

INNOVATION  JOURNALISM

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# THE INNOVATION JOURNALISM FELLOWSHIP PROGRAM AT STANFORD 2006



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## KICK-OFF WORKSHOP PROGRAM

STANFORD UNIVERSITY  
WALLENBERG HALL  
FEB 6-10 2006



**Dear Innovation Journalism Fellows,**

Welcome to the kickoff workshop of the Innovation Journalism Fellowship Program at Stanford and, above all, welcome to the Innovation Journalism (InJo) community!

This is why you are here: Innovation has become the leading driver of economic growth. Innovation as a thing of the future is a thing of the past. Innovation has become everyday life for most big companies and a fair number of small ones, especially technology companies. "Innovation" has become a key word in society. It has not yet become a key word for the news, at least not with the major news agencies. Journalism needs to catch up.

Three years ago there was nothing called "Innovation Journalism". Since then, this program has had two rounds of Fellows, there have been university courses in Finland, conferences here at Stanford, national initiatives announced in Sweden, Finland and Pakistan, a book in Germany, a number of articles and a constantly growing attention. There are nowadays quite a few Google-hits on "Innovation Journalism" and there are quite a few people aware of its existence.

From day one the Innovation Journalism community has discussed what "Innovation Journalism" means. On some things everybody agrees: InJo is journalism about innovation (not to be mixed up with "innovative journalism", which stands for innovations in journalism). InJo is multidisciplinary, since innovation involves a mix a business, science, technological, legal, political and cultural issues. But there are differences of opinion regarding the proportions of the mix. Some believe that Innovation Journalism is a legitimate newsbeat, while others think it is mostly a mindset to be applied within the established beats.

Many issues need to be addressed by the InJo community: What are the best practices? What are the business models? What is the role of journalism in innovation systems? The professional role of the innovation journalist? What is ethically acceptable and what is not?

Most innovation journalists today are self-taught. They have different experiences, different points of view and are spread out over different newsbeats. We have a lot to learn from each other. The aim of the Innovation Journalism Fellowship Program at Stanford is to bring people together, create interaction and develop networks, and to build the individual and common stock of knowledge about InJo.

The kickoff workshop will introduce you to representatives from the innovation system – players who are essential for the innovation value chain. They will give you their individual pictures of how the innovation systems work, who are the other players and what is the game. You will try to see the overall picture, how these actors fit together and how they drive each other. You will be formulating a task for yourself, identifying some best practice of innovation journalism or deepening our understanding of it's role in society. You will be writing a paper and presenting the result at the Third Conference on Innovation Journalism on April 5-7.

A just as important part of the workshop is to get to know the other fellows, to rub shoulders and brains. We are looking forwards to an exciting time with you!

David Nordfors



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# Participants

Organizer and coach

**David Nordfors**, Innovation Journalism Program Leader; Stanford University and VINNOVA.

## 1.1 Innovation Journalism Fellows

Name	Title Publication	Type of Publication Interval	Readers Subscribers	Web	HOST
<b><u>Jyrki Alkio</u></b> (Fin)	Staff Writer, Helsingin Sanomat, Business and Economics section.	Newspaper Daily	1.200.000	<a href="http://www.helsinginsanomat.fi">www.helsinginsanomat.fi</a>	<b>Red Herring</b> Tom Murphy, Editor-in-Chief, RedHerring.com
<b><u>Erik Amcoff</u></b> (Swe)	Editor, Affärsvärlden	Business Magazine Weekly	114.000 19.000	<a href="http://www.affarsvarlden.se">www.affarsvarlden.se</a>	<b>Wall Street Journal</b> Almar Latour, Tech. Ed.
<b><u>Patrick Baltatzis</u></b> (Swe)	Writer, Web Editor, Tidningen Entreprenör	Innovation Magazine Monthly	68.500 58.000	<a href="http://www.svensktnaringsliv.se/entreprenor">www.svensktnaringsliv.se/entreprenor</a>	<b>Business 2.0</b> Josh Quittner, Editor
<b><u>Eva Barkeman</u></b> (Swe)	Science Editor, Aftonbladet	Newspaper Daily	1.425.000	<a href="http://www.aftonbladet.se">www.aftonbladet.se</a>	<b>Fortune</b> Robert Friedman, Intl Ed
<b><u>Thomas Frostberg</u></b> (Swe)	Editor-in-Chief, Rapidus News Service	Innovation News Letter 3 issues/week	5.000 2.000	<a href="http://www.rapidus.se">www.rapidus.se</a>	<b>SF Chronicle</b> Ken Howe, Business Ed
<b><u>Erika Ingvald</u></b> (Swe)	Journalist, Elektroniktidningen	Innovation/Trade Daily web/newsletter Monthly magazine	Magazine : 20.000 15.400	<a href="http://www.elektroniktidningen.se">www.elektroniktidningen.se</a>	<b>PC World</b> Harry McCracken, Ed-in-Chief
<b><u>Amanda Termén</u></b> (Swe)	Reporter, Göteborgsposten	Newspaper Daily	250.500 210.000	<a href="http://www.gp.se">www.gp.se</a>	<b>CNET News.com</b> Harry Fuller, Exec. Editor

Will not able to participate in the kickoff seminar:

<b><u>Turo Uskali</u></b> (Fin)	Ph.D., Researcher Innovation Journalism	University of Jyväskylä		<a href="http://www.innovationjournalism.org">www.innovationjournalism.org</a>	<b>SCIL</b> Stanford Center for Innovations in Learning <u>David Nordfors</u>
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The Pakistan Fellowship Program is presently being set up. Pakistan fellows will come to the conference in April and are scheduled to join the program after that. More info later.

## 1.2 Other participants

**Stig Hagström**, Co-Founder Wallenberg Hall, Stanford

**Jan Sandred**, Special Adviser, VINNOVA, InJo Fellow 2004, Fmr Editor, Biotech Sweden

**Seppo Sisättö**, Secretary, Finnish National Innovation Journalism Fellowships

**Alisa Weinstein**, Associate Editor, Innovation Journalism

### *Taiwan delegation*

**Joseph Yang**, Director, Science and Technology Division, Taipei Economic and Cultural Office in San Francisco

**Stephen Yao**, Chief Executive Officer, China Times Interactive Co., Taiwan

**Chien-San Feng**, Director, Department of Journalism, National ChengChi University, Taiwan

**Wei-Wen Chung**, Professor, Department of Journalism, National ChengChi University, Taiwan

**Yaly Chao**, Dean, College of Liberal Arts, TamKang University, Taiwan



## 2 Workshop Program

### 2.1 Monday Feb 6

Venue: Wallenberg Hall, 4<sup>th</sup> Floor

9.00 am	Who are we and why are we here? Innovation Journalism Fellows get to know each other. Presentation of backgrounds, interests, previous experience and vision of Innovation Journalism. (DN)
10.00 am	How can we help each other? Discussions about practical details, such as housing, transportations, settling in families, etc. (DN)
11.00 am	Welcome to Stanford / Wallenberg Hall  <i>Prof. <u>Stig Hagström</u>, co-founder of Wallenberg Hall</i>
11.15 am	The Innovation Journalism Fellowships & The Concept of Innovation Journalism. Discussion: What are the main issues that we can address within our program?  <i><u>David Nordfors</u>, Program leader</i>
12.15 pm	Lunch on Stanford Campus. Stroll around Campus.
1.30 pm	The New Innovation Journalism Course at the KTH (Royal Institute of Technology, Stockholm, Sweden)  <i><u>Mats Nyberg</u>, KTH Learning Lab; <u>David Nordfors</u>, Stanford; <u>Jan Sandred</u>, VINNOVA</i>
2.00 pm	The Innovation Economy  <i><u>Curtis Carlson</u>, President, SRI</i>
3.00 pm	How news reporting can get better at delivering the future.  <i><u>John Joss</u>, writer</i>
4.00-5.00 pm	Perspective about and beyond how procurement drives innovation, from the “world’s biggest buyer” of information technology. What Innovations Do Journalists Miss?  <i><u>Tom Buckholtz</u>, Advisor to Enterprises and Executives, fmr Commissioner in the United States General Services Administration</i>
5.30 pm	Dinner in Palo Alto  Chinese treat at Ming’s Villa on invitation by <u>Joseph Yang</u> .  1700 Embarcadero Rd., Palo Alto, CA 94303 Tel: 650-856-7700

## 2.2 Tuesday Feb 7

Venue: Wallenberg Hall, 4<sup>th</sup> Floor

9.30 am	Summing up the thoughts from yesterday (DN)
10.30 am	Discussion: What are the main issues for Innovation Journalism? (DN)
11.30 am	Business Models for Innovation Journalism. <i><u>Jan Sandred</u>, Special Adviser VINNOVA, Co-founder and fmr Editor, Biotech Sweden</i>
12.00 pm	Lunch
1.00 pm	Public Innovation Policy: The Demand, The Game, The Players, Their Incentives and the Outcome <i><u>Patrick Windham</u>, Lecturer in Technology Policy, Stanford, fmr technology expert at the US Senate</i>
2.45 pm	How Intellectual Property is Established and Protected <i><u>Thomas E. Moore III</u>, Partner, Tomlinson Zisko LLP</i>
4.00 pm	Mixer with the Knight Fellows at Stanford, the Stanford Journalism Graduate Class, and the Stanford course on Digital Journalism.
6.00 pm	Dinner

## 2.3 Wednesday Feb 8

### Site visits to Hosting News Rooms

8.15 am	Departure from Palo Alto
9.30-10.30 am	CNET News.com (235 2 <sup>nd</sup> Street, SF) <i>Harry Fuller, Executive Editor</i>
11.00-12.00 am	Business 2.0 (One California Street, SF) <i>Josh Quittner, Editor</i>
12.30-1.30 pm	PC World (502 2 <sup>nd</sup> Street #600, SF) <i>Kimberly Brinson, Managing Editor (on behalf of Harry McCracken, Editor-in-Chief)</i>
2.00-3.00 pm	San Francisco Chronicle (901 Mission Street, SF) <i>Ken Howe, Business Editor</i>
4.00-5.00 pm	Red Herring (19 Davis Drive, Belmont) <i>Tom Murphy, Editor-in-Chief, RedHerring.com</i>
6.00 pm	Dinner

## 2.4 Thursday Feb 9

Venue: Wallenberg Hall, 4<sup>th</sup> Floor, Stanford

9.00 am	Scholarly Research on Innovation  <i><u>Antti Ainamo</u>, Researcher, Helsinki School of Economics, SCANCOR (Scandinavian Center for Organizational Research) Stanford.</i>  <i><u>Stine Grodal</u>, Doctoral Candidate, Management Science and Engineering, Stanford.</i>
10.00 am	Venture Capital Driven Innovation processes  <i><u>Linus Lundberg</u>, Principal, Vision Capital Silicon Valley</i>
10.45 am	Bootstrapping Innovation: Entrepreneurs, Incubators, Angels and so on.  <i><u>Harlan Jacobs</u>, Founder and President, Genesis Business Incubators</i>
11.30 am	Lunch
1.00 pm	Discussion among Fellows: What are the main issues for Innovation Journalism to work on?: What is the role of journalism in innovation system? What is the business opportunity? What are the challenges? How can they be solved? (DN)
5.00 pm	Meeting with the Reuter's Digital Vision Fellows (Cordura Hall, Stanford).  <i>Host: <u>Stuart Gannes</u>, Director, Reuter's Digital Vision Fellowships</i>
7.00 pm	Dinner
	Homework for Fellows: formulate an idea for the paper to be presented at the Third Conference on Innovation Journalism

## 2.5 Friday Feb 10

Venue: Wallenberg Hall, 4<sup>th</sup> floor, Stanford

9.30 am	The virtual community for Innovation Journalism Fellows: How can we work together? (Skype, Yahoo-groups, etc.)
10.00 am	Tools: A Hyperwords tool for the Innovation Journalism community. <i>Frode Hegland &amp; Patricia Fessler, Hyperwords</i>
11.00 am	A hands-on introduction to how to use the Innovation Journalism Yahoo group. (DN)
12.00 pm	Lunch
1.00 pm	(Result of Homework) Fellows present and discuss their suggested ideas for papers to the Third Conference on Innovation Journalism. (DN)



## 3 Biographies

### **Antti Ainamo**

Antti Ainamo is presently a Visiting scholar at SCANCOR (Scandinavian Center for Organizational Research), Stanford University. In Finland he is Docent at the Helsinki School of Economics Department of Marketing and Management and Docent in Industrial and Strategic Design at the Helsinki University of Art and Design. His research interests are new organizational forms, consulting and other professional business services, product design and development, innovation and learning and strategy.

### **Jyrki Alkio**

Jyrki Alkio is the first Innovation Journalism Fellow of the Finnish national program, and will be hosted by Red Herring. He has worked for Helsingin Sanomat for 16 years now, last nine 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.

### **Erik Amcoff**

News editor Erik Amcoff is the third Innovation Journalism fellow to join us from Affärsvärlden ("Business World"), Sweden's largest and oldest business magazine. Previous workplaces include Dagens Industri, the largest business daily in Scandinavia, and Ekonomi24.se, the first and largest independent internet-based business magazine in Sweden. Erik Amcoff holds a Master in politics from Uppsala University, and has also studied at Stockholm University, Exeter University, UK, and Moscow State University, Russia.

### **Patrick Baltatzis**

Patrick Baltatzis is writer and web editor of the Swedish monthly innovation magazine "Entreprenör". He is a Swedish Innovation Journalism Fellow this year, hosted by Business 2.0.

### **Eva Barkeman**

Eva Barkeman is science editor at Aftonbladet, the largest daily in Scandinavia. She is a Swedish Innovation Journalism Fellow, hosted by Fortune. She has been working with the science section of Aftonbladet since the start in May 2000. Right now she has a year off for a project with the Swedish Research Council, starting a web magazine on Natural and Engineering Sciences (Tentakel). Eva Barkeman has a Master of Science degree in molecular biology, as well as studies in journalism. She has worked as science writer/editor for ten years, but also done some news journalism and desk top publishing.

### **Kimberley Brinson**

Kimberley Brinson is Managing Editor of PC World, the most widely-read computer or business magazine, with a readership of over 5.2 million (MRI Fall 2005). PC World will be hosting an Innovation Journalism Fellow for the first time this year.

### **Thomas J. (Tom) Buckholtz**

As a Commissioner in the United States General Services Administration during the administration of President George H.W. Bush, Dr. Thomas J. Buckholtz served as co-chief information officer for the federal government's Executive Branch, led a \$1 billion telecommunications and systems-integration business unit, served as GSA's CIO, and oversaw \$20 billion per year of computing and telecommunications procurement. He led the team that catalyzed the early 1990s nationwide grassroots coalition of private-sector, news-media, academic, and government employees and organizations that spotlighted for the United States the opportunity to improve governmental service to the public. Earlier, Dr. Buckholtz catalyzed information-technology-based innovation, teamwork, and \$100 million in recurring annual corporate benefits throughout

Pacific Gas and Electric Company. While at PG&E, Tom pioneered the enterprise software license for the world information-technology marketplace. Also, Tom has led operations for high-tech start-ups and helped pioneer 3 technologies. Tom's ideas led to the creation of Rotary International's Donations-in-kind Information Network, the Palos Verdes Estates (California, U.S.A.) Shoreline Preserve, the Republican National Committee's Grassroots Division, and two United States federal government procurement practices (the Government-Wide Acquisition Contract and the Indefinite Delivery - Indefinite Quantity (IDIQ) Multiple Award Contract). Dr. Buckholtz authored the books *Information Proficiency: Your Key to the Information Age* and *Direct Outcomes: Think Well. Do Great*. He co-produces and co-hosts a television program. He is an author or interviewee for more than 100 articles. As a National Science Foundation Graduate Fellow, Tom earned a Ph.D. in physics from the University of California, Berkeley. Previously, he received a B.S. in mathematics from the California Institute of Technology. He also completed executive business administration programs at Stanford University and the University of Michigan.

### **Curtis Carlson**

Curtis R. Carlson is president and chief executive officer of SRI International, an independent, nonprofit research institute with 2000 employees, conducting client-sponsored research and development for government agencies, commercial businesses, foundations, and other organizations. He is former head of Ventures and Licensing at Sarnoff, where he helped found more than 12 new companies. He started and helped lead the high-definition television (HDTV) program that became the U.S. standard and in 1997 won an Emmy® Award for outstanding technical achievement for Sarnoff. Another team started and led by Carlson won an Emmy in 2000 for a system that measures broadcast image quality. Carlson has served on the Air Force Scientific Advisory Board, the U.S. Army Research Laboratory Technical Assessment Board and the Defense Science Board task force on bio-chemical defense, among other government task forces. He was a member of the original team that helped create the Army's Federated Laboratories. He was a founding member of the National Information Display Laboratory (NIDL) at Sarnoff, a new model for government-industry technology development and commercialization. He is a charter member of the Highlands Group, which makes recommendations to senior government officials. He has been on numerous boards, and serves on the Science Advisory Committee for General Motors. Carlson was a visiting distinguished scientist at the University of Washington in 1998. He is a Kobe ambassador for contributions to Kobe, Japan. In 2002, he received the Dr. Robert H. Goddard Award from Worcester Polytechnic Institute for his professional achievements. He has published or presented more than 50 technical publications and holds more than 12 U.S. patents in the fields of image quality, image coding and computer vision. He has written a book (not yet published) on SRI's unique, disciplined process for innovation. To help SRI business and government clients address their most important problems and create new value, SRI offers a suite of Value Creation Partnership Programs based on this process. Carlson received his B.S. in physics from Worcester Polytechnic Institute and was named in Who's Who Among Students. His M.S. and Ph.D. degrees are from Rutgers University. Carlson played the violin professionally at 15, and it remains his primary avocation.

### **Yaly Chao**

Dr. Yaly Chao received her Ph.D degree in Communication at Ohio State University in 1985, and served as the chairperson for the Department of Mass Communication from 1990-1995 at Tamkang University in Taiwan. Dr. Chao was also invited as a visiting scholar by the Baptist University, Hong Kong from 2001-2002. She founded and is also leading the Descriptive Video Service (DVS) in Taiwan, and has made a series of DVS programs for the Public Broadcasting Service. Dr. Chao's research specialties are: language and communication, comparative studies of semiotics, and also cultural and creative industries as it relates to communications. Recently, she has engaged in production of popular science radio programs sponsored by the National Science Council in Taiwan and is tirelessly promoting the cultural creativity industries to rethink the positioning of communication field under the trend of knowledge based economy. Dr. Chao is currently both a professor of Mass Communication as well as the Dean of the College of Liberal Arts at Tamkang University.

### **Wei-Wen Chung**

Wei-Wen Chung, professor at the Department of Journalism, and Researcher at the Center of Innovation and Creativity, National Cheng Chi University, Taipei, Taiwan. His research and teaching centers around creativity with special attention to artifact design. Chung, as the advisor to the Ministry of Education from 1995 to 2001, chaired the committee responsible for the first whitepaper on Innovation and Creativity in Taiwan.



### **Chien-san Feng**

Chien-san Feng is professor at the Department of Journalism, National Cheng Chi University, Taipei, Taiwan. His research and teaching areas are mainly in the political economy of communication and has recently been developing interests in ideas and policy implications surrounding 'sharing' as a mode of economic production, facilitated in particular by advances of internet. Feng has translated and published over ten English titles into Chinese, including Frank Webster's Theories of Information Society (1999), Toby Miller et al's Global Hollywood (2003), and Robert McChesney's Problem of the Media: the US communication politics in the 21st century (2005, with six co-translators).

### **Patricia Fessler**

Patricia Fessler is iCOO of Hyperwords. Currently Patricia is advising Shasta Ventures on investment opportunities and assisting in due diligence. Previously, Patricia was a strategy consultant with the Boston Consulting Group. Patricia holds an MBA from Stanford University and a BA from Harvard College.

### **Thomas Frostberg**

Thomas Frostberg is the editor-in-chief and one of two founders of Rapidus, an electronic news service covering business, innovation and research in the Öresund Region (Sweden and Denmark). Thomas created Rapidus, together with the co-founder Jan Wifstrand, in 1999. Rapidus covers university research and in particular commercialization of this research, with focus on innovative start-up companies, but also the political agenda for innovation strategies. Rapidus' basic features are exclusive stories, short and fast articles, always with high quality in journalism and a subscription-only readership. Among the subscribers are executives in both listed corporations and non-listed smaller companies, financial institutions, venture capital funds, politicians, media, PR consultants and lawyers. Today Rapidus covers the southern part of Sweden and the eastern part of Denmark with the capital Copenhagen – together known as the Öresund Region. In this area Rapidus is well known among business executives, but also among politicians with interest in business, research and development. Rapidus focus on ICT- and life science-companies. Articles are often quoted in daily newspapers and the influence is rather strong, although Rapidus is still a small company owned by the two founders. As editor-in-chief Thomas Frostberg is often invited to panel discussions about research, innovation and entrepreneurship. Before Rapidus Thomas spent three years covering education and research at Lund University, both as a reporter at the daily Sydsvenska Dagbladet and as chief editor at Lundagård, the major magazine reporting from the university in Lund. He has also been an editorial writer for Expressen. As an Innovation journalist fellow 2006 Thomas will work at San Francisco Chronicle.

### **Harry Fuller**

Harry Fuller is Executive Editor at CNET News.com and an Innovation Journalism Fellowship Host. He was previously executive producer at CNBC Europe.

### **Stuart Gannes**

Stuart Gannes is the Director of the Reuters Foundation Digital Vision Program at Stanford University. Gannes has a long history in Silicon Valley, where he has worked as a journalist, entrepreneur and technology director. After five years as Fortune Magazine's science and technology writer Gannes joined Mips Computers, a pioneer microprocessor design firm. In 1992 he was the co-founder and CEO of Books That Work, an innovative consumer software developer. Books That Work was sold to Sierra On-Line in 1997. From 1998-2002 Gannes worked for AT&T Laboratories, where he served as director of advanced development. At Stanford he directs the Digital Vision Fellowship, sponsored by the Reuters Foundation, which provides support to social entrepreneurs exploring the application of technology to humanitarian goals in the developing world. Gannes also serves as a director of the Earthpledge Foundation and the Food Alliance, whose 'sustainability' initiatives highlight the connections between everyday choices, personal well-being and a healthy world.

### **Stine Grodal**

Stine Grodal is a doctoral candidate in Management Science and Engineering at Stanford University. Her research interests include industry emergence, innovation, and the role of technology in work processes. Stine's dissertation is on the emergence of new industries. She is particularly interested in how community rhetoric influences the contestation and negotiations around new industries. Her current work is focused on

the nanotechnology field. Stine's research is among others published by Oxford University Press and the Journal of Economic Issues. Prior to coming to Stanford Stine received a BA and a MA in psychology from the University of Copenhagen.

### **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). He is PI of the Innovation Journalism Program at Stanford. 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.

### **Frode Hegland**

Frode Hegland is Founder & CEO of Hyperwords Inc. He has previously designed the Liquid Information email & usenet newsgroup system and designed/produced LiSA, the Liquid Information Speaking Assistant [www.speakingassistant.com](http://www.speakingassistant.com). He produced a documentary on Doug Engelbart, available to view on the web or as video Podcasts at [www.invisiblerevolution.net](http://www.invisiblerevolution.net). Frode Hegland graduated from Syracuse University with an advertising degree. Masters in Human Computer Interaction from University College London Interaction Center. His personal site is [LiquidInformation.org](http://LiquidInformation.org)

### **Ken Howe**

Ken Howe is the Business Editor of the San Francisco Chronicle. He has been an Innovation Journalism Fellowship Host since the program started in 2004.

### **Erika Ingvald**

Erika Ingvald is a journalist with Elektroniktidningen (The Electronics Newspaper). She has a background as a researcher in Geology. Erika is a Swedish Innovation Journalism Fellow, hosted by PC World.

### **Harlan Jacobs**

Harlan Jacobs is the founder and president of Genesis Business Centers, Ltd., a diversified high tech, for-profit incubator program. Mr. Jacobs is a seasoned CFO with over 20 years experience as a corporate controller and treasurer prior to becoming involved in the fields of incubation and early stage venture (seed) capital. He was the CFO for FilmTec Corporation, a successful Minnesota high tech start-up company with a unique reverse osmosis membrane technology. Formed in 1977 with only \$100,000 of founders capital, the company went public in 1979. In 1985, with sales of \$10 million and net income of \$1.5 million, FilmTec was sold to Dow Chemical for \$75 million in cash. In 1993 he founded his high-tech business incubator program in Minnesota, offering to barter rent and "Acting CFO" services for a negotiated equity position in its incubatee companies. This bartering program has become a cornerstone of the Genesis Incubator program.

### **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).

### **Linus Lundberg**

Linus Lundberg has been with Vision Capital as Silicon Valley Principal since October 2001. Vision Capital is a Trans-Atlantic venture fund focusing on expansion stage European technology companies. His investment focus is on the communications and wireless sectors and he is responsible for deal sourcing from the Scandinavian/Nordic markets. He spent the previous 4 years in Silicon Valley, as Director of Business Development at the Swedish communications equipment company Axis Communications. At Axis he was responsible for developing key partnerships within the field of wireless networking. Later, he became the General Manager for the Mobile Internet Division at Axis, pioneering wireless networking solutions based on Bluetooth and WiFi. Prior to Axis, Linus worked at McKinsey&Company. During his 5-year tenure he worked on strategy and change management issues for leading Scandinavian clients, in sectors such as Telecom, Automotive and Banking, and was the co-leader of the Scandinavian Telecom Practice. Linus holds a Master of Science degree in Mechanical Engineering from Chalmers University of Technology, Sweden and Imperial College, UK, which he concluded in parallel with 2 years of Finance studies at Gothenburg School of Economics, Sweden.

### **Thomas E. Moore III**

Thomas E. Moore III is an attorney at Thomlinson Zisko LLP. He is experienced in litigating a wide range of commercial and technology-focused disputes. Among his areas of expertise are: Issues of Control of Closely Held Corporations; Partnerships, Joint Ventures and Ownership of Assets and Technology; Intellectual Property; Wrongful Termination; False Advertising; Trade Secrets. His practice areas are: Emerging Technologies | Litigation and Dispute Resolution | Employment and Executive Compensation | Intellectual Property Protection and Licensing | Trademarks & Domain Names

### **Tom Murphy**

Tom Murphy is editor-in-chief of RedHerring.com, the online complement to Red Herring magazine, and is an Innovation Journalism Fellowship Host for the first time this year. His three decades in the news industry include 17 years as a writer and editor for Bloomberg News, The Associated Press and other real-time media. He is former founding managing editor of CBS.MarketWatch.com. As a key architect of the news efforts at both MarketWatch.com and Red Herring, he developed and led both organizations' in-house journalism training programs. Murphy, who has a degree in journalism from U.C. Berkeley, also has served as editor-in-chief for infoUSA.com, Revenue magazine, Emerging Business magazine and San Francisco-based Montgomery Research Inc. He is the author of "Web Rules: How the Internet is Changing the Way Consumers Make Choices."

### **David Nordfors**

David Nordfors is Senior Research Scholar at Stanford Center for Innovations in Learning, Leading the Innovation Journalism Program at Stanford. 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. 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 symposium 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).

### **Mats Nyberg**

Mats Nyberg is pedagogical consultant at the Swedish Learning Lab at the Royal Institute of Technology (KTH) in Stockholm, Sweden. He is a former journalist, now working in the forefront of innovating academic

courses with the use of information technology. Mats is the KTH project leader for the pilot course in Innovation Journalism, which is presently being set up.

### **Josh Quittner**

Josh Quittner was named editor of Business 2.0 in April 2002. He has been an Innovation Journalism Fellowship Host since the beginning of the program in 2004. Previously he served as technology editor for Time magazine and editor of Time.com. He was also managing editor of On, a monthly guide to personal technology. He anchored TimeTech, a daily 60-second technology report distributed by CBS Radio Network, and founded the Netly News, a daily feed on digital news and culture, while working at Pathfinder, Time Inc.'s pioneer online site. He also worked as a staff writer at Newsday, where he created the weekly Life in Cyberspace column. Quittner was named as one of the 20 most influential technology journalists three years in a row by Adweek's Technology Marketing magazine and as one of the "21 most intriguing people in magazines" by MIN in 2003. He is a graduate of Grinnell College and the Columbia School of Journalism. Quittner is an accomplished speaker and media commentator. He is also the coauthor of five books with his wife, writer Michelle Slatalla.

### **Jan Sandred**

Jan Sandred is a Special Adviser to the Deputy Director General of VINNOVA. He was an Innovation Journalism Fellow in 2004, hosted by San Francisco Chronicle. He was founding editor of Biotech Sweden, Swedens largest magazine for the biotech industry. From 1984 to 1999 he was Senior Editor at Datateknik, the major Swedish IT-magazine for professionals. He was also the founder, and between 1993 and 1997 Editor-In-Chief, of Cad Guiden, the largest Swedish magazine on computer aided design, and 1995 to 1998 Editor-in-Chief at Nya Data Marketing, the major Swedish magazine for the IT retail industry. He has done reference documentation for World Wide Web Consortium. Jan Sandred has written several books on IT, the latest being "Managing Open Source Projects" published at John Wiley & Sons, Inc, also published in Japanese at Ohmsha, Ltd. Jan Sandred has a B.Sc. in Chemistry and a M.Sc. in Mathematics and IT from the University of Uppsala. He also is educated in journalism at the Poppius School of Journalism in Stockholm. Between 1994 and 1999 he was member of the Board of Directors, E+T Förlag AB. He is a frequent speaker and chair at seminars and conferences and has appeared as a guest commentator on Swedish TV2 news program Rapport, and News TV4.

### **Seppo Sisättö**

Seppo Sisättö has spearheaded the introduction of Innovation Journalism in Finland and is the secretary of the Finnish National Innovation Journalism Fellowship Program. He 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.

### **Amanda Termén**

Amanda Termén works as an economy and politics reporter at the Gothenburg Post, the second largest daily newspaper in Sweden. She covers topics ranging from car and medical industries to the doings of the Swedish Government. Earlier, Amanda has served as culture editor of a smaller newspaper, Elfsborgs Läns Allehanda, and worked as web editor and reporter at Örnsköldsviks Allehanda, a local newspaper in the north of Sweden. For four years she was a freelance writer for the university magazine "The Gothenburg spy". She has a bachelor degree in journalism from Gothenburg University and a European Diploma in International Journalism from the universities of Utrecht, Holland, and Aarhus, Denmark. She has gone through a course covering the EU institutions at the European Journalism Centre in Brussels and ! reported on European business and politics, travelling the continent. Amanda has a supplementary university degree in International Relations, International Politics and European Studies, and one year of Gender Psychology studies at the University of Lund.

### **Turo Uskali**

Turo Uskali is a senior research scholar at the department of communication at theuniversity of Jyväskylä in Finland, working with the first Finnish innovation journalism education and research programme. He is specialized on foreign news and financialnews practices and wrote his doctoral dissertation in 2003 about the work of Finnish correspondents in Moscow 1957-75. He has worked for ten years as a national, foreign,

business and law reporter for various leading Finnish media outlets such as Yleisradios Tv-news (Finnish Broadcasting company), Taloussanomat (the second largest daily business newspaper) and Helsingin Sanomat (the leading Finnish daily newspaper).

### **Alisa Weinstein**

Alisa Weinstein earned a Master's in Journalism from the UC Berkeley Graduate School of Journalism in 2003. She has worked as a film and television and news reporter, as well as a web content producer for an online women's network and the PBS documentary series, Independent Lens.

### **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.

### **Joseph Yang**

Dr. Joseph Yang is Director of the Science & Technology Division of the Taipei Economical and Cultural Office (TECO) in San Francisco. He received his MS and PhD degrees in Electronics Engineering, Southampton University, UK, in 1974 and 1978 respectively. He started his career as an Associate Professor at National Chiao-Tung University (1978-1979); Chairman, Dept. of Computer Science, Tamkang university (1979-1981), and President of Chun-Chou Institute of Technology (1982-1983). From 1983 to 1987, he joined industry as a Senior Technical Consultant in Fu-Sheng Industrial Group. After five years of industrial experiences, he was invited to join Government service as the Principal Advisor of EPA (1988-1991) AND Chairman of Foreign Affairs Committee, Ministry of Transportation and Communications (1991-1993). Dr. Yang returned to academic career to join the founding of National Kaoshiung Institute of Technology as a Dean of Academic Affairs and Vice President (1993-2000). Between 2000 to present, Dr. Yang was invited by National Science Council to join government again; first as the Director General, Dept. of International Programs, National Science Council and then current position, Director, Science and Technology Division, Taipei Economic and Cultural Office in San Francisco..

### **Stephen Yao**

Stephen Yao is CEO of China Times Interactive Inc. (Taiwan). He was born in Taiwan and accomplished his MBA degree in the USA. Mr. Yao was recruited in 1988 by Dow Jones Telerate as the general manager for Taiwan and further promoted in 1992 to Hong Kong for looking after the northeast Asia region covering Hong Kong, PRC, Taiwan, the Philippines, Vietnam and Korea. In this capacity he managed to establish 5 offices in the Mainland China and gained extensive experience from the growth of China's financial market. In 1998 he took up the position of Managing Director, Asia-Pacific for the Standard & Poor's Fund Services based in Hong Kong. During this employment he accomplished an acquisition of a leading Japanese investment fund research company and expanded the business in Australia. He was frequently interviewed by the major financial media in the region such as CNBC, The Asian Wall Street Journal, Nikkei, etc. Early 2000 ChinaTimes Group (the largest cross media group in Taiwan) invited Mr. Yao to be its Chief Strategy Officer for facilitating the group toward the digital/online era. After 3 years in Beijing for running a 50/50 joint venture between ChinaTimes and Tom.com (engaged in cross media CRM), he was asked to take up the top post for the ChinaTimes digital media platform consisting of four companies till now. Mr. Yao also serves as an executive director for the Taiwan Internet Association.