the field of computing. He has a degree in linguistics. Apart from covering technology, he writes a column on language. He lives in Stockholm with his partner Chere and two innovative cats.

John Markoff

John Markoff joined The New York Times in March 1988 as a reporter for the business section. He writes about computers and technology issues and is based in San Francisco as a senior writer. Prior to joining the Times, he worked for The San Francisco Examiner from 1985 to 1988. Markoff has written about the field of technology since 1977. He has also been a lecturer at the University of California at Berkeley School of Journalism. He is currently an adjunct faculty member of the Stanford University Journalism Department where he teaches a course on reporting on Silicon Valley.. The Times nominated him for a Pulitzer Prize in 1995, 1998 and 2000. The San Francisco Examiner nominated him for a Pulitzer in 1987. Markoff is the co-author of "The High Cost of High Tech," published in 1985 by Harper & Row. More recently he wrote "Cyberpunk: Outlaws and Hackers on the Computer Frontier" with Katie Hafner, which was published in 1991 by Simon & Schuster. In January of 1996 Hyperion published "Takedown: The Pursuit and Capture of America's Most Wanted Computer Outlaw," which he co-authored with

Tsutomu Shimomura. "What the Dormouse Said: How the Sixties Counterculture shaped the Personal Computer Industry," will be published in April by Viking Books. He is married to Leslie Terzian Markoff and they live in San Francisco, Calif.

Claudia Mast

Prof. Dr. Claudia Mast is a full professor for Communication Studies and Journalism at the University of Hohenheim, Stuttgart. She is in charge of the training of journalists, PR-specialists and other media-professionals. For many years, Claudia Mast taught at the Universities of Munich, Eichstaett and Zurich and received her professor's degree in 1985 for an analysis of the structural changes of communication systems. Claudia Mast studied Communication Science, Political Science, and Roman languages at the University of Munich and Journalism at the German School for Journalism in Munich. For many years, she worked for press and broadcasting companies. From 1979 until 1988, Claudia Mast was a manager at Siemens AG in Munich, her main responsibilities lying in the field of executive training as well as key management decisions. She has published widely in the field of Journalism and Public Relations, e. g. "Unternehmenskommunikation" (Stuttgart: Lucius & Lucius 2002) and "ABC des Journalismus" (10th edition, Konstanz: UVK Medien 2004). E-Mail: sekrkowi@uni-hohenheim.de.

Dan Maydan

Dan Maydan served as president of Applied Materials, building it into the world's leading semiconductor equipment manufacturer. Prior to Applied Materials, Dr. Maydan spent 13 years managing new technology development at Bell Laboratories where he pioneered laser recording of data on thin-metal films and made significant advances in photolithography and vapor deposition technology for semiconductor manufacturing. Dr. Maydan holds a BS and MS in Electrical Engineering from the Technion, Israel Institute of Technology and a PhD in Physics from Edinburgh University. He has also been awarded honorary Doctorates from Technion and National Chiao Tung University and awarded Doctor of Honoris Causa from Edinburgh University. Over the years, he has received numerous awards and honors for his contributions to technology and engineering. Dr. Maydan was the recipient of the first ever "Lifetime Achievement Award" from the Semiconductor Equipment and Materials International (SEMI) organization. Recognized as a leading scientist, engineer and industry pioneer during the 50th anniversary celebration of the semiconductor chip, his work is included in the Smithsonian Institution as part of its collection of breakthrough technologies, which have helped shape the modern world. He has been awarded 188 patents. In 1998, he was elected to the National Academy of Engineering. In 2003, Dr. Maydan received the prestigious Torch of Liberty Award from the Anti-Defamation League. In 2005, he was elected to the Silicon Valley Engineering Hall of Fame for his outstanding professional achievements in engineering and technology and significant contributions to the community.

Ross Mayfield

Ross Mayfield is a serial entrepreneur with over 10 years of startup executive management experience and a focus on helping people and companies communicate effectively. Socialtext is the leading provider of enterprise social software with simple wiki and weblog solutions. Most recently, Mayfield served as VP of Marketing for a Fujitsu spinout developing enterprise software for the telecommunications industry and as Interim VP of Marketing for an Immersive Group Simulation provider to military and homeland defense markets. Previously he was CEO of an enterprise risk management software company. Mayfield co-founded and served as President of RateXchange (AMEX:RTX), the leading B2B commodity exchange for telecom. RateXchange reached \$1 billion market capitalization, raised over \$45 million in equity and debt and generated a thousand-fold return on investment for initial shareholders. His management of marketing led to majority market share, perceived leadership in its market category and recognition by Forbes as "The Best of the Web." Mayfield served as the Marketing Director of the largest privately held telecommunications group in Eastern Europe and was the internal lead manager of their Initial Public Offering. He also founded an ISP, a web-design company and has served on a number of Advisory Boards of high tech startups. Mayfield is a former advisor to the Office of the President of Estonia and began his career in the non-profit sector. He holds a BA in Political Science from the University of California at Los Angeles and completed the Management Development for Entrepreneurs (MDE) program of the Anderson School of Business.

Jeffrey Mervis

Jeffrey Mervis is deputy news editor of Science magazine, where he writes about and edits stories on science policy issues in the United States and around the world. He also coordinates the magazine's news coverage of Asia and Latin America, and follows training and career developments that affect the scientific community. A liberal arts major who began his career working for daily newspapers, he previously served as news editor for Nature and for The Scientist before joining Science in 1993.

David Nordfors

David Nordfors is Senior Research Scholar at Stanford Center for Innovations in Learning, Leading the SCIL Innovation Journalism Initiative. He founded and leads the Swedish Innovation Journalism Fellowship Program, and is Special Advisor to the Director General at VINNOVA, the Swedish Agency for Innovation Systems, and Special Advisor 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. 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 Laureate in Physics 1982).

Kaarle Nordenstreng

Kaarle Nordenstreng was born in 1941 in Helsinki (Finland) where he studied psychology and linguistics, with a PhD from the University of Helsinki in 1969. He worked as freelance journalist in Finnish national radio since the age of 15, later interviewing among others C.G. Jung and Marshall McLuhan. He was head of research at the Finnish Broadcasting Company during an era of radical reform in the late 1960s, after which he became professor of journalism and mass communication at the University of Tampere (Scandinavia's oldest institution of journalism education). Beside his main job as university professor, Nordenstreng has served as consultant to Unesco (1969-1975) and vice-president of the International Association for Mass Communication Research (1972-78) as well as president of the International Organization of Journalists (1976-90). He has been visiting professor in the universities of California (UCSD), Maryland, Minnesota and Texas at Austin. He has written or edited some 30 book-size publications and about 400 scholarly articles and reports.

Mans Olof-Ors

Mans Olof-Ors is project manager at Reuters. He is presently a fellow of the Reuters Digital Vision Program at Stanford. Mans Olof-Ors joined Reuters Paris in 1996 and has since held various posts in Paris and London. His most recent project was to construct a tool that compares the entire Reuters news feed of 250,000 monthly stories with the content of 10,000 websites to detect plagiarism. Mans studied International Marketing (BA) in Uppsala and Vasteras, Sweden, and also holds a BSc from Newcastle, England. His Reuters Digital Vision Project Market Light will create a brighter future for the world's poorest farmers by providing affordable accurate, relevant and up to date market data. For more information please visit <http://www.ftce.org>.

Tony Perkins

Tony Perkins is Creator & Editor in Chief, AlwaysOn; Creator & Editor in Chief, Red Herring. Tony created Red Herring in 1993. He co-wrote The Internet Bubble: Inside the Overvalued World of High-Tech Stocks (HarperBusiness, 1999). A sequel was published in 2001. Tony has launched a new media brand: AlwaysOn (www.alwayson-network.com), a highly interactive online network for technology insiders. Tony continues to chronicle the technology world in a regular column for the Wall Street Journal and as a

television commentator for MSNBC's "Hardball with Chris Matthews," CNN, CNBC, BBC, and Bloomberg Television. His prolific editorial output consistently lands him on the list of top ten technology business journalists by AdWeek's Technology Marketing magazine. Tony's public activities include serving on President George W. Bush's Information Technology Advisory Council. He cofounded and chaired Silicon Valley's premier business and technology forum, the Churchill Club in Palo Alto, California. Prior to launching Red Herring and AlwaysOn, Tony was founder and CEO of Upside Publishing and vice president of business development at Silicon Valley Bank.

Anders Pers

Anders H Pers divides his time between Sweden and California. He is a director of Academedia AB, a public innovative learning company in Stockholm and of Sierra Broadcasting Corp, a privately held radio operation in California. He is a regular contributor to Vestmanlands Läns Tidning, a Swedish regional daily and the centerpiece of the VLT group of newspapers, radio and new media operations which he headed as publisher and CEO 1978-96. 1968-77 he was the director of Information at the Federation of Swedish Industries, following five years as head of the Swedish Information Service in New York and a couple of years as a press officer at the Swedish Foreign Ministry. He was a Brittingham scholar at the University of Wisconsin and holds a BA from Upsala.

David Pescovitz

David Pescovitz is the co-editor of the popular blog BoingBoing.net and the writer-in-residence at UC Berkeley's College of Engineering. He is the co-author of the book Reality Check, based on his long-running futurist column in Wired magazine where is a contributing writer. His coverage of technology, art, science, and culture has also appeared in Scientific American, the New York Times, Washington Post, Business 2.0, TheFeature.com, and Technology Review. In 2002, Pescovitz won the Foresight Prize in Communication, recognizing excellence in educating the public and research community about nanotechnology and other emerging technologies. He holds a Master's in Journalism from UC Berkeley and a Bachelor of Fine Arts in Electronic Media from the University of Cincinnati.

Francis Pisani

Francis Pisani is the Bay Area based technology columnist-blogger for El País (Madrid), Le Monde (Paris) and Reforma (Mexico). His articles have been published by more than one hundred publications, in Europe, Latin America, the U.S. and Asia. He has recently contributed to several collective works about online journalism and networks. He lectures at UC-Berkeley, and has lectured at Stanford University as well as at the Universidad Iberoamericana in Mexico City. He is coordinating a Ford Foundation funded research project on Transnational Communities and Networks in the Hurricane Basin. Before coming to the Bay Area, Francis has covered Mexico, Central America, and the Caribbean. He has published several books based on his professional experience and a novel. Francis was a '93 Nieman Fellow at Harvard University. He has earned his masters in Law at the Faculté de droit (Paris), his masters in Political Science at the Institut d'Études Politiques (Paris) and his Ph.D. in Political Science-Latin American Studies at the Sorbonne (Paris). More can be found at <http://francispisani.net> and at <http://pisani.blog.lemonde.fr>

Wade Roush

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).

Melinda Sacks

Melinda Sacks graduated from Stanford University with a degree in Human Biology, then attended the Master's program in journalism at the University of California, Berkeley. She worked as a news writer and producer for ABC TV in San Francisco until she chose to make the switch to print journalism. She was an award-winning reporter for the San Jose Mercury News, covering education, family, children and news trends, before leaving in the late 1990s to join a start-up called Knowledge Networks, where she ran the marketing and PR programs. Ms. Sacks was also program and communications manager for Innerlogic, a start-up company that developed software to test children for learning disabilities, after which she developed and edited a feature magazine for Microsoft. She left the corporate world in 2003 to become director of communications at the Stanford Center for Innovations in Learning at Stanford University.

Weje Sandén

Weje Sandén is Editor-in-chief of Veckans Affärer, Sweden's largest business weekly. He joined Veckans Affärer in 1996 as Senior Editor in charge of Information Technology & Telecom and was appointed Editor-in-chief in 2001. Mr. Sandén has 25 years of experience as business journalist from Swedish newspapers and business magazines. Between 1979-1984 he worked at the daily Svenska Dagbladet as reporter and 1984-1995 at business weekly Affärsvärlden, as reporter and as Managing editor (1987-1992). 1995-96 Mr. Sandén served as Secretary of the Swedish Government's IT-Commission. He has also written several books about IT and its impact on businesses and society.

Jan Sandred

Jan Sandred was an Innovation Journalism Fellow in 2004, hosted by San Francisco Chronicle. Jan Sandred is Senior Consultant at Grey Communications Europe, based in Stockholm, Sweden. He was founding editor of Biotech Sweden, Sweden's 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.

Seppo Sisättö

Seppo Sisättö is Docent, Dept. of Communications, Helsinki University, Former President/Owner Skycom Ltd (TV-Tampere) and Radio Three Ltd., Former Director of Administration and Director of Communications MTV Oy and Aamulehti Group Ltd (today Alma Media Ltd). Dr Sisättö has spearheaded the creation of the Finnish Innovation Journalism initiative.

Sam Steinhardt

Mr. Samuel Steinhardt is the Executive Director of the Stanford Center for Innovations in Learning (SCIL) and Wallenberg Hall, and a member of the Executive Committee for Media X, a unique industry affiliate program that conducts research into how people interact with new technologies. Wallenberg Hall, the home of SCIL and Media X, is a new building on Stanford's campus, designed to provide advanced resource learning spaces for university classes and state-of-the-art facilities for research in learning and education, both locally and in collaboration with international partners. Since coming to Stanford University five years ago, Steinhardt has held several positions, including directing a number of Stanford's organizations which have utilized multiple forms of new media to export academic content to non-traditional audiences. Among these activities, Steinhardt was Stanford's liaison to AllLearn, the University's alliance with Oxford and Yale Universities. Earlier, he was the CFO for Learning Technology

and Extended Education and Executive Director of Stanford's in-house media production organization. Prior to joining Stanford, Mr. Steinhardt was the CFO for a rapidly growing systems integration firm. Earlier in his career, Mr. Steinhardt spent six years at KPMG (now Bearing Point) and then founded and managed Steinhardt Associates, a general management consulting firm. Steinhardt holds a BA in Philosophy from Stanford and an MBA from UC Berkeley's Haas School of Business.

Jean-Baptiste Su

Jean-Baptiste is the West coast correspondent for La Tribune, a leading French daily business and financial newspaper headquartered in Paris, for the past three years. Prior to joining La Tribune, Jean-Baptiste was the local correspondent for Groupe Tests, France's largest IT publisher with titles including 01 Informatique, 01 Reseaux, Decision Informatique, etc. Before moving to California, Jean-Baptiste was managing the Network and Telecom section at weekly magazine Decision Informatique published by Groupe Tests. Before Groupe Tests, Jean-Baptiste spent the first half of his 12 years career in journalism at IDG France where he started in 1993 at InfoPC (PCworld), covering general IT issues and later moved on to Le Monde Informatique (ComputerWorld) in 1998 heading the Networking section for the weekly. Jean-Baptiste is also publishing CitizenValley.org, a French speaking community online newspaper covering local Silicon Valley news and is the co-founder of the Press Club of California, an association of domestic and foreign journalists based in the Golden State.

Claes Thorson

Claes Thorson is Press Counsellor Embassy of Sweden in Washington D.C. Before joining the Foreign Ministry of Sweden he was a journalist with Swedish television news and a management consultant. Washington is his first diplomatic posting. As a journalist Thorson was the news correspondent of Swedish Television covering Asia based in Tokyo. Thorson also was the managing director of the first commercial TV channel, TV4, broadcasting in Sweden.

Turo Uskali

Turo Uskali is post-doc researcher at the department of communication in university of Jyväskylä (Finland). Taking part in the first Finnish innovation journalism education and research programme. Specialized previously on foreign news and financial news practices. Dissertation (2003) about the work of Finnish correspondents in Moscow 1957 -75. Worked before, about ten years, as a national, foreign, business and law reporter in various leading Finnish media outlets such as Yleisradio s Tv-news (Finnish Broadcasting company), Taloussanommat (the second largest daily business newspaper) and Helsingin Sanomat (the leading Finnish daily newspaper).

Patrick Windham

Pat Windham is Lecturer in Technology Policy, Stanford University. Until April 1997, he served as Senior Professional Staff Member for the Subcommittee on Science, Technology, and Space of the U.S. Senate's Committee on Commerce, Science, and Transportation. He helped the Senators oversee and draft legislation for several major civilian R&D agencies with responsibility for science, technology, and U.S. competitiveness; industry-government-university R&D partnerships; state economic development; federal laboratory technology transfer; high-performance computing; and computer encryption. From 1982 to 1984, he served as a legislative aide in the personal office of Senator Ernest Hollings. From 1976 to 1978, he worked as a Congressional fellow with the Senate Commerce Committee and then returned to California from 1978 to 1982 to pursue graduate studies in political science at the University of California at Berkeley. Mr. Windham holds a Masters of Public Policy from the University of California at Berkeley and a B.A. from Stanford University. He is currently an independent, California-based consultant on science and technology policy issues.

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.

Ansgar Zerfass

Ansgar Zerfass is a member of the management board of MFG Baden-Wuerttemberg, Stuttgart, Germany. MFG is the center of excellence for IT and media of the German federal state Baden-Wuerttemberg, working in the field of cluster management and technology transfer, and as a consultant to the regional government. Dr. Zerfass also holds manifold functions in branch associations and works in post-graduate education as well as in public relations research. He studied Business Administration and Communication Science at the University of Erlangen-Nuremberg and received several awards both for his academic work and his communication campaigns, e. g. the German Award for Public Relations 2000. He is author and editor of 12 books and numerous articles on corporate communications and e-business, including "Unternehmensführung und Öffentlichkeitsarbeit" (2nd edition, Wiesbaden: VS Verlag 2004), "E-Content: Technologies and Perspectives for the European Market" (Berlin/Heidelberg/New York: Springer 2005), and "Wertschöpfung durch Kommunikation" (Frankfurt: F.A.Z.-Buch 2005).

Michael Zielenziger

Michael Zielenziger, visiting scholar at the Institute of East Asian Studies, University of California Berkeley, was the Tokyo-based bureau chief for Knight Ridder Newspapers, publishers of more than 30 U.S. newspapers for seven years. He has written extensively about social, economic and political trends in Japan, Korea, China and Southeast Asia, and is now completing a book, Shutting Out the Sun, which explains Japan's "lost decade". The work is to be published by Nan A. Talese / Doubleday in 2005. He is a 2003-04 recipient of an Abe Fellowship from the Social Science Research Council of New York. As a Tokyo-based foreign correspondent, Zielenziger traveled extensively throughout Asia. Before moving to Tokyo, Zielenziger served as the first Pacific Rim correspondent for The San Jose Mercury News, the newspaper of Silicon Valley, where he helped describe the connections between Asia and the U.S. West Coast. He was a finalist for a 1995 Pulitzer Prize in International Reporting for a series describing the efforts of Overseas Chinese to propel the modernization of China. He was also a contributor to two other Pulitzer Prizes awarded to the Mercury News. Zielenziger was a John S. Knight Fellow at Stanford University in 1991. Previously, he opened Knight Ridder's first Seattle bureau and worked for The Chicago Sun-Times and The Kansas City Star. He is a graduate of the Woodrow Wilson School of Public and International Affairs at Princeton University and a member of the Pacific Council on International Policy.