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THE THIRD CONFERENCE ON INNOVATION JOURNALISM

STANFORD UNIVERSITY

Tresidder Union

Wallenberg Hall



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APRIL 5-7 2006

THE THIRD CONFERENCE ON INNOVATION JOURNALISM

STANFORD UNIVERSITY
APR 5-7 2006

THE INNOVATION JOURNALISM FELLOWSHIP PROGRAM

SCIL - STANFORD CENTER FOR INNOVATIONS IN LEARNING
VINNOVA – THE SWEDISH AGENCY FOR INNOVATION SYSTEMS

Conference Committee

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John Joss, Editor

Turo Uskali, Editor

Alisa Weinstein, Editor

Conference Blog

Jan Sandred <http://innovationjournalism.blogspot.com/>

The Third Conference on Innovation Journalism

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 stretches across traditional newsbeats, such as business, technology and politics, reporting on innovation and innovation processes. The practice of Innovation Journalism involves identifying the key issues and key actors in the innovation systems, and reporting on how they interact. 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. In 2005 innovation journalism programs have been established in Finland and Pakistan, and a research program on innovation communication has been initiated in Germany.

The First Conference looked at the feasibility of Innovation Journalism as a concept and community. The Second Conference continued this, while bringing together an embryo of an international Innovation Journalism community and compared the experiences from the ongoing Innovation Journalism initiatives.

The Third Conference on Innovation Journalism expands these scopes further, including more countries, more experts, more angles.

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.

Summary of the Conference

The first day of conference is opened by **Vint Cerf**, founding father of the **Internet** and Chief Internet Evangelist of **Google**. The opening is followed by a panel discussion with **Harry McCracken**, Editor-in-Chief, **PC World**; **Joel Dreyfuss**, Editor-in-Chief, **Red Herring**; **Tony Perkins**, Founder and Editor-in-Chief **ALWAYSON**; **Michael Kanellos**, Editor-at-Large, **CNET News.com** and **John Furrier**, CEO, **Podtech Networks**. It is closed by **Paul Matteucci** from **US Venture Partners**, telling about their 5.5 MUSD investment in PodTech Networks, an innovation journalism startup.

The second day of the conference is opened by **Curtis Carlson**, President SRI, and **Almar Latour**, Tech Editor, Wall Street Journal, talking about innovation as a discipline.

The third day of the conference discusses the role of journalism in innovation systems and policy for developing it. There will be presentations of Innovation Journalism Initiatives in **Sweden, Finland, Germany, Pakistan, Slovenia** and the **Basque region in Spain**. It is ended by a panel discussion with public policy decision makers.

The conference has **30 presentations**, each one followed by a panel discussion. There are **88 speakers and panellists**. The main themes are: **Innovation Journalism, Innovation Communication & Journalism, Innovation Journalism Initiatives Around the World, The Role of Journalism in Innovation Systems**.

The list of speakers/panelists includes

Professional Journalists working for (USA:) Business 2.0, Center for Citizen Media, CNET News.com, Fortune, PodTech Networks, Red Herring, PC World, San Francisco Chronicle, San Jose Mercury News, Spot-On, Technology Review, US News and World Report, Wall Street Journal, Wired Magazine, Common Sense Media, (in SWEDEN:) Affärsvärlden, Aftonbladet, Computer Sweden, Elektroniktidningen, Entreprenör, Göteborgsposten, Process Nordic, Rapidus, Sydsvenska Dagbladet (in FINLAND:) Helsingin Sanomat, Arvopaperi (UK:) BBC, (France:) Le Monde, (Spain:) El Pais, (Mexico:) Reforma, (Chile:) El Mercurio

Academic Researchers from Stanford University, Linköping University (Sweden), Royal Institute of Technology (Sweden), Stockholm School of Economics (Sweden), Tampere University (Finland), University of Jyväskylä (Finland), University of Helsinki (Finland), University of Hohenheim (Germany), University of Southern California (USA)

Innovation Experts from Stanford Center for Innovations in Learning (SCIL), VINNOVA - Swedish Governmental Agency for Innovation Systems, Google, ICANN, SRI International, J E Austin Associates, Embassy of Sweden in Washington, The 451 Group, Vibacom (Slovenia), Fish & Richardson, Addison Marketing, International Knowledge Cluster of Basque Country (Spain), August Capital, Draper Fisher Jurvetson, GZ Group (Sweden), AlwaysOn Networks, Socialtext, PodTech Inc, US Venture Partners, Hoffman Agencies, Wallenberg Global Learning Network, Reuters Digital Vision Fellowships (Stanford), Media-X (Stanford), CSLI (Stanford), J E Austin Associates, TeliaSonera (Finland), TEKES - National Finnish Technology Agency, SITRA - Finnish Industry Fund, USAID

David Nordfors, Conference Co-Chair

Stig Hagström, Conference Co-Chair

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The Third Conference on Innovation Journalism

Venue: Oak Lounge * [Tressider Memorial Union](#) * [459 Lagunita Drive, Stanford University](#)

Conference Program

Conference Program and Sessions Chair: [David Nordfors](#)

Wed Apr 5: Innovation Journalism

- 8.30 – 9.00 a.m. Registration and Coffee
- 9.00 – 9.20 a.m. **Opening of Conference**
 Conference Co-Chairs:
[David Nordfors](#), Senior Research Fellow Innovation Journalism, SCIL, Stanford;
 Program Leader, Innovation Journalism, VINNOVA
[Stig Hagström](#), Stanford, U.S.
- 9.20 – 10.00 a.m. **Opening Speaker: Vint Cerf**
 Chief Internet Evangelist, Google; Chairmann ICANN
- 10.00 – 11.00 a.m. **The Future of Innovation Journalism**
 Moderators: [David Nordfors](#) and [Vint Cerf](#)
 Panel participants:
[Harry McCracken](#), Editor-in-Chief, PC World
[Joel Dreyfuss](#), Editor-in-Chief, Red Herring
[Tony Perkins](#), Founder and Editor-in-Chief, ALWAYS ON
[Michael Kanellos](#), Editor-at-Large, CNET News.com
[John Furrier](#), CEO, Podtech Networks, Inc
- 11.00 – 11.20 a.m. Break
- 11.20 – 11.35 a.m. **Innovation Journalism Teamwork. How and Why?**
[Erika Ingvald](#), Innovation Journalism Fellow, Journalist
 Elektroniktidningen, Sweden, hosted by PC World
- 11.35 – 11.55 a.m. Discussion Panel
[Harry McCracken](#), Editor-in-Chief, PC World
[Chris Nolan](#), Founder, Spot-On.com
- 11.55 – 1.30 p.m. Lunch
- 1.30 – 1.45 p.m. **Innovative Journalism as a Base for Innovation Journalism**
[Amanda Termén](#), Innovation Journalism Fellow, Journalist Göteborgsposten,
 Sweden, hosted by CNET News.com
- 1.45 – 2.05 p.m. Discussion Panel
[Michael Kanellos](#), Editor-at-Large, CNET News.com
[Tom Murphy](#), Editor-in-Chief, RedHerring.com
[Ross Mayfield](#), CEO, Socialtext
- 2.05 – 2.20 p.m. **How to Write About the Future?**

- [Jyrki Alkio](#), Innovation Journalism Fellow, Staff Writer Helsingin Sanomat, Finland, hosted by Red Herring
- 2.20 – 2.40 p.m. Discussion Panel
[Jarmo Salmela](#), Technology Intelligence manager, R&D and Innovations unit, TeliaSonera, Finland
[Lee Bruno](#), Editorial Director – Special Reports, The 451 Group
[Mike Langberg](#), Technology Columnist, San Jose Mercury News
- 2.40 – 3.00 p.m. Break
- 3.00 – 3.15 p.m. **The Role of Innovation Journalism in Business Journalism**
[Erik Amcoff](#), Innovation Journalism Fellow, Editor at Affärsvärlden, Sweden, hosted by Wall Street Journal
- 3.15 – 3.35 p.m. Discussion Panel
[Almar Latour](#), Technology Editor, Wall Street Journal
[Dan Gillmor](#), Founder, Center for Citizen Media
[Johan Jörgensen](#), Entrepreneur, Sweden. Innovation Journalism Fellow 2004.
- 3.35 – 3.50 p.m. **How to Integrate Innovation Journalism into Traditional Journalism**
[Eva Barkeman](#), Innovation Journalism Fellow, Science Editor Aftonbladet, Sweden, hosted by Fortune.
- 3.50 – 4.10 p.m. Discussion Panel
[Stuart Gannes](#), Director Reuters Digital Vision Fellowships, Stanford University; Fmr Science & Tech writer, Fortune.
[Keith Devlin](#), Executive Director, Stanford Center for the Study of Language and Information; Co-Founder Media-X, Stanford University
[Marie Granmar](#), Editor-in-Chief, Process Nordic, Sweden. Innovation Journalism Fellow 2005.
- 4.10 – 4.30 p.m. Break
- 4.15 – 4.30 p.m. **Podtech.net: New Platform. New Economics. New Realities.**
[John Furrier](#), CEO, Podtech Networks, Inc.
- 4.30 – 5.00 p.m. **Why We Invested \$5.5M in Podtech, an Innovation Journalism Startup**
[Paul Matteucci](#), Partner, US Venture Partners. Investor in Podtech.
- 5.00 – 5.30 p.m. Discussion Panel
[Sam Perry](#), Startup Adviser; Reuters Digital Vision Fellow, Stanford
[Richard Horning](#), Principal, Fish & Richardson P.C.
[David Hornik](#), August Capital
- 5.45 – 7.30 p.m. **Reception at Wallenberg Hall, Room 127, first floor**
 In the Main Quad: 450 Serra Mall, Building 160, Stanford.

Thu Apr 6: Innovation Journalism

- 8.50 – 9.10 a.m. **Opening: The Discipline of Innovation**
[Curtis Carlson](#), President, SRI International
- 9.10 – 9.30 a.m. **Keynote: Innovation and Technology as a Multidisciplinary Beat at the Wall Street Journal**
[Almar Latour](#), Technology Editor, The Wall Street Journal
- 9.30 – 9.45 a.m. **Is Blogging Innovating Journalism?**
[Patrick Baltatzis](#), Innovation Journalism Fellow, Editor at Entreprenör, Sweden, hosted by Business 2.0
- 9.45 – 10.05 a.m. Discussion Panel
[Nicklas Mattsson](#), Editor-in-Chief, Entreprenör, Sweden
[Todd Lappin](#), Senior Editor, Business 2.0
[Martin Turner](#), Knight Fellow, Stanford University; Americas bureau chief, BBC, Washington, D.C.
- 10.05 – 10.30 a.m. Break
- 10.30 – 10.45 a.m. **Why Newspapers Don't Cover Innovative Startups – and How They Could Contribute to Medici Effects**
[Thomas Frostberg](#), Innovation Journalism Fellow, Editor-in-Chief of Rapidus News Service, Sweden, hosted by San Francisco Chronicle
- 10.45 – 11.05 a.m. Discussion Panel
[Lars Gatenbeck](#), General Partner, GZ Group, Sweden
[Ken Howe](#), Business Editor, San Francisco Chronicle
[Janet Rae-Dupree](#), Knight Fellow, Stanford University; Contributing Editor, US News and World Report
- 11.05 – 11.20 a.m. **Being Wrong - A Limit Case**
[Gary Wolf](#), Knight Fellow, Stanford University; Contributing Editor, Wired Magazine
- 11.20 – 11.40 a.m. Discussion Panel
[Magnus Höj](#), Feature Editor, Computer Sweden (IDG), Sweden
[Sam Perry](#), Startup Adviser; Reuters Digital Vision Fellow, Stanford
- 11.40 – 11.55 a.m. **Innovation Journalism for Innovative Thinking in Corporate Environments**
[Violeta Bulc](#), Founder and Director, Vibacom, Slovenia
- 11.55 – 12.15 p.m. Discussion Panel
[Thomas Buckholtz](#), Business Advisor and Executive Coach; fmr Commissioner, US General Services Administration
[Tony Perkins](#), Founder Always-On Networks
[Anders H. Pers](#), Business Angel, former Publisher Västmanlands Läns Tidning, chairman TT news agency and chairman TV4, Sweden

- 12.15 – 1.45 p.m. Lunch
- 1.45 – 2.00 p.m. **Innovations as a Topic for Media Reporting: Implications of Editorial Strategies and Framing**
Klaus Spachmann, Assistant Professor for Journalism, Department of Communication Science, University of Hohenheim, Germany
- 2.00 – 2.20 p.m. Discussion Panel
Nicolàs Luco Rojas, Editor, Science & Technology, El Mercurio, Chile
Wade Roush, Web Editor, Technology Review
Marita Seulamo-Vargas, Freelance Journalist, Finland
- 2.20 – 2.35 p.m. **Innovation and journalism – an Impossible Equation?**
Kaarle Nordenstreng, Professor of Journalism and Mass Communication, University of Tampere, Finland
Theodore Glasser, Professor of Communication, Stanford University
- 2.35 – 2.50 p.m. Discussion
Dan Kreiss, Ph.D. student, Dept. Communication, Stanford University
- 2.50 – 3.05 p.m. Break

Thu Apr 6: Innovation Communication & Journalism

- 3.05 – 3.20 p.m. **New Perspectives on Innovation Communication: Journalism and Public Relations - Partners or Opponents?**
Findings from INNOVATE 2006, the 2nd German Trend Survey
Simone Huck, Assistant Professor for Corporate Communications, Department of Communication Science, University of Hohenheim, Germany
- 3.20 – 3.35 p.m. **Innovation Journalism in Tech Magazines: Factors of Influence on Innovation Communication in Special Interest and Specialist Media**
Florian Krüger, Ph.D. student and researcher, Department of Communication Science, University of Hohenheim, Germany
- 3.35 – 3.55 p.m. Discussion Panel
John Joss, Writer, Innovation Communicator
Lou Hoffman, President, Hoffman Agencies
Mark Kennedy, Ass. Prof., Marshall School of Business, USC
- 3.55 – 4.10 p.m. **Media Communication as a Marketing Strategy for Start-up Firms**
Peter Svensson, Visiting Researcher, Stanford University, Ph.D. Candidate Linköping University, Sweden.
- 4.10 – 4.25 p.m. Discussion Panel
Frances Mann-Craik, Founder and CEO, Addison Marketing
Richard Horning, Principal, Fish & Richardson P.C.
Lise Olson, Consultant, Startup advisor.

- 4.25 – 4.40 p.m. **The Role of PR within the Innovation Communication System – a Case Study**
[Jan Sandred](#), Special Adviser, VINNOVA, Sweden. Innovation Journalism Fellow 2004
- 4.40 – 4.55 p.m. Discussion
[Liz Perle](#), Editor-in-Chief, Common Sense Media
[Vilma Luoma-aho](#), Researcher, Organizational Communication and PR, University of Jyväskylä, Finland, Visiting Scholar at Annenberg School of Communication
[John Joss](#), Writer, Innovation Communicator
- 6.00 – 8.00 p.m. **Dinner Reception**
Oak Lounge – Tresidder Memorial Union.

Fri Apr 7: Meeting Between Programs and Fellows (Closed Event)

Chairs: [David Nordfors](#), Innovation Journalism Program Leader

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 Innovation Journalism Programs

Fri Apr 7: Innovation Journalism Initiatives Around the World
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9.00 – 9.30 a.m. **[The State of the Innovation Journalism Programs.](#)**
and
[The Innovation Journalism Course at the Royal Institute of Technology, Sweden](#)
[David Nordfors](#), Innovation Journalism Program Leader, Stanford and Sweden

9.30 – 9.45 a.m. Discussion
[Claes Thorson](#), Press Counsellor, Embassy of Sweden in Washington D.C., former Correspondent SVT, former Managing Director, TV4, Sweden
[Anders Lotsson](#), Senior Writer, Computer Sweden, Innovation Journalism Fellow 2005.

9.45 – 10.00 a.m. **The Finnish National Innovation Journalism Fellowship Program**
[Seppo Sisättö](#), Lecturer, Political Science, University of Helsinki; Secretary, Finnish National Innovation Journalism Fellowship Program, Finland

10.00 – 10.15 a.m. **[Experiences from the Innovation Journalism Pilot Course in Jyväskylä](#)**
[Turo Uskali](#), Visiting Scholar, Innovation Journalism, Stanford; Research Scholar, University of Jyväskylä, Finland

10.15 – 10.30 a.m. Discussion panel: Finnish Initiatives
[Mary Kiely](#), Executive Director, Wallenberg Global Learning Network, Stanford
[Reijo Kangas](#), Director, Tekes San José Office, Finland

10.30 – 10.45 a.m. Break

10.45 – 11.00 a.m. **The German Innovation Communication Program**
[Simone Huck](#), Assistant Professor for Corporate Communications, Department of Communication Science, University of Hohenheim, Germany

11.00 – 11.15 a.m. Discussion
[Turo Uskali](#), Visiting Scholar, Innovation Journalism, Stanford; Research Scholar, University of Jyväskylä, Finland
[Jan Sandred](#), Special Adviser, VINNOVA, Sweden. Innovation Journalism Fellow 2004

- 11.15 – 11.30 a.m. **The Innovation Journalism Program in Pakistan**
[Amir Jahangir](#), Project Director Innovation Journalism Program, Consultant
 Competitiveness Support Fund, Pakistan
- 11.30 – 11.45 a.m. Discussion
[Kevin Murphy](#), President, J.E. Austin Associates
[Alisa Weinstein](#), Senior Editor, Innovation Journalism
- 11.45 – 12.00 p.m. **Innovation Journalism in Slovenia**
[Violeta Bulc](#), President Vibacom, Slovenia
[Polona Pibernik](#), Director, Mediade, Slovenia
- 12.00 – 12.15 p.m. Discussion
[Ted Lyman](#), Senior Consultant for Regional Economic Development, Clusters and
 Economic Competitiveness, ECG – Economic Competitiveness Group.
[Elizabeth Braw](#), Silicon Valley Reporter, Sydsvenska Dagbladet, Sweden
- 12.15 – 12.30 p.m. **The Basque Initiative on Journalism and Innovation**
[Patricia Valdenebro](#), International Knowledge Cluster, Spain
- 12.30 – 12.45 p.m. Discussion
[Francis Pisani](#), Blogger and Tech Columnist, Le Monde (France), El Pais (Spain),
 Reforma (Mexico).
[Karen Engel](#), Director for Economic Development, Oakland Metropolitan Chamber of
 Commerce
- 12.45 – 2.00 p.m. Lunch

Fri Apr 7:	The Role of Journalism in Innovation Systems
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- 2.00 – 2.15 p.m. **The Role of Journalism in forming the Public Perception of a New Industry**
[Stine Grodal](#), Doctoral Candidate, Management Science and Engineering, Stanford
 University
- 2.15 – 2.30 p.m. Discussion Panel
[Lise Olson](#), Consultant, Startup advisor
[Stefan Jonsson](#), Fulbright Scholar, SCANCOR, Stanford
- 2.30 – 2.45 p.m. **Innovation Journalism as an Essential Element in the new Endogenous Theory
 of Growth. Results of the Finnish Research Program**
[Erkki Kauhanen](#), Researcher and Journalist, the Journalism Research and
 Development Centre, University of Tampere, Finland
- 2.45 – 3.00 p.m. Discussion Panel
[Antti Ainamo](#), Visiting Scholar, Stanford University
- 3.00 – 3.15 p.m. Pause
 .

3.15 – 4.00 p.m. **The Role of Journalism in Innovation Systems**

Moderator: [David Nordfors](#), Program Leader, Innovation Journalism, Stanford University

- [Karin Markides](#), Deputy Director General, VINNOVA, Sweden
- [Lisa Chiles](#), USAID/Pakistan Mission Director
- [Ellen Levy](#), Director of Industry Collaboration and Research, Media X, Stanford University; Network Advisor, Draper Fisher Jurvetson
- [Patrick Windham](#), Lecturer, Public Policy Program, Stanford University
- [Joseph Yang](#), Director of the Science & Technology Division of the Taipei Economical and Cultural Office (TECO) in San Francisco, Taiwan
- [Antti Hautamäki](#), Director of Innovation Research, SITRA, Finland; Visiting Scholar UC Berkeley School of Information, Finland
- [Markku Huusko](#), Arvopaperi Magazine, Finland

Abstracts

Wed 10.00 a.m.

Panel Discussion: The Future of Innovation Journalism

Moderators: David Nordfors and Vint Cerf

It's innovation time for journalism! Traditional news media are being challenged by innovative sources of news on the Internet. What's more, traditional journalism has trouble covering innovation as a topic. Traditional news beats, such as science, technology or business, tend to chop up innovation processes in parts that fit into their news slots, so they miss the bigger picture.

Progress in modern industrial economies means doing new things, not doing more old things. Innovation has become the single largest driver of economic growth. Innovations in business, technology and society are converging via the Internet – nesting and co-developing. It is difficult to discuss any aspect without knowing a lot about the others, challenging the traditional news beats that separate technology, business and politics. Today a new idea can be implemented in a very short time and used by millions, generating billions of dollars, changing society permanently. Competition between ideas is the hallmark of innovation systems. Democracies and the democratic system are as much followers of innovation systems as the other way around. If journalism is crucial for democracy, is journalism perhaps a key for democratizing innovation?

Innovation systems offer journalists a palette of breakthrough technologies, cool gadgets, charismatic leaders, grass-root movements, fierce competition, big money, heroes and villains – often globally. Innovation journalism prospered in the '90s but suffered when the bubble burst. It's back, to a tougher reality. While glossy life-style magazines still do well, tech-savvy innovation mavens are moving to the Internet. Some say that the news on paper is dying, while Net journalism models are barely established.

The panel will discuss how journalism can report on innovation processes, following the cross-boundary interactions that are driving today's society? And who is able to do it? And how to make a business out of it?

Wed 11.20 a.m.

Innovation Journalism Teamwork: How and why?

Erika Ingvald

[\(Link to slides - available in electronic version\)](#)

Teamwork innovation journalism makes it to the first page and gets readers attention. This paper shows journalists the 'how' and 'why'. It gives examples from Sweden's leading technology weekly and from a group of freelancers. My hope is that readers will find teamwork interesting enough to try it for themselves, as reporters or as editors charged with assembling teams or buying freelance material.

The reader is expected to have journalistic skills and to know how to do research, how to be critical, balanced and accurate and how to handle ethical dilemmas. Basic journalism is beyond the scope of this paper.

Wed 1.30 p.m.

Innovative Journalism as a Basis for Innovation Journalism

Amanda Termén

[\(Link to slides - available in electronic version\)](#)

Modern publications do not only cover innovation. They increasingly become innovators themselves, making use of the technological developments that they write about daily.

The purpose of this paper is to investigate how innovation within journalism can be used to do innovation journalism, showing the tech news website CNET News.com as an example. The website experiments with features like podcasts, video clips and real-time reporting and constantly explores the emerging possibilities offered by the Internet, to bring the news of innovation to its audience.

This paper maps some of the innovations and publishing techniques used by CNET News.com, examines the publication's innovation climate and policy and explores how innovation is used to picture the innovation process in news.

Why is it important to live what you write about, and how does it improve the coverage of the innovation process?

Wed 2.05 p.m.

How to Write About the Future?

Jyrki Alkio

[\(Link to slides - available in electronic version\)](#)

This paper points out the opportunities and threats in writing about the future. Different players in the innovation process have varied expectations about how and when journalists should write about innovations. These interests may conflict with media's own interests of right timing.

I propose that journalists could learn from other professions working with the questions about the future. The uncertainty related to the unknown cannot be resolved with one universal solution or methodology, but can work as a tool to put new innovations into the right context.

An innovation journalist writing about the future should be aware of the risk related to his approach. The more future-oriented the writing the more risk that he or she may be wrong. Experienced colleagues recommend, in trying to avoid wrong bets, finding an independent evaluation in defining whether a new innovation, technology or startup is worth writing.

Wed 3:00 pm

The Role of Innovation Journalism in Business Journalism

Eric Amcoff

In this paper, we take a closer look at one particular innovation process – a pharma company’s long and difficult hunt for a new medicine - and elaborate on where in this process different kinds of business journalists usually show up. Most business journalists, it is argued, tend to focus on the latter part of this innovation process. A discussion about whether the concept of innovation journalism in any way would change this ends in confusion. Instead of talking about labels, it is argued, more attention should be paid to the basic principles of journalism.

Wed 3:35pm

How to Integrate Innovation Journalism into Traditional Journalism

Eva Barkeman

This paper is written to elucidate innovation journalism and how to smuggle it into many kinds of magazines – “Stealth journalism”.

I studied three types of weekly magazines in Sweden: technology (Ny Teknik), business (Affärsvärlden) and one on Politics (Fokus). A comparison shows that they all do innovation journalism, as far as content is concerned, although not all editors use the term – or even know about it.

The editors agree that innovation journalism will grow, partly due to the accelerating cycles of innovation systems – the time it takes to go from idea to commercial product.

Yet my conclusion is that Innovation journalism mustn't necessarily be a beat of its own, but eventually be integrated into traditional journalism.

When the beat is new, there is a point in having it be its own section to make people aware of the phenomenon – among the readers as well as within the walls of the news rooms.

At the moment, innovation journalism is needed to integrate all compounds ranging from basic research to commercial products to its impact on market and society. But in the long run, there will be no need to label innovation in a magazine or news paper (unless it's not a magazine dedicated to the field).

Innovation is everywhere. And good journalism is always about the news, the angle and the language/writing.

Wed 4.15 p.m.

PodTech.Net: New Platform, New Economics, New Realities

John Furrier, CEO PodTech Networks Inc.

The new media revolution of podcasting will change how media is consumed and who the producers of media are. The barriers to entry to become a new media broadcaster and journalist are rapidly approaching zero. This new "New Media" content is exploding onto the scene for the consumption of mainstream users around the globe and changing the landscape of the media business. With the adoption of podcasting by mainstream users, the expected number of podcast users in the U.S. is expected to grow from 4.5 million in 2005 to 60 million by 2011. Additionally the increasing use of digital music players is expected to drive a 101% compound annual growth rate in podcast listeners over the next five years. (Source: The Diffusion Group).

The current podcasting environment is quickly becoming the standard for on-demand audio media – Media 2.0. It's going to yield a new media production and broadcast model. The opportunity and challenge for firms and individuals is to leverage podcasting content to build a media communication and community network.

PodTech.Net is a media company dedicated to podcasting and delivering Fresh Voices™ for the iPod generation. It is the leading producer, aggregator and distributor of professional technology and business podcasts for audiences worldwide. PodTech's podcasts are heard in more than 104 countries today. PodTech's new media network is an on-line architecture that deepens and strengthens communications, community, and interactivity for consumers online, from the competitive to the cooperative, from business to politics.

Thu 9.30 a.m.

Is Blogging Innovating Journalism?

Patrick Baltatzis

Journalism is a vital part in a democratic society. Concepts like blogging and podcasting, are presenting new ways of distributing journalism instantly and letting readers interact with the journalistic product. How can journalism benefit from this concepts?

Innovations are important to society as well. Disruptive they sometimes may be, they provide stability and economic growth in societies.

Publishers of traditional media are trying to survive in a new business reality, caused by low cost distribution through network technologies.

But the traditional publishing business model with journalism as a value proposition to its readers is under attack. Will journalism survive and is blogging a possible remedy?

Thu 10.30 a.m

Why Newspapers Don't Cover Innovative Startups - and How They Could Contribute to Medici Effects

Thomas Frostberg

[\(Link to slides - available in electronic version\)](#)

Large newspapers mainly focus on big, listed companies in their business sections. This is a deliberate choice, due to the perception of the interest of the readers and the available resources.

When writing about non-listed companies, these companies are seldom innovative startups, but rather large companies owned by governments, co-operative organizations or not-for-profit-organizations. Only very few articles deal with innovative startups.

Three newspapers – Berlingske Tidende, Dagens Nyheter and San Francisco Chronicle – have been studied. All articles on company news in their business sections during February 2006 have been read and categorized into “listed” or “non-listed”. The purpose was to study how newspapers cover innovative startups and analyze why not more is written about these new companies.

San Francisco Chronicle has recently assigned an innovation reporter and their business editor tries to change the way the paper writes about companies. He thinks that the old investor perspective is out-of-date and that business journalism has to change.

The other two newspapers, Berlingske Tidende and Dagens Nyheter, seem to focus more on the traditional way of covering company news. Even if they sometimes talk about writing more about entrepreneurial issues, they have no intentions to change the focus from larger and listed corporations into also covering the innovative startups. This is said to be because of lack of resources.

Still, there are some good arguments for why newspapers should pay more attention to innovative startups. Nothing in the news principles says that these companies are not news worthy and it could also be a question of business development for the newspapers, when more and more of stock related news are available on the internet within seconds.

A more visionary argument would be that daily newspapers have an interesting mixture of readers that could make the society grow faster, if they just got a chance to meet and mix their different knowledge and experiences.

It's not an easy path, but there are ways of changing the culture of the newsrooms, if desired. Rules have to be redefined, so that old ways of thinking don't hinder more extensive coverage of innovative startups. Reporters and editors must be educated, to understand the mechanisms of innovative startups, since they differ from those of big, listed companies. Stock related material should also be moved online, so that the print version of the paper could contain new and exclusive news articles and analyses.

Thu 11.40 a.m.

Innovation Journalism as a Tool for Innovative Thinking in Corporate Environments

Violeta Bulc

[\(Link to slides - available in electronic version\)](#)

Models and thoughts presented in this paper have evolved from field experience. First-hand engagement with numerous business systems: small and large companies, high tech and traditional, successful and in transition, entrepreneurs and local communities, confirms that regardless of an increase in time dynamics of business cycles, all changes follow a social-economic logic. Even more, they follow the sociological development of an individual being, his/her level of freedom, self-awareness and empowerment. This proves the evolutionary alignment of the business world. It proves the correlation between businesses and the external environment. **Business is people** and evolution is the natural mechanism through which we function. In this process **creativity and innovation play a major role**. Since they require quite different conditions to flourish, **strong forces of change** in the (business) community are needed to be freely open to creative powers.

Slovenian businesses are responding to the call for innovation on different levels and in different forms. They try to develop internal and external means and networks in order to allow the establishment of innovative technological and business platforms, to challenge the minds of their employees and managers towards creative thinking. **One of the forces that has a strong influence on acceptance and understanding of the impacts, benefits, and the power of innovation, is media**. TV stations, newspapers, radio stations, e-media, magazines, blogs, etc. are slow in catching up with this topic and do not give enough support to the promoters and devotees of innovation. A stronger general support and overall acceptance for this important and long term sustainable growth factor is needed, especially on the operational level. **All the stakeholders need to work hand in hand** in order to take faster steps towards an opened, dynamic and innovative society.

Thu 1.45 p.m

Innovations as a Topic for Media Reporting: Implications of Editorial Strategies, and Framing.

Klaus Spachmann

Assistant Professor for Journalism, Department of Communication Science, University of Hohenheim, Germany

At all times innovations have been an issue for the media. Whether in daily newspapers, special-interest- or TV-magazines – innovations are the object of reporting in different contexts and in divergent complexity. As well as political, social and economical actors the media molds issues by specifically embedding messages in contexts and attributing meaning to them.

Waning from the current public discourse in Germany about innovations the following questions for research on journalism arise: How do journalists perceive the public communication about innovations and how do they deal with it in their communication? How are the issues edited and communicated? Which criteria decide on the news value und the way of editing an innovation?

Considerations about central concepts of journalism theory, e.g. editorial concepts, news values and framing, form the background of the theoretical part of the presentation. The findings of focus groups colloquies as well as results of both INNOVATE trend surveys provide first indices for their realisation in journalistic practice.

Thu 2.20 p.m.

Innovation and Journalism – an Impossible Equation?

Kaarle Nordenstreng & Theodore Glasser

[\(Link to slides - available in electronic version\)](#)

An everyday view of journalism is that it is open to everything new in the world – after all, news means novelty, difference and change. Accordingly, one is led to understand that journalism and innovation go hand in hand. While we concede that there is this aspect in the equation, we present here a different and unorthodox perspective, whereby journalism is a closed rather than an open system, offering “olds” rather than news, and impeding rather than promoting innovation. We believe that such provocation will bring a breath of fresh air to the world of journalism, which has been fainting by excessive modernization and professionalism.

Our critical angle is based, firstly, on the rigid rules, which define what is news and how news is to be presented in mainstream media. These rules and routines lead to news coverage which is far from open and “objective” – it is typically predetermined, stereotype and ritualistic. It works within a fixed world view, and its questions are always addressed to the same parties. It celebrates individuals and sudden changes, thus feeding the view that important events in the world are spectacular and made by individuals. It bypasses slow developments and social structures. In short, the nature of news is essentially conservative.

Secondly, the profession of journalism is also conservative. On the one hand it enjoys the privileges of the First Amendment leading to arrogance, but on the other hand it suffers from an inferiority complex – as an open profession it has no official assurances of cohesion, only informal appreciation by the socio-political environment. This has created a mentality within the profession of “fortress journalism” with an anti-intellectual response to media criticism and a ritualistic defense of journalists as the guardians of truth.

This mentality threatens journalism’s traditional mission as an arm of democracy. One way of restoring that mission is public or civic journalism, which seeks to restore the voice of ordinary people to the making of journalism. In a similar manner innovation journalism can be seen not just as a technical way of employing neutral journalism for this purpose but as a principal way to introduce reformation into a dogmatic institution suffering from stagnation. If the fundamentals of journalism are questioned and practical reforms are introduced, the combination of journalism and innovation can be turned from a paradox into a challenge.

Thu 3.05 p.m.

New Perspectives on Innovation Communication: Journalism and Public Relations – Partners or Opponents? Findings from INNOVATE 2006, the 2nd German Trend Survey

Simone Huck

Assistant Professor for Corporate Communications, Department of Communication Science, University of Hohenheim, Germany

Innovations are considered as a key for progress and competitiveness. In order to become an innovation at all, an invention has to diffuse in the relevant publics: The diffusion of an innovation and therewith its communication constitute a fundamental condition for the innovative ability.

The presentation provides a short introduction to the concept of innovation communication and displays the most important results of INNOVATE 2006, the second nationwide German trend survey. What is the overall appraisal and evaluation of innovation communication? How get innovations edited for different target groups or different media types? By means of which sources and media channels do journalists respectively PR-experts learn about an innovation? Which part does the interconnection of economy, technology and social aspects (360 degrees approach) play in the process of innovation editing in Germany? In addition to the quantitative results explorative findings of focus group colloquies are pulled up and exclusive case studies are presented.

Thu 3.20 p.m.

Innovation Journalism in Tech Magazines: Factors of Influence on Innovation Communication in Special Interest and Specialist Media.

Florian Krüger,

Ph.D. student and researcher, Department of Communication Science, University of Hohenheim, Germany

In recent years Innovation has been a dominant “buzzword” in political discussions in Germany. But even though actors in politics, economy and science agree on the importance of Innovation for the economies of highly developed industrial countries, concrete innovations often do not find their way into the mass media. Especially political and business journalism in daily Newspapers are blamed for virtually ignoring Innovation as a topic of common interest. While general interest media despite all political appeals hardly cover Innovation, a huge number of special interest magazines and specialist media inform their readers about technology, product, service and process innovations. Though not every new product presented in e.g. a computer magazine deserves the label “innovative”, it remains clear that these magazines have covered all the great Innovations in their field: From the diffusion of personal computers to the triumph of the internet or the spread of mobile telephone systems. What lessons can Innovation Journalism learn from specialist media? How do tech journalists deal with Innovations? Which factors influence Innovation Journalism? How do special interest and specialist media differ in Innovation Communication?

In its theoretical chapter the paper presents a four layer model of factors influencing Innovation Journalism. These factors of influence range from the characteristics of individual journalists on the micro level (e.g. education, professional roles, journalistic self-conceptions), over structures and editorial concepts on the organizational level to external relations with readers and sources of information on the macro level. The fourth level is content, where concepts of news value and use value are adopted. The model is embedded into a process perspective based on the diffusion theory by Everett Rogers. In this perspective Innovation Communication in special interest media is perceived as the first step in a two step flow of communication. Its primary objective is to reach a homogenous public of innovators, early adopters and opinion leaders.

The empirical chapter presents explorative findings from in depth interviews with chief editors of special interest and specialist computer magazines. It concludes that successful innovation journalism is based on use value rather than news value. Innovation Journalism is output oriented and focuses on the potential uses Innovations (and their media coverage) have for the readers. News coverage does not necessarily follow shortly after an event. The trigger for coverage is relevance to the public, not up-to-dateness with the event. The reader is addressed in his roles as a professional user or private consumer of innovations. He is however hardly addressed in his civic roles as e.g. employee or taxpayer.

The findings suggest that Innovation Journalism exists whether it is called that way or not. Readers demand clear answers as to the uses and advantages of an innovation. They find these answers in special interest and specialist media. If general interest media are to expand on the field of innovation, they must pay attention to a double use value: The use of the innovation and the use of coverage for the reader.

Thu 3.55 p.m.

Media Communication as a Marketing Strategy for Start-up Firms

Peter Svensson, David Nordfors

Young firms are aware of the need to influence potential stakeholders around them such as customers, venture capitalists, suppliers that their business is innovative and has a commercial interest. Researchers have called this to bridge the credibility gap and that getting one actor committed to the project will help establishing credibility to reach out to other actors (Birley and Norburn 1985). Further research has proven that personal relationships are often the factor that enables the first transactions and the founders of the firm are using their prior credibility in the new firm (Kowalkowski et al 2005). From three case studies and interviews with different stakeholders we found that companies using media as a strategy to launch their new concept, and managing to get good coverage, equals this to having prior relationships with customers and other stakeholders. It even increases the understanding of the new concept, and the firm does not need to explain their business idea and model every time they meet a new customer/stakeholder. Furthermore, coverage inhibits second entrants of getting media coverage because the newness is gone.

Keywords: Innovation communication, credibility, journalism, start-ups

Thu 4.25 pm

The Role of PR in the Innovation Information System

Jan Sandred

[\(Link to slides - available in electronic version\)](#)

The discussion around innovation journalism has only covered the technical, business, legal and political aspects of innovations and innovation systems. The author argues that the social aspects are as important as the other.

During the winter 2004-2005 the debate on “the dangers and threats of Internet” culminated in Swedish media, mostly with uncritical articles about restricting development and controlling access to new technology. Microsoft Sweden AB took the initiative and, in cooperation with the Swedish Media Council and the Swedish National Agency for School Improvement, designed a program to balance the one-sided media coverage. The fact that crimes are being committed online is not a reason to avoid using these services.

It was decided that the project should follow the innovation journalism model and guidelines from the beginning, and was set to involve all actors within the Swedish education cluster.

A teaching aid **Livstid** (“For Life”) was produced to promote safe use of Internet, especially among children and young people. The aim is to reduce ‘risk’ behavior and promote responsible Internet users and support ‘shared responsibility’ for the protection of the rights and needs of citizens, in particular children and youths.

The **Livstid** project has become one of the most successful projects ever for Microsoft Sweden AB. Microsoft went from non-present straight to the eighth place on the Top-20 list of the most successful opinion makers in policy and social related issues.

Livstid is distributed by publishing house Gleerups Utbildning AB, second largest educational publisher in Sweden. The first printed edition of 30,000 copies was sold-out in a couple of weeks and quickly left a back-log of 14,000 copies.

The pedagogical methods in **Livstid**, as well as the material itself, have been adapted by the Department of Teacher Training at Uppsala University.

This paper shows how media can be used as a facilitator for raising the public debate and increasing the common knowledge and understanding of the social aspects of innovations.

The author (an Innovation Journalist fellow 2004) was editor and project leader for the **Livstid** project during 2005.

Fri 9.00 a.m.

The State of the Innovation Journalism Program

David Nordfors

The Innovation Journalism program at Stanford, run by Scil – the Stanford Center for Innovations in Learning – and VINNOVA – the Swedish Governmental Agency for Innovation Systems, is in on its third year.

The Swedish program has continued to nominate six fellows per year. When SCIL set up the Stanford program in 2005, the doors were opened for more countries to join. After the launch of the SCIL program, Finland set up a national Innovation Journalism Fellowship program, which has selected one journalist as well as a visiting scholar, who will be taking part in the research on innovation journalism performed at Stanford during 2006-2007. Pakistan is setting up a national program for Innovation Journalism, and other countries have also expressed interest.

As now both Sweden and Finland sent fellows to the program, we introduced a kickoff-workshop week at Stanford, where the fellows got to know each other and got acquainted with Innovation Journalism as a topic, and the challenges experienced in their countries.

Overall, the concept of Innovation Journalism is receiving increasing interest internationally.

In the forthcoming developments, some emphasis will be put on increasing the interest in the role of journalism in innovation systems among academic researchers, and on raising the interest in development of independent innovation journalism as an integral part of economic competitiveness initiatives.

Fri 9.15 a.m.

The Innovation Journalism Course at the Royal Institute of Technology, Sweden

David Nordfors, Mats Nyberg

KTH Learning Lab has been commissioned by VINNOVA to draw up and evaluate Sweden's first university programme in innovation journalism. KTH Learning Lab is a part of KTH's new school, KTH VIL - the School of Scientific Information and Learning.

The co-operation between VINNOVA and KTH aims at developing a Swedish programme in innovation journalism within the framework of the mainstream academic system. Initially a pilot course in innovation journalism has been developed for working journalists and other qualified participants who already possess important skills and knowledge.

The goal is to provide commissioned education in Innovation Journalism corresponding to 5 university credits. The target group in this introductory phase are journalists who are already active but wish to develop their knowledge within the field of innovation journalism.

The course is divided into different modules, where participants acquire knowledge of the different players in innovation processes and their different ways of reasoning, analysing and behaving. Participants will also receive training in assembling complex information from different sources in order to create a realistic holistic view.

Participants will meet representatives of different key players in the innovation systems, some of the leading specialists in innovation thinking from international industry, the political sphere and the academic world.

Parallel with the lectures, each participant will plan, carry out research and write articles dealing with innovations and innovation systems. Participants will be tutored by experienced innovation journalists, alumni from the Innovation Journalism Fellowship program, who will assess, comment and provide critical feedback during participant work processes. The articles will be posted to a virtual editorial board and also be published in newspapers and periodicals represented by the tutors in the project.

Experiences gained from this commissioned education for professional journalists will provide the knowledge foundation for an education that may also include university students, as a part of KTH's ordinary academic programme with academic credits and merits, running without support from VINNOVA.

The target group may then be expanded for further education of working journalists and students in Master programmes at KTH, as well as other institutes of higher education with a relevant background.

Organisation:

Academically responsible: David Nordfors, Senior Research Scholar at Stanford Center for Innovation in Learning. Programme leader for the Innovation Journalism programme at Stanford, run by SCIL in co-operation with VINNOVA.

Pedagogically responsible : Mats Hanson, director KTH Learning Lab and assistant dean at KTH responsible for undergraduate infrastructure.

Project leader responsible for course : Mats Nyberg, Educational research and development at KTH Learning Lab and journalist, JHS and IHR.

Subject specialist : Jan Sandred, VINNOVA, founder of Biotech Sweden

Course administration: Margareta Bergman, Academic Administrator at KTH Learning Lab.

Fri 10.00 a.m.

Experiences from the Innovation Journalism Pilot Course in Jyväskylä

Turo Uskali

[\(Link to slides - available in electronic version\)](#)

The paper describes experiences from the first Innovation journalism (InJo) pilot course for undergraduate students. The course has three main driving forces: first, interest undergraduate students; second, combine theoretical thinking and practical InJo work with the students' help; third, establish international co-operation in InJo education between The Department of Communication (University of Jyväskylä) and SCIL (Stanford University).

The course comprises 14 hours of lectures (2 hours produced by SCIL). The lectures provided basic knowledge about business, technology, science and innovation journalism but the main focus was on innovation systems (domestic and international). Course grades were based on the quality of the final InJo articles the students had to finish to receive credit points. The main conclusion from student feedback was that the InJo course was interesting and important for them, and they wanted more knowledge on InJo topics.

Fri 11.15 a.m.

The Innovation Journalism Program in Pakistan

Amir Jahangir

[\(Link to slides - available in electronic version\)](#)

The Innovation Journalism Program Pakistan will be encompassing the academia, industry, government and the media sector in Pakistan, the program is based on a three pronged strategy i.e.

- International Innovation Journalism Fellowship Program: Networking & Mentor Program
- Capacity Building of the Journalists
- New Resource Development

Networking and Mentor Program: The Innovation Journalism Fellowship Program

From 2006-2008, leading Pakistani editors will participate in the International Innovation Journalism Fellowship Program at Stanford. The Program will assist in bridging reporting in Pakistan with the US and other countries. Pakistan's participation is sponsored by the USAID Mission to Pakistan through the Competitiveness Support Fund.

Capacity Building of the Journalists:

Middle to long term strategy to develop human resource in the media industry. The InJo Fellows from the Stanford University would be asked to share their knowledge with their peers in the industry.

Methodology:

Training and capacity building workshops would be arranged on specific issues concerning different industries. Selected journalists participate in interactive sessions, where experts from the industry share knowledge on innovation issues and the role of different stakeholders would be discussed. The InJo Fellows would share their vision and experience on how to report on these issues. The participants would be asked to develop reports on the subject they received their training. A panel of senior media and industry experts would be asked to review the reports and select the best report thus nominating the best reporter in the specific industry.

New Resource Development

This will be the biggest challenge for the program, however this would be the most rewarding and long-lasting initiative the program would take.

Methodology:

The program will identify four geographical regions in Pakistan where at least three different universities would be selected on the basis of their core expertise i.e. 1) Business/Economics Schools 2) Technology Institutions 3) Journalism Schools

The business/economics school and the technology institutions/universities would be encouraged to collect the information in their geographical locations on competitiveness and innovation, basically collecting data and information on the initiatives on various industrial clusters (including the R&D in their institutions). Teams of managers and journalists would be put together for the task. The InJo Fellows from the Stanford would be asked to play the role of the mentors for these future managers and journalists. The journalist involved in the capacity building initiative would also be on the panel of these print and electronic media initiatives.

The Innovation Journalism Pakistan will bring an innovative approach in doing businesses, developing systems and reporting in the media.

The program will develop more than seven hundred and fifty individuals as Innovative decision makers in Pakistan in management, technology and journalism.

Fri 11.45 a.m.

Innovation Journalism in Slovenia

Polona Pibernik¹, Violeta Bulc², Edita Kuhelj Krajnović³

[\(Link to slides - available in electronic version\)](#)

Innovation as an impelling driving force is truly an effective tool when it becomes the value system and consciousness of a general socio-economic community. In order to successfully position itself on a global map Slovenia has made a significant progress in the last few years in order to raise the awareness of the public about the importance of innovation and creative thinking. Entrepreneurs and successful businesses had played a mayor role in this process. Lately, specially with a systematic approach of the MPI group to innovation as a public value, the national media started to respond, as well. We can say that the needed critical mass of informed and stimulated people has been created. Now the next push is needed towards a higher quality of the reporting and writing on innovation, and consequently, a deeper understanding of innovation as a long term driver of progress and prosperity.

¹ Polona Pibernik, Director, Mediade, Slovenia

² Violeta Bulc, Director, Vibacom www.vibacom.si, Slovenia; partner of the Institute for Business Growth and Creativity (www.iprk.si) ; advisor to EU Commision,

³ Edita Kuhelj Krajnović, Editor, Mediade, Slovenia

Fri 12.15 p.m.

The Basque Initiative on Journalism and Innovation

Patricia Valdenebro

[\(Link to slides - available in electronic version\)](#)

As a local network on innovation in management, the Knowledge Cluster www.clusterconocimiento.com is promoting a "Basque Network on Journalism & Innovation" where local journalists, editors and main communication and media agents from companies, research institutions, universities and administration can meet together and dialogue about innovation journalism, their needs and interests covering innovation. The final aim is to map future actions about innovation journalism that contribute to develop the Basque Innovation System with national and international connections.

Fri 2.30 p.m.

Innovation Journalism as an Essential Element in the new Endogenous Theory of Growth. Results from the Finnish Research Program

Erkki Kauhanen

European economies suffer from what the Commission of The European Communities in 1995 dubbed as the European technology paradox: Europe excels in scientific research, but there seems to be a partial failure in translating the new technological knowledge in commercial success. The proposed remedy for the situation is expressed in the twin ideas of innovation society and its innovation economy.

Innovation society is a form of social and economic organization that is strongly and consciously future-oriented and geared toward harnessing the whole innovation potential of its people. Innovation economy has in its core a dynamics that in terms of the so called new growth theory (NGT), is called endogenous growth. It is based on the idea of knowledge being a "non-rival good", i.e. with relatively little extra cost, knowledge can multiply like a plant and it can therefore be used by several agents at the same time. That makes possible "increasing returns".

One of the main alchemistic mechanisms whereby knowledge is turned into gold, or efficiency gains, is technological complementarities. It refers to old and new technologies (*sensu lato*) supporting each other, producing together more than each would have accomplished alone, thus opening new avenues of development.

It is claimed in this article that this dynamics is only possible on the condition of effective and efficient communication. Especially horizontal communication that "transgresses" technological boundaries, is important and fertile.

Usually economic theories treat the process of knowledge multiplication as a black box and do not pay attention to how it is happening. Therefore, all too often, it doesn't. Here innovation journalism has its most natural area of application.

Biographies

Antti Ainamo

Antti Ainamo is presently a Visiting scholar at Stanford University, working closely with Stanford Collaboratory for Research on Global Projects. His research interests other than global projects include new organizational forms, cultural industries, and global business services (including production of business news). His publications include articles in Human Relations and Organization Science, as well as a book published by Kluwer. Currently having his office at SCANCOR (Scandinavian Center for Organizational Research), Stanford University, he is also Docent at Helsinki School of Economics, department of marketing and management, and at University of Art and Design Helsinki, department of industrial and strategic design.

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 five 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 includes 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 at Entreprenör magazine in Stockholm. He's a former entrepreneur himself, running Ant Colony, a freelance manager service in Sweden, for 4 years. Now he's back in the corporate loop and have been working for the Swedish managers union Ledarna and now at The Confederation of Swedish Enterprise and their magazine Entreprenör. Patrick attended the Kaospilot university as an undergraduate student, and as part of that program had a tenure in San Francisco in 1996-97 working with Howard Rheingold and his webplay Electric Minds.

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.

Elisabeth Braw

Elisabeth Braw is based in San Francisco, where she reports about business for the Swedish regional daily Sydsvenskan. She spent her university years in Germany, where she graduated with an MA in literature and political science. Before moving to San Francisco in 2004, Elisabeth lived in Washington, DC.

Lee Bruno

Lee Bruno has been writing about business and technology for 16 years. Prior to joining the 451 Group in January 2006, Mr. Bruno was senior editor at the weekly business and technology magazine Red Herring from its re-launch in September 2003 to December 2005. And before coming on board with the restart, he assigned and edited the briefing section of Red Herring from 1999 to 2003, when it ceased publishing operations. Those monthly briefings explored the new trends and technologies in various hi-tech industries

like software, chips, communication, energy and biotech. During the last year of Red Herring, he wrote the Lab Rat column twice a month which reported on the most compelling research and development taking place in large and small corporate labs and prestigious universities. Mr. Bruno has written for computer trade magazines, Popular Science, Scientific American and The Economist. Before he arrived at Red Herring in 1999, Mr. Bruno was a senior editor covering networking technologies at McGraw Hill's Data Communications magazine. He has appeared on CNN and radio programs, providing commentary on technology and business issues. Mr. Bruno also founded and edits Innovation Pipeline, an online publishing entity focusing on early stage innovation and start ups coming out of university research labs. Mr. Bruno graduated with a Bachelor's degree in Biology from San Francisco State University and received a Master's degree in Journalism from Boston University.

Thomas J. (Tom) Buckholtz

Dr. Thomas J. Buckholtz is a business advisor and executive coach. His ideas led to the creation of the Palos Verdes Estates (California, U.S.A.) Shoreline Preserve, Rotary International's Donations-in-kind Information Network, two United States federal government procurement practices (including the Government-Wide Acquisition Contract), and the Republican National Committee's Grassroots Division. He had pivotal roles in the creation of multi-participant computer games; automated document libraries; hand-held computers; the enterprise software license; \$100 million in productivity gains throughout a \$6 billion company; and the early 1990s United States nationwide grassroots coalition of private-sector, news-media, academic, and government employees and organizations that spotlighted the opportunity to improve governmental service to the public. As a Commissioner in the United States General Services Administration, Dr. 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. Also, he has led operations for high-tech start-ups. 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.

Violeta Bulc

Violeta Bulc, Vibacom, House for Business Solutions. Ms. Bulc is locally recognized as an opinion maker for advanced technologies and innovative business models. She is an excellent promoter of change with great people skills and a visionary sense for development of business behavior. She believes in the power of networks, holistic, individual, and positive energy. She has received several awards for business innovations, as well as, the national FENIKS Award for Consulting Project of the Year. The European Commission has appointed Ms. Bulc to its Advisory Board for the e-Europe Action and Strategic Plans initiative for 2012 and 2020. Among her latest achievements is the establishment of the MPI business partnership (Power of Business Innovation) and the Institute for Business Growth and Creativity. The MPI Business Partnership is in cooperation with Mediade and TV PIKA, and its primary focus is the promotion of innovation culture and the Slovenian way of doing business. The Institute for Business Growth and Creativity is in cooperation with 3 additional experts (Andrej Bertoncec PhD, Ladeja Godina Košir and Darko Kovač). The primary focus of the Institute is the creation of advanced management tools for sustainable business growth. Ms. Bulc is the author of many professional articles on innovation, expert studies, electronic publications and a co-author of a popular business show called "Business Rhythms".

Curtis Carlson

Curtis R. Carlson is President and CEO of SRI International, headquartered in Menlo Park, California. 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. Another team started and led by Carlson won an Emmy in 2000 for a system that measures broadcast image quality. He has helped found more than 12 new companies. Carlson has served on the Air Force Scientific Advisory Board, the U.S. Army Research Laboratory Technical Assessment Board, and the Defense Science Board. He has served on the board of Nuance Communications, the leading public speech recognition company. He is currently is on the board of SRI spin-off Bridge Pharmaceuticals and GM's Science and Technology Advisory Board. Carlson is a Kobe Ambassador for SRI's contributions to Kobe, Japan. He was a visiting distinguished scientist at the University of Washington in 1998. In 2002, he received the Robert H.

Goddard Award from Worcester Polytechnic Institute. He has published or presented more than 50 technical publications and holds fundamental patents in the fields of image quality, image coding, and computer vision. Carlson received his B.S. in physics from Worcester Polytechnic Institute where he was a member of Tau Beta Pi and 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.

Vinton G. Cerf

Vinton G. Cerf is vice president and chief Internet evangelist for Google, where he is responsible for identifying new enabling technologies. Known as one of the "Fathers of the Internet," Cerf is the co-designer of the TCP/IP protocols and the architecture of the Internet. In 1997, President Clinton presented the U.S. National Medal of Technology to Cerf and his partner, Robert E. Kahn, for founding and developing the Internet. Kahn and Cerf were named the recipients of the ACM Alan M. Turing award, often referred to as "Nobel Prize of Computer Science.", for their work on the Internet protocols. Vint Cerf serves as chairman of the board of the Internet Corporation for Assigned Names and Numbers (ICANN), that owns the Internet root domain. Cerf served as founding president of the Internet Society from 1992-1995 and in 1999 served a term as chairman of the Board. Cerf served as a member of the U.S. Presidential Information Technology Advisory Committee (PITAC) from 1997 to 2001 and serves on several national, state and industry committees focused on cyber-security. Cerf is a Fellow of the IEEE, ACM, and American Association for the Advancement of Science, the American Academy of Arts and Sciences, the International Engineering Consortium, the Computer History Museum and the National Academy of Engineering. Cerf is a recipient of numerous awards and was in December 1994 identified by People magazine as one of that year's "25 Most Intriguing People". Cerf holds a Bachelor of Science degree in Mathematics from Stanford University and Master of Science and Ph.D. degrees in Computer Science from UCLA.

Lisa Chiles

Lisa Chiles is Director of the U.S. Agency for International Development (USAID) mission in Pakistan, a program worth nearly \$350 million in fiscal year 2006. USAID's Pakistan program consists of activities in a wide range of areas such as primary education, health care, private enterprise development, good governance and economic reform. She is holding the rank of Career Minister in the senior foreign service and has served with USAID for 28 years. Prior to her appointment in Pakistan, she served as Mission Director for Cambodia and Sri Lanka, Deputy Mission Director in Bangladesh, and Regional Legal Advisor for the USAID missions in the Philippines, Sri Lanka and Indonesia. Ms. Chiles received her bachelor's degree from Salem College, her law degree from Emory University School of Law, and a master's degree in international and comparative law from Virje Universiteit in Brussels, Belgium.

Keith Devlin

Dr. Keith Devlin is a Senior Researcher in CSLI and its Executive Director, a Consulting Professor in the Department of Mathematics, and a co-founder of the Stanford Media X Research Network and a member of its Executive Committee. He is a World Economic Forum Fellow and a Fellow of the American Association for the Advancement of Science. His current research is focused on the design of information/reasoning systems for intelligence analysis. Other research interests include: theory of information, models of reasoning, applications of mathematical techniques in the study of communication; mathematical cognition; and the use of different media to teach and communicate mathematics to diverse audiences. He has written 25 books and over 75 published research articles.

Joel Dreyfuss

Joel Dreyfuss, Editor-in-Chief of Red Herring Inc., is a journalist and editorial executive with more than 30 years experience in print, broadcasting, and Internet publications. He joined Red Herring in August 2004, where he oversees all editorial content. He is a former senior writer at Bloomberg Markets and was editor-in-chief of Urban Box Office, an Internet startup. Mr. Dreyfuss was editor-in-chief of Information Week, the editor of PC Magazine and served two stints at Fortune magazine, first as an associate editor and Tokyo bureau chief and then as a senior editor and personal technology columnist. Mr. Dreyfuss has been a reporter and culture critic for the Washington Post, New York bureau chief for USA Today and executive editor of Black Enterprise magazine. He is a founder of the National Association of Black Journalists, a former board member of the American Society of Magazine Editors and a member of the Council on Foreign Relations. He earned a bachelor of science degree at the City College of the City University of New York and is a former Urban Journalism Fellow at the University of Chicago. He has served as a Pulitzer Prize juror and as a judge at the National Magazine Awards.

Karen Engel

Dr. Engel specializes in economic competitiveness of regions, facilitating the mutual understanding and collaboration between a region's business community and its public and education sectors. In her role as the Business Attraction and Retention Manager for the City of Oakland, California during the late 1990's, she attracted dozens of firms and thousands of jobs. Other interests are small business development; industry clusters and linkages between those clusters and workforce training institutions; targeted industry analyses and understanding the evolution of industry clusters over time and how those rapidly changing patterns impact the labor force and infrastructure of a region; business attraction, retention and related marketing and branding initiatives; facilitating dialogue between business owners, community leaders, and government representatives; conducting research to assess a region's business climate by using one-on-one interviews, surveys, focus groups, cluster analysis and other research techniques to gauge and reflect the experience of diverse factions that together comprise a region's economy. Dr. Engel has led or participated in economic development projects in the U.S. and a dozen other countries. She is currently the Director for Economic Development for the Oakland Metropolitan Chamber of Commerce.

Thomas Frostberg

Thomas Frostberg is the editor-in-chief and co-founder of Rapidus, an electronic news service covering business, innovation and research in the Öresund Region (Sweden and Denmark). During his Innovation Journalism Fellowship 2006, Thomas is hosted by the San Francisco Chronicle. Before founding Rapidus, he spent three years covering education and research at Lund University, both as 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 editor-in-chief Thomas Frostberg is often invited to panel discussions about research, innovation and entrepreneurship. Rapidus covers both technology and business, in particular commercialization of university research, with focus on innovative start-up companies, but also the political agenda for innovation strategies. Focus is on ICT and life sciences. Among the subscribers are executives in listed corporations as well as non-listed smaller companies, financial institutions, venture capital funds, politicians, media, PR consultants and lawyers.

John Furrier

Originally from Northvale, New Jersey and Hull, Massachusetts, I am an entrepreneur living and working in Palo Alto, California. Over the past eight years I've been working on the convergence of search, broadband, and emarketing to build new ventures. I'm currently working full time in the area of blogs and podcasting media. Check out www.PodTech.net. As an entrepreneur I've been involved in Internet infrastructure, search, and broadband wireless ventures. I started out in big corporate america where I joined IBM right out of college and then 9 years at Hewlett-Packard in various technical, marketing, and sales roles. I have a BS in Computer Science from Northeastern University in Boston, Massachusetts and an MBA from Babson College in Wellesley, Massachusetts. Interests: Blogs and Podcasting, Sports (especially golf and skiing), coaching little league, technology, new ventures, and anything competitive.

Stuart Gannes

Stuart Gannes is the Director of the Digital Vision Program at Stanford University. Gannes has a deep interest in technology, education and innovation. 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 award-winning software developer focusing on 3D design. Books That Work was sold to Sierra On-Line in 1997. From 1998-2002 Gannes was at AT&T Laboratories, where he was Vice President of Internet Applications. He now directs the Digital Vision Fellowship, 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 Earth Pledge Foundation in New York whose 'sustainability' initiatives highlight the connections between everyday choices, personal well-being and a healthy world.

Lars Gatenbeck

Lars Gatenbeck is managing partner and a founding partner of GZ Group and its two funds. The GZ Group has over 230 million USD under management and has 20 portfolio companies. Dr Gatenbeck is CEO of the fund advisors and oversees the strategic direction, life science sector focus and external relationships. He also governs portfolio companies and supports CEOs. Currently he is chairman of the board of Cellavision AB and board member of Aerocrine AB, Hormos Medical OY, Index Pharmaceuticals AB and Profdoc ASA. He was previously Vice President of Pharmacia and Pharmacia Upjohn, CEO and President of the Karolinska University Hospital in Stockholm. He has extensive experience of corporate

governance as board member of several public and private companies in Europe, including Investment AB Öresund, Karo Bio, Pyrosequencing and Perbio Science. Dr Gatenbeck has also a number of public assignments, e.g. board member of Cancerföreningen and trustee of HM Gustav V anniversary fund, both cancer research foundations. He is also chairman of Invest in Sweden's life science initiative. Dr Gatenbeck holds a MD and PhD from the Karolinska Institute, Stockholm.

Dan Gillmor

Dan Gillmor is founder and director of the Center for Citizen Media, a project to enhance and expand grassroots media and its reach. The center is an affiliate of the Berkman Center for Internet & Society at Harvard University Law School and the Graduate School of Journalism at the University of California, Berkeley. Gillmor is author of "We the Media: Grassroots Journalism by the People, for the People" (O'Reilly Media, 2004), a book that explains the rise of citizens' media and why it matters. From 1994 until early 2005 Gillmor was a columnist at the San Jose Mercury News, Silicon Valley's daily newspaper, and wrote a weblog for SiliconValley.com. He joined the Mercury News after six years with the Detroit Free Press. Before that, he was with the Kansas City Times and several newspapers in Vermont. During 2005 he worked on media projects at Grassroots Media Inc. A Phi Beta Kappa graduate of the University of Vermont, Gillmor received a Herbert Davenport fellowship in 1982 for economics and business reporting at the University of Missouri School of Journalism. During the 1986-87 academic year he was a journalism fellow at the University of Michigan in Ann Arbor, where he studied history, political theory and economics. He has won or shared in several regional and national journalism awards. Before becoming a journalist he played music professionally for seven years.

Theodore Glasser

Ted Glasser is a professor of communication at Stanford, where he is also affiliated with Modern Thought and Literature Program. His teaching and research focuses on media practices and performance, with emphasis on questions of press responsibility and accountability. His books include *Custodians of Conscience: Investigative Journalism and Public Virtue*, written 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. In 2002-2003 Glasser 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.

Marie Granmar

Marie Granmar is Editor-in-chief of Process Nordic, a technology oriented magazine covering the heavy industry. In 2005 she was an Innovation Journalism Fellow hosted by Science. She has earlier been a reporter for the Swedish National Public Television news Rapport. Former reporter/producer at the Swedish National Public Radio, both the science department and the news department. Former reporter at Ny Teknik. Master of Mechanical Engineering at the Royal Institute of Technology in Stockholm.

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). From 1992 to 1998 he was the University Chancellor of the Swedish higher educational system and from 1998 to 2000 an adjunct member of the Nobel Committee for physics. Before joining Stanford full time 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.

Antti Hautamäki

Ph.D. Antti Hautamäki has worked in the Finnish National Fund for Research and Development Sitra since 1996. Actually he is the director of innovation research and works years 2006-2007 as a visiting scholar at Berkeley School of Information at UCB. Before that he was leading the new Innovation Programme and the research team of Sitra of Sitra. He is a docent of theoretical philosophy in the University of Helsinki. Before Sitra he worked several years as a researcher in University of Helsinki, Academy of Finland and Nokia Research Center, and as a consultant in public and private organizations. Mr. Hautamäki has been a member of several committees preparing research programs or proposals for the Academy of Finland and for different ministries. He was also a member of steering group of a project of the Finnish Government: "Finland in the Global Economy" (2004). He has done his thesis about philosophical logic in 1986. He has published over 150 articles and books about philosophy, cognitive science, innovations, information society and public policy.

Lou Hoffman

Lou Hoffman launched The Hoffman Agency (www.Hoffman.com; a PR company focused on the technology sector) in December 1987 after six years in journalism and public relations. Since that time, he has transformed the Agency from a Silicon Valley company into a global player with offices in Asia, Europe and the U.S. Today, he counsels clients in areas ranging from corporate positioning to innovation platforms to executive communication. An accomplished speaker and writer on topics ranging from thought leadership to global communications, Lou has addressed audiences throughout the world. He has been featured and quoted in media including the Financial Times, CNN, BusinessWeek, The the New York Times, Wall Street Journal and trade magazines.

Magnus Höij

Magnus Höij was an Innovation Journalism Fellow 2004, at that time hosted by Fast Company. He is now Feature Editor at Computer Sweden, Sweden's leading IT news paper. He is responsible for all features, which includes both technical issues and strategic aspects of the business impact from information technology. He is also involved in the business development within Computer Sweden and IDG. Magnus Höij has been covering IT and the Swedish IT industry for ten years. He is also author of several books on IT, including the first book in Swedish on marketing on the internet.

Richard Allan Horning

Richard Allan Horning is a Principal at Fish & Richardson P.C., in Silicon Valley. Richard has been representing technology companies in Silicon Valley, and globally, since 1970. He has worked with a wide spectrum of clients, from the classic "garage-based" start-up to Fortune 50 multi-nationals. He specializes in counseling high technology companies in all stages of development on domestic and international issues, including financing growth and development, securing, protecting and licensing intellectual property rights, supply and distribution relationships including antitrust and unfair competition considerations, and dispute resolution affecting technology driven industries. He has been selected by his peers for inclusion in the International Who's Who of Internet and E-Commerce Lawyers and as a Northern California IP "Superlawyer". De Facto, a magazine covering the Nordic legal community, labeled him "Mr. Consigliere" in recognition of his work as a close adviser to venture backed start-ups. He is the Vice President of the International Technology Law Association, and serves on the Advisory Boards of MentoNet, 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 on technology law 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

David Hornik

David joined August Capital in 2000. He invests broadly in information technology companies, with a focus on enterprise application and infrastructure software and consumer facing software and services. Prior to joining August Capital, David was an intellectual property and corporate attorney at Venture Law Group, Cravath Swaine & Moore, and Perkins Coie LLP. In his legal practice, David represented high tech

startups in all aspects of their formation, financing and operations, including Yahoo!, When.com (AOL), Sonique (Terra Lycos), Pure Payments (Excite@Home), BuyDirect (Beyond.com) and Ofoto (Kodak). He has studied and taught the impact of technology on music, earning a degree in Computer Music at Stanford. At Cambridge, England, he explored the power of technology in tracking and combating bias crime, receiving an M.Phil. in Criminology. At Harvard Law School, from which he received a J.D., magna cum laude, David focused upon the convergence of technology and the law, serving as an editor of the Harvard Journal of Law and Technology and publishing papers on digital audio and software piracy. David is a lecturer at Stanford's Graduate School of Business. He currently sits on the board of directors of DoneRight, Nomis Solutions, PayCycle, Six Apart, Splunk Technology and VideoEgg. He previously served on the board of Evite which was acquired by Ticketmaster and was a board observer with Tickle Inc. which was acquired by Monster and Actional which was acquired by Progress Software.

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

Dr. Simone Huck works as an Assistant Professor at the Department of Communication Studies and Journalism at the University of Hohenheim, Stuttgart (Germany). Her research focuses on innovation communication, organizational communication and the internationalization of public relations. As an academic teacher, she is responsible for Communication Management and PR education in Hohenheim. Besides, she works as a lecturer at the International University Concordia Audentes in Tallin (Estonia) and the University of Fribourg (Switzerland). Simone Huck graduated in Communication Sciences. During her studies, she worked as a freelance journalist and communications consultant. E-Mail: huck@uni-hohenheim.de

Markku Huusko

Markku Huusko is the editor of Arvopaperi, a Finnish magazine specialized on news, background articles, comments and interviews of investing world. The magazine is the oldest of its kind in Finland. Arvopaperi was founded over 25 years ago. The magazine is owned by Finnish media company Talentum

Erika Ingvald

Erika Ingvald is a freelance journalist affiliated with Sweden's main news source for professionals in the Swedish electronics industry, Elektroniktidningen (The Electronics Newspaper). She is a former reporter of Ny Teknik, Swedens largest technology weekly. Being a freelancer since 1998 she has contributed with front page stories to some other of Sweden's most important news media; to Dagens Nyheter, one of the largest the dailies, to Process Nordic, an independent news journal covering the process industry and to Naturvetaren, journal of the Swedish Association of Scientists. Erika has a background as a researcher in Geology at Uppsala University, Sweden, and holds her journalist degree from that same university. In the year 2000 she was assigned by the Royal Swedish Academy of Sciences to create the first ever Geology Day in Sweden, a huge countrywide event that developed to a yearly. She is the main author of the Swedish Museum of Natural History exhibition Treasures from the earth's interior, a co-author of the exhibition "Mission: Climate Earth" and a co-author of the book High Coast - a World Heritage (2002), about northern Europe's only geological world heritage. And she has authored the President Speech for the Royal Academy of Engineering Sciences Annual Meetings since 2002. Erika is a Swedish Innovation Journalism Fellow, hosted by PC World.

Amir Jahangir

Jahangir Amir is a strategic communication and media professional with over 15 years of experience with leading media organizations in Pakistan. He is currently working with the Competitiveness Support Fund, as a consultant. He is also the Chief Strategy Officer for Mishal (Pvt.) Limited. Mishal was launched to fulfill the need for media consultancy in Pakistan, keeping in view various industry developments requiring strategic media communication including programming, marketing, human resource development and technical needs of the media industry. Amir is also working on a medium- to long-term media development strategy for Pakistan as the Program Director for the Innovation Journalism Program for Pakistan, a program in collaboration with the Stanford University on Innovation Journalism. He is the strategic communication consultant to various other initiatives on economic and strategic development for competitiveness and innovation. Most recently, he was on the forefront of the media industry in Pakistan as the CEO of Television Business Production Limited, the leading production company for business and economic news programs in the country. He was also responsible for the strategic planning, content management and operations management, as the CEO and board member of the Vision Network Television Limited, which has recently launched the first international branded channel CNBC Pakistan. Amir has been associated with various research and consultancy firms for research on various sectors including media, information technology and other socio-economic issues. On a personal front, Amir has been married for over three years and resides in central Islamabad. While his work involves extensive traveling, which has now become his passion, he also makes time for classical music, poetry and books.

Stefan Jonsson

Stefan Jonsson received his PhD in Competition and Strategy from the Stockholm School of Economics in 2003. After his dissertation work Stefan has been affiliated with Center for Innovation and Industrial Dynamics (CIND) at the University of Uppsala, working on the dynamics of industrial innovation systems. Stefan is currently working on two related projects on modeling the impact of media attention on organizational as well as industry level outcomes. At present, Stefan is a visiting Fulbright scholar to SCANCOR at Stanford and is otherwise affiliated to the Stockholm School of Economics and Uppsala University in Sweden.

Johan Jörgensen

Johan Jörgensen holds a BA from the Stockholm School of Economics. During the last 15 years he has been active in the internet and technology fields, both as a journalist and as an entrepreneur. Mr. Jörgensen has been the Editor-in-Chief of Corporate Computing, Finansstidningen Data & Telekom, and Interaktiv Tid, a publication he founded in 1995 with the focus on business implications arising from the Internet. Mr. Jörgensen has also been an innovation journalism fellow at the American magazine Business 2.0. Mr. Jörgensen founded his first company by the age of 18 and has since started several others, in fields varying from financial information to public sector consulting. He has also acted as a board member and advisor to many Internet related companies. Currently he is Chairman of Voxbiblia, www.voxbiblia.com, a world leader in digital audio Bible publishing. Besides his commercial activities, Mr. Jörgensen is a board member of Teldok, a non-profit organization spreading knowledge about early usage of IT, that so far has published over 150 reports for the benefit of common good. Mr. Jörgensen has a unique network within the Nordic Internet Industry.

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 (20 books, on subjects ranging from high technology and military aviation to human behavior).

Michael Kanellos

Michael Kanellos is editor at large at CNET News.com, a large multinational tech news and reviews site. For five years, he managed the coverage of hardware, consumer electronics, and security for the site and wrote several stories on the semiconductors and PCs. During the past three years, he has headed up the effort at News.com to increase the coverage on science, emerging technologies, start-ups and international technology developments. Last year, he was part of a team of three News.com reporters who won the Sigma Delta Chi award from the National Society of Professional Journalists for "Broadband: Breaking the Digital Deadlock." He reported from Seoul how broadband was changing daily life in Korea. He has appeared on National Public Radio, The Early Show on CBS, CNBC, Fox News and other media outlets on behalf of News.com as well as participated in a number of panels. Prior to News.com, he worked as a reporter at Computer Reseller News. Before that, he practiced law, representing chemical companies, pharmaceutical companies and others in product liability cases. He also worked as a freelance travel writer. Mr. Kanellos graduated from Cornell University in 1984 and the University of California, Hastings College of the Law, in 1987.

Reijo Kangas

Reijo Kangas heads Tekes San Jose Office, where he works as an innovation system specialist focusing international research cooperation and international business development of Small and Medium size Enterprises. Tekes - Finnish Funding Agency for Innovation and Technology - is the main public funding organisation for research and development in Finland. Mr. Kangas has been employed by Tekes since 1999 and prior joining the San Jose unit, he worked as a Technology Manager at the Energy, Environment and Construction Division at Tekes Headquarters in Helsinki, Finland. Before coming to Tekes, Mr. Kangas worked as a Project Manager for Eastern Pretech Ltd. in Singapore. Additionally, Mr. Kangas carries professional experience from Germany, USA, and Finland. Mr. Kangas holds a Master of Science degree in Civil Engineering from Oulu University, Oulu, Finland

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.

Mark Kennedy

Professor Kennedy is Assistant Professor of Strategy in the Department of Management and Organizations at the University of Southern California's Marshall School of Business. He completed his PhD in the joint program in management and organization and sociology at Northwestern University and its Kellogg School of Management, his MBA at Northwestern's Kellogg School, and his AB in philosophy at Stanford University. His research focuses on the relationship between macro-social cognition and social structure, especially as seen in the impact of the media on market formation. He comes to academics with prior professional experience in software and management consulting with clients such as Johnson Controls, Applied Materials, The Walt Disney Company, Unified Grocers, American Hospital Association, Sisters of Providence Health Systems, and PacificCare Health Systems.

Mary Kiely

Mary Kiely serves as the Executive Director of the Wallenberg Global Learning Network at Stanford University, a partnership between Stanford and universities throughout Sweden. The objectives of the WGLN II are to produce new knowledge for best learning practices and to develop pedagogic and technical solutions for use in a wide variety of university and pre-college settings. To reach these goals, the WGLN II supports a competitive grants program between faculty at Swedish universities and Stanford that brings together content experts, technologists, and experts in the learning sciences. A research biologist by training, Kiely has spent the past 24 years working on science and education policy in the United States: First as a research fellow at Harvard University's John F. Kennedy School of Government

studying the organization of biomedical research in the US and European countries, then as a program officer at Carnegie Corporation of New York facilitating grants within its Program on Education: Science, Technology and the Economy and then at Stanford University as a senior academic and research program officer leading science education projects funded by the National Science Foundation, Carnegie Corporation of New York and The David and Lucile Packard Foundation. She joined the Wallenberg Global Learning Network in 2003.

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.

Florian Krüger

Florian Krüger works as a researcher and Ph. D. student at the Department of Communication Studies and Journalism at the University of Hohenheim, Stuttgart (Germany). His research focuses on innovation communication and online relations. Florian graduated in communication sciences and majored in public relations, journalism and political science. He is copartner of an advertising agency and has worked as an advisor on several political election campaigns. Email: fkrueger@uni-hohenheim.de

Mike Langberg

Mike Langberg is Technology Columnist of the San Jose Mercury News, the daily newspaper of Silicon Valley. He's covered the local technology scene since joining the paper in 1989.

Todd Lappin

Todd Lappin is a print journalist whose work has appeared in The New York Times, Wired, The New York Observer, The Nation, San Francisco magazine, 7x7, Make, and ReadyMade. He is currently a Senior Editor at Business 2.0 Magazine, a San Francisco-based publication of Time Inc. Previously, he was Associate Editor at Wired magazine, where he oversaw the magazine's legal and political coverage. In 1996, he edited "The Great Thoughts of China: 3,000 Years of Wisdom That Shaped a Civilization," an anthology of Chinese philosophy published by John Wiley & Sons. Todd attended the University of California at Berkeley Graduate School of Journalism, and he received his undergraduate degree from Brown University. He has appeared as a broadcast commentator on CNN News, CNN's Talk back Live, Court TV, NPR's Morning Edition and Talk of the Nation, PRI's Marketplace, KQED's Forum, CBC's The World, the Voice of America, and various local news outlets.

Almar Latour

Almar Latour, 35, is bureau chief of The Wall Street Journal's technology group in New York. He previously was the paper's deputy editor for technology and wrote about the topic as a staff reporter in New York and London. He previously covered Eastern Europe's emerging markets while based in Brussels, after which he became the Journal's Northern Europe correspondent based in Stockholm. He also covered spot news at the Journal's headquarters in New York and got his start in Washington, D.C., where he worked as a news assistant for the Journal in 1996. A native of the Netherlands, Mr. Latour has appeared as a commentator on CNBC.

Ellen Levy

As the Director of Industry Collaboration and Research for Stanford University's Media X program, Ellen facilitates collaboration between industry partners and the University research community by championing questions having to do with people, technology & innovation. Ellen returns to Stanford having spent the prior five years in venture capital, investing in early state technology companies: first at Softbank Venture Capital (now Mobius Venture Capital), then as Managing Director at NeoCarta Ventures. Operationally, Ellen has held several executive level positions at early stage technology centric start-ups in the role of Vice President of Corporate Development at both SoftBook Press (sold to Gemstar/TVGuide) and WhoWhere? (sold to Lycos). Earlier in her career, Ellen worked at Apple Computer in the Office of the CEO, at Paul Allen's Interval Research, at Harvard University's School of Public Health, and at Price Waterhouse in the Technology Core Consulting Practice. Additionally, Ellen was a co-founder of the parenting media firm The Dr. Spock Company. In addition to her role at Stanford Media X, Ellen serves as

Network Advisor to the venture capital firm Draper, Fisher, Jurvetson. She serves on the Board of non-profit Child Family Health International, and on the Advisory Boards of Silicon Valley-based companies: LinkedIn, SimplyHired, TrustedID, Browster, YackPack, DIVER, and Rhythm Networks. Additionally, she is on the Advisory Board of Stanford's Innovation Journalism program, and is a Charter Member of The Indus Entrepreneur (TiE) Organization in Silicon Valley. She received her B.S. (Phi Beta Kappa) from the University of Michigan, and completed both her M.A. and Ph.D. at Stanford University in Cognitive Psychology, specializing in Human Computer Interaction and Information Management. In 2004, Ellen was a White House Fellows Program regional finalist.

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 was an Innovation Journalism Fellow 2005, hosted by Business 2.0.

Nicolas Luco Rojas

Editor, Science & Technology for El Mercurio, Chile's main national daily (circulation weekdays 100.000; Sundays, 320.000). Manages 4 pages a week - Science & Technology, and 1 page daily - Digital Age and Internet. For the last 14 years Luco, probably the first journalist in Chile to have a Bitnet address, has been in charge of making the newspaper a sign of technological change and science awareness and understanding. His pages have provided resonance to the country's increasing embracing of new technologies and the associated political, economical, ethical discussions. Luco studied for his B.A. in at Notre Dame University in the 1960s and then majored in Journalism in the University of Chile.

Vilma Luoma-aho

Vilma Luoma-aho is a visiting research scholar at the Annenberg School for Communication, School of Journalism, University of Southern California, and a researcher at the Social Capital and Networks of Trust research programme funded by the Academy of Finland. She holds a PhD in Organizational Communication and Public Relations from the Department of Communication at University of Jyväskylä, Finland. Luoma-aho's career has included consultation as well as academic teaching. She has also worked as an information officer for the Finnish authorities. Luoma-aho has researched and published on the topics of social capital, reputation, public administration and stakeholder relations. Her current interests include organizational legitimacy, stakeholder expectations and development of power in public administration.

Theodore R. Lyman

Ted Lyman is Senior ECG Consultant for Regional Economic Development, Clusters and Economic Competitiveness. Mr. Lyman has more than 30 years of consulting experience, nearly all of it focused on assisting government and private sector leaders with policies and action initiatives aimed at enhancing economic development. This global experience has brought Mr. Lyman acclaim as one of the world's experts in the development and implementation of cluster-based strategies for enhancing regional economic competitiveness. The World Bank, for example, has recently recognized Mr. Lyman as one of the world's relatively few experts in the area of economic competitiveness. In July 2002, Mr. Lyman was inaugurated as a Fellow in the World Academy of Arts and Sciences in recognition of his contributions to civil societies around the world. Mr. Lyman has been associated with the same team of international experts since 1973. The team, founded at Stanford Research Institute (now SRI International) in 1973, moved in 1993 to the Economic Competitiveness Group, then a unit of DRI McGraw-Hill (now Global Insight) and in 1996 to ICF Consulting. Mr. Lyman is now back again as a Senior Consultant with ECG. In his most recent domestic assignments for ECG, Mr. Lyman served as Project Director for Puget Sound's "Prosperity Partnership" (the 4-county region including Seattle), and Monterey County's "Competitive Clusters" project.

Frances Mann-Craik

Frances Mann-Craik is Founder & CEO of Addison Marketing and a feature columnist for Amsterdam-based, pan-European Tornado-Insider (formerly Tornado's Silicon Valley Bureau Chief and SVP of Marketing). While at Tornado, she joined sister company GorillaPark as founding CMO and later SVP International Marketing and helped 16 European startups build their initial go-to-market strategies. A Silicon Valley native, Frances has roots deep in the start of the Silicon Valley's computer industry having grown with Hewlett Packard, Convergent Technologies, Unisys and Oracle. Addison Marketing, a technology marketing and channel development firm, applies the best of corporate "best practices" scaled

for the unique needs and rapid pace of its clients - technology startups and growing firms in both the U.S. and Europe. In addition, Frances is on the Board of Directors of the Wireless Communications Alliance, an advisor to the Innovation Journalism program at Stanford University and a member of the Board of Trustees of Menlo College.

Karin Markides

Karin Markides is Deputy Director General of VINNOVA, the Swedish Governmental Agency for Innovation Systems. She also holds the Chair, is a board member and member of several scientific and academic societies. Since 1989, she holds a Chair and Professorship in Analytical Chemistry at the Chemistry Department of the University of Uppsala, Sweden. She is also a Visiting Professor at Stanford University, Chemistry Department, USA. In 1986, Karin was appointed Docent in Analytical Chemistry at the University of Stockholm. Between June 1984 and August 1990, Karin held different academic positions at the Chemistry Department of Brigham Young University, USA. She was awarded a Master of Science Degree from the University of Stockholm in 1974 and a Ph.D. from the same university in 1984. Karin Markides is the author of more than 200 scientific publications and owns 6 scientific patents.

Paul Matteucci

Paul Matteucci joined US Venture Partners, as a Venture Partner in 2001. USVP is a leading venture capital firm, and an investor in Podtech Inc, in which Mr. Matteucci serves on the board of directors. Prior to joining to USVP, Matteucci was an early pioneer in the Voice Over IP space as President, Chief Executive Officer, and Chairman of HearMe Corporation. Matteucci currently serves as a Director on the Boards of HelloBrain and Homestead. In addition, Matteucci has been an advisor to other Silicon Valley Companies and Venture Capital firms including Accel Partners, Redpoint Ventures and Sutter Hill Ventures. Matteucci also speaks and writes articles on business strategy for technology startups, organizational development, Internet business models, Voice Over IP, and advertising and branding in new media. Mr. Matteucci has a Master of Business Administration from Stanford University and a Master of Arts degree in International Studies from the Johns Hopkins University and a Bachelor of Arts degree from University of the Pacific.

Nicklas Mattsson

In charge of publishing activities at the Confederation of Swedish Enterprise, i.e. editor in chief for *Entreprenör* magazine, the site www.svensktnaringsliv.se and responsible for anything concerning moving images. Spent four years in the broadcast business with TV production company Jarowskij. For three consecutive years (1999-2003) he was a weekly guest in nationally broadcasted morning news show SVT Morgon, discussing technology and IT. He also hosted the TV show "WWW." on Kworld Channel 1999. Founder of, and editor in chief for, *Internetworld* magazine and former editor in chief for *MacWorld*. Author of "Internetrevolutionen: 1000 days that changed Sweden" (only published in Swedish, though) and often hired moderator and speaker. Has a monthly column in the Dutch magazine *Bright* and is a father of six.

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.

Harry McCracken

Named Editor in Chief of PC World in March 2004, Harry McCracken oversees all editorial and design for PC World, PCWorld.com, and the PC World Test Center. His areas of expertise include the Internet, PC service and support, digital imaging, and other aspects of technology; his "Up Front" column opens each issue of the magazine. McCracken also authors PC World's Techlog, a Web log with news, opinions, and links on PCWorld.com. McCracken has won numerous honors for his work at PC World, including Jesse H. Neal Awards for "Best Subject-Related Series" in 1998, 2000, 2001, and 2002, a 2000 Grand Neal Award from American Business Media, a 2005 min's Best of the Web Award for his blog "PC World's Techlog," and was recognized with the 2004 American Business Media's Western Award for Editorial Courage and Integrity. He has appeared as an industry expert on television and radio programs on ABC, CNN, MSNBC, NPR, and the BBC. He also collaborated with Dateline NBC on a multi-state undercover investigation into PC repair in 2000 which aired later that year. A past contributor to USA Today, Family Circle, and other publications, McCracken was named to the Technology Marketing Influencers list in 2002 and 2003. A 13-year veteran of technology journalism, he served as an editor at InfoWorld and Computer Buying World prior to joining PC World in 1994.

Kevin X Murphy

Kevin Murphy is president of J.E. Austin Associates. He has worked with senior private and public sector leaders on issues of legal and institutional reform, including current and former heads of state of Ireland, Costa Rica, Sri Lanka, Mongolia, Bolivia and the Dominican Republic. His expertise in legal and institutional reform includes formal training in economics, international law and public administration. He has served as policy and institutional reform advisor for the OECD in eight workshops related to SME policy, privatization and private sector development. His 20-year career covers over 60 countries dating back to 1983 when he advised the Minister of Agriculture of the Dominican Republic on agro-export promotion policy. In 1987 he advised the current President of Bolivia (then Minister of Planning) on agricultural export policy. Mr. Murphy is the author of USAID's Manual for Action in the Private Sector (MAPS), created for the Agency in 1987 and subsequently implemented in 15 countries. Mr. Murphy also led USAID's first Competitiveness Initiatives in Uganda, Sri Lanka, Mongolia and Croatia. Competitiveness initiatives work with industry clusters to implement strategic initiatives and to engage the government in policy and institutional reform. Mr. Murphy was instrumental in establishing the National Competitiveness Council of Croatia, which includes government, labor, academic and business leaders. Mr. Murphy's relevant formal training includes a Master Degree in public administration from Harvard University where he received the honor of a rare student appointment to the Center for Science and International Affairs. He also holds a degree an MBA from Harvard and a Bachelors in Foreign Service from Georgetown with a concentration in International Law and Organization. He has co-authored and published work on the U.S. policies related to competitiveness.

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."

Chris Nolan

Chris Nolan is the founder of Spot-on.com. Her work is well known to tech-savvy and politically astute readers. Her weekly syndicated column, "Talk is Cheap" appeared in The New York Post, Upside and Wired.com beginning in 1999. Debuting in 1997 at the beginnings of the Internet stock boom, the column covered a wide variety of topics and was well regarded for its humor, insight and news value. She has spoken frequently on politics and media as well as on the impact of "stand alone journalism" – a phrase she has coined to describe the work that experienced and professional journalist are doing on the web. Nolan has led her peers in breaking important stories. Her reporting on Silicon Valley banker Frank Quattrone led, eventually, to Quattrone's conviction on obstruction of justice charges. In addition to columns and writing on the web, Nolan's work has appeared in The Washington Post, The New Republic,

Fortune, Business 2.0 and Conde Nast Traveler and public radio's Marketplace Before moving to San Francisco, Nolan, who has more than 20 years of reporting experience, wrote about politics and technology in Washington, D.C. for a series of television trade magazines. She holds a B.A. degree from Barnard College, Columbia University.

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.

David Nordfors

David Nordfors is Senior Research Scholar at Stanford Center for Innovations in Learning and Special Advisor to the Director General at VINNOVA, the Swedish Agency for Innovation Systems. He introduced the concept of innovation journalism in 2003. He founded the Innovation Journalism programs at Stanford and in Sweden, which he is leading today. He is the Commissioner for Innovation Journalism of The Competitiveness Institute based in Barcelona. He was Science Editor of Datateknik, Sweden's largest magazine for IT professionals. He founded "IT och Lärande" (IT & Learning), the largest Swedish newsletter for educators, which he headed as publisher/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 built up the research funding programs and also designed the programs for information dissemination and public understanding of science. He initiated and headed the first symposium about the Internet to be held in the Swedish Parliament. David Nordfors has a Ph.D. in molecular quantum physics from the Uppsala University.

Lise Olson

Lise Olson has worked in high tech communications for more than a decade, specializing in defining and shaping public perception of startups in emerging fields of technology. Lise has advised top executives of Fortune 500 companies including American Airlines, Apple Computer, Microsoft, Motorola and Sun Microsystems both in the United States and abroad. Most recently, she has advised Silicon Valley startups, ranging from digital magazine publisher Zinio Systems and biotech startup LumiCyte, to the online barter company, BarterTrust, and online software distributor Beyond.com. Her widespread publicity of Lombard Brokerage, one of the first online brokerages, resulted in its acquisition by Dean Witter, which subsequently merged with Morgan Stanley. Lise began her career as a financial reporter for the Detroit News, covering high technology and airline companies. She earned a Masters degree from the Columbia University School of Journalism, and a B.A. from Wesleyan University in Middletown. Lise was born in Copenhagen, Denmark and spent her youth there and in Virginia.

Tony Perkins

Tony Perkins is Founder & Editor In Chief, ALWAYS ON. He is a pioneering media entrepreneur and a prominent opinion leader in the technology business and investment editorial world. Tony founded the Red Herring, which he headed as Editor-in-chief, in 1993, and founded the ALWAYS ON network in 2002. Even as Red Herring's revenues were soaring along with the rest of the technology sector's, Tony co-wrote the international best-seller "The Internet Bubble: Inside the Overvalued World of High-Tech Stocks" (HarperBusiness, 1999), foretelling the dot-com bust and warning investors to get out quick. A sequel was published in 2001. ALWAYS ON (www.alwayson-network.com) is a highly interactive online network for technology insiders. Tony's mission is to deliver the brightest thinking, the best analysis, and the most focused reporting and research for the benefit of entrepreneurs and investors around the globe. Tony is a columnist for the Wall Street Journal and 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 ALWAYS ON, Tony was founder and CEO of Upside Publishing and vice president of business development at Silicon Valley Bank.

Liz Perle

Liz Perle is co-founder and Editor-in-Chief of Common Sense Media, the nation's leading non-partisan, non-profit dedicated to helping families improve their media lives. A "Consumer Reports" for kids' media, Liz leads a team of more than 60 people across the country whose reviews, parenting advice and commentary appear both on the Common Sense Website (4 million users) and through such distribution partners as AOL, Netflix, Baby Center, TiVo, Club Mom, MSN and others. More than 100,000 people read her columns every week. She is an author, editor, publisher and public speaker. Her career spans two coasts and several industries. Liz spent more than twenty years as an executive in the New York publishing world where she held positions in all aspects of book publishing including strategic planning, editorial, marketing, and sales. As Associate Publisher of Bantam Books, Liz was responsible for developing and executing publication plans for such groundbreaking works as Stephen Hawking's A Brief History of Time and Marlo Thomas's Free to Be...A Family. After Liz was recruited by Simon & Schuster as Vice President and Publisher to turn around the Prentice Hall Press imprint, she went on to become Vice President and Publisher of Addison Wesley and the Hearst Book Groups including William Morrow/Avon Books. As an Editor-at-Large for HarperCollins Publishers, Liz edited the New York Times bestselling authors Bill Cosby, Jane Goodall, Sydney Poitier, Iyanla VanZant, Debbie Ford, and Julia Butterfly Hill among others. Liz has authored two critically acclaimed books, When Work Doesn't Work Anymore: Women Work and Identity, published by Delacorte Books, and the recent bestseller Money: A Memoir, Women Emotions and Cash published by Henry Holt. The latter has been featured on The Today Show, NPR, Wall Street Week, Market Watch, and in O Magazine, Time, People, Fortune, Elle, Entertainment Weekly, MacLean's, Real Simple as well as The New York Times Book Review, the Los Angeles Times Book Review, The San Francisco Chronicle Book and reviewed in daily newspapers across the country. The book's subject matter and treatment has created a demand for author appearances and Liz now gives talks on the subject of women's emotional relationship to money to financial and women's groups across the country.

Sam Perry

Sam Perry is a visiting fellow at the Reuters Digital Vision Program at Stanford University, where he is spearheading the 7to10Days.org project to advance the readiness of general populations for potential catastrophes ranging from natural disasters like earthquakes, hurricanes, flooding and drought to industrial accidents, civilian impacts from war and terrorism, and pandemics, including the threat of Avian Flu. Sam has been an independent venture consultant and a director of Reuters \ RVC Greenhouse, one of the Silicon Valley's most successful corporate venture investment groups. Prior to his venture roles, Sam was an international correspondent for Reuters and United Press International for more than a decade covering business, high technology and politics in North America and Europe. Sam is active in several nonprofit groups, including E2 – Environmental Entrepreneurs, a fast-growing group of business leaders favoring progressive environmental policies. He is also an alumnus of Full Circle Fund, an 'engaged' philanthropy of New Economy business leaders providing expertise and grants in housing, technology and education in the San Francisco Bay Area. Sam served as a VISTA volunteer in Williamsburg, West Virginia. Sam earned an AB from Harvard University, an M.Phil. (International Relations) from Cambridge University and an MBA from Cass Business School, London. As a Rotary Scholar, he studied in Stockholm, Sweden. Born in Boston, Mass., Sam has lived and worked in Stockholm, Sweden, London, England, Seattle, Wash., and New York City as well as in California.

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.

Polona Pibernik

Polona Pibernik is co-founder and general manager of Mediade, innovative publishing. The company has evolved from the GV Revije, the leading business print publisher in Slovenia, which was restructured in 2005. Mediade is known for developing a brand new concept of business-educational volumes, focused on the development of intrapreneurial organisational culture in the corporate business environment. Polona Pibernik has been involved in media for almost two decades. She started her career with local radio station Radio Koper and continued with the famous independent students' radio Radio Študent. Later she worked over five years for the most reputable Slovenian business magazines *Gospodarski vestnik* and *Manager*. She knows media from different points of view, as she worked as journalist and then switched to marketing department. She transforms her media and business experiences into developing new concepts of media, especially those linked to promotion of innovations and formation of knowledge networks. She is co-author of business-educational TV series *Business Rhythms* and secretary general of the multi-media project *Bizz.in: The power of business innovation*. The project, aimed at promoting innovative cultures was established by three Slovenian companies: *Vibacom*, *TV PIKA* and *Mediade* and acts as leading integrative force in developing and promoting the highest achievements of the Slovenian innovative business environment.

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 has lectured 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://transnets.net>

Janet Rae-Dupree

Janet Rae-Dupree is presently a Knight Fellow at Stanford University. She is a freelance journalist specialized in the field of technology transfer: how corporate funding, federal funding and market considerations influence academic research and innovation. She was raised in Manhattan Beach, California, but headed east to earn a bachelor's degree in political science at the University of Michigan, Ann Arbor. After two years as a "trainee" reporter at the *Los Angeles Times*, she moved to the *Daily News* of Los Angeles, where she covered transportation and development issues. She was a staff writer covering urban affairs at *The Daily Breeze* in Torrance, California, and later returned to the *L.A. Times* to write about courts, politics, the environment and a variety of general news topics. In 1993, she shared in the *Times'* Pulitzer Prize for coverage of the Los Angeles riots. Her technology reporting began later in 1993 when she moved to the *San Jose Mercury News*, where she covered science, emerging technologies and start-up businesses. She joined *BusinessWeek Magazine's* Silicon Valley bureau in 1999, then became the Silicon Valley correspondent for *U.S. News & World Report*, where she was a senior editor covering personal and emerging technologies until 2003. Her work since has included a stint as technology editor at the *San Jose/Silicon Valley Business Journal* and as an award-winning freelancer for *U.S. News & World Report*, *CIO Insight*, *PC World* and other publications.

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.

Jarmo Salmela

Mr Jarmo Salmela works as Technology Intelligence manager at TeliaSonera Finland R&D and Innovations unit. Jarmo has been in internet since 1986 and he has over 10 years background with science and technology journalism both in newspapers and tv and radio. He has MSc in EE and BA in journalism and he is member of Finnish Association of Science Editors and Journalists.

Jan Sandred

Jan Sandred, Office of the Director General at VINNOVA, Swedish Governmental Agency for Innovation Systems. Jan Sandred was an Innovation Journalism Fellow in 2004, hosted by San Francisco Chronicle. He has been working as a Reporter, Editor and Editor-in-chief since 1984, mostly with Swedish and international trade and business publications. IN 2005 he worked as Senior Consultant at public relations and public affairs consultancy Grey Communications Europe (Stockholm, Sweden). Between 1994 and 1999 he was a member of the Board of Directors, Talentum Sweden AB (formerly E+T Förlag AB). He has done reference documentation for World Wide Web Consortium and has written several books on IT, the latest being "Managing Open Source Projects" (John Wiley & Sons, Inc., in Japanese at Ohmsha, Ltd.). Jan Sandred has a M.Sc. in IT and Mathematics from Uppsala University, a degree in Chemistry, as well as a degree in Journalism. Jan Sandred 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. He also has a Master's Certificate and is President of the Chamber Choir of Uppsala Cathedral.

Marita Seulamo-Vargas

Marita Seulamo-Vargas, Freelance journalist, Silicon Valley correspondent for 'Talouselama', a leading business weekly in Finland and 'Tekniikan nakoalat', a publication of 'Tekes', the Finnish Technology Agency. Key focus areas include the process of innovation and entrepreneurialism. Mrs. Seulamo-Vargas has also covered news from the Bay Area for Finnish Broadcasting, 'Yleisradio', radio and television. Prior to moving to California in 1998, she covered European Union, Nato and other news stories for Finnish television, radio and print media from Brussels, Belgium for six years. Mrs. Seulamo-Vargas lives in Los Altos Hills with her husband and three children

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.

Klaus Spachmann

Dr. Klaus Spachmann works as an Assistant Professor at the Department of Communication Studies and Journalism at the University of Hohenheim, Stuttgart (Germany). His research focuses on empirical communication research, business and financial journalism as well as commercialization of media systems. As an academic teacher, he is responsible for journalism education in Hohenheim, especially online journalism and media management. Furthermore he works as a lecturer in journalism at the University of Cooperative Education in Heidenheim and the Academy for New Media in Ludwigsburg. 2004 Klaus Spachmann completed his Ph.D. thesis on business reporting in the press. After his vocational training as a banker and financial assistant, Klaus Spachmann graduated in politics and economics from Stuttgart University.

Peter Svensson

Peter Svensson is a visiting researcher at Stanford. His home University is Linköping University in Sweden, and his fields of interest are venture capital, technology start-ups and innovation management.

Prior work experiences include managing a think-tank, Forum for Innovation Management, where decision-makers in industry, academia, politics and public sector meet and discuss innovation and economic growth oriented issues. Peter was head of a business incubator and consulted technology start-ups in Stockholm, Sweden.

Amanda Termén

Amanda Termén is a fellow of the Innovation Journalism Program 2006, hosted by CNET News.com in San Francisco. In Sweden, she works as a business and politics reporter at the Gothenburg Post, the daily newspaper of Sweden's second largest city. She has a background as culture editor, web editor and reporter at smaller newspapers. She has a bachelor degree in journalism from the University of Gothenburg and a European Diploma in International Journalism from the universities of Utrecht, Holland and Aarhus, Denmark. She has learned how to report on the EU institutions at the European Journalism Centre in Brussels and reported on European business and politics, travelling the continent. Amanda Termén has a supplementary university degree in International Relations, International Politics and European Studies from the University of Gothenburg.

Claes Thorson

Claes Thorson is Press Counsellor at the Embassy of Sweden in Washington D.C. Before joining the Ministry for Foreign Affairs 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 CEO of the first commercial TV station broadcasting in Sweden, TV4. In the fall of 2006 Thorson is going back to Sweden to work as a Management Consultant in the fields of communication and leadership.

Martin Turner

Turner was born in Nairobi, Kenya and earned a bachelor's degree in English and Philosophy at the University of York in the United Kingdom. He began his journalism career as a radio producer at BBC local radio in York, and moved to Switzerland to work for Swiss Radio, during which he covered the fall of Communism in Eastern Europe. He returned to the UK in 1990 and joined the BBC World Service, working in a number of reporting and producing roles. In 1997 he was appointed Bureau Chief in Johannesburg, where he covered everything from disastrous flooding in Mozambique to the overthrow of President Mobutu of Zaire. He was the first winner of the Mohammed Amin prize for his work in Zaire and Rwanda. Shortly before the attacks of September 11, 2001 on New York and Washington, Turner was named Bureau Chief in Washington; the BBC's largest overseas operation. He has been responsible for organizing all U.S. coverage, including 9/11, the Iraq war and the 2004 presidential election campaign.

Turo Uskali

Turo Uskali is a visiting scholar at SCIL starting March 2006 and senior research scholar at the department of communication at the university of Jyväskylä in Finland. He participated the first Finnish innovation journalism education and research programme 2004-2005. Fall 2005 he started the very first Injo-course for graduate students. He has previously specialized on foreign news and financial news practices, and wrote his doctoral dissertation 2003 about the work of Finnish correspondents in Moscow. Uskali has also worked for ten years as a national, foreign, business and law reporter for various leading Finnish media outlets.

Patricia Valdenebro

Patricia Valdenebro holds a bachelor's degree in economics from the University of the Basque Country, northern Spain. From 2005 she is responsible for internationalization at the Knowledge Cluster of the Basque Country. Her main activities consist on supporting the internationalization of Basque management agents, looking for international trends on advanced management and transferring Basque knowledge overseas. She has previously served on SPRI- Basque Society for Industry Promotion in Argentina. The Knowledge Cluster is a local network of 170 partners: universities, business schools, consultants, promotion agencies, public bodies and a large number of private companies including mass media. The cluster brings together organizations and their people to share knowledge and tries to create the right environment for collaboration. As international broadcaster the cluster is also an antenna of international trends that later disseminates among the Basque innovation agents. The key actions in the Knowledge Cluster are focused on improving innovation in management within Basque Innovation System. In that way, the Knowledge Cluster is promoting a "Basque Network on Journalism & Innovation" where local

journalists, editors and main communication and media agents can meet together and dialogue about innovation journalism, their needs and interests covering innovation.

Alisa Weinstein

Alisa Weinstein earned a Master's in Journalism from the UC Berkeley Graduate School of Journalism in 2003. She spent the summer of 2005 traveling in Pakistan, where she read as many local English-language publications as she could find and explored cultural trends. She has worked as a film and television and news reporter and a web content producer for an online women's network and the PBS documentary series, Independent Lens.

Patrick H. Windham

Patrick Windham is a California-based consultant on science and technology policy and a Lecturer in the Public Policy Program at Stanford University. He operates his own firm, Windham Consulting, which focuses on how federal, state, and regional technology policies can promote national and regional economic growth. In addition, he is a principal in Technology Policy International (TPI), a five-person consulting firm that analyzes U.S. technology policies and policy trends for international clients. From 1984 until 1997, he served as a Senior Professional Staff Member for the Subcommittee on Science, Technology, and Space of the Committee on Commerce, Science, and Transportation, United States Senate. His work there focused primarily on policies to strengthen U.S. industrial competitiveness. He worked in other U.S. Senate positions from 1976 to 1978 and from 1982 to 1984. Mr. Windham received an A.B. from Stanford University and a Masters of Public Policy from the University of California at Berkeley. In recent years, he has served on five advisory committees of the National Research Council.

Gary Wolf

Gary Wolf is a contributing editor at Wired magazine. In 1994, Wolf helped launch one of the first commercial media sites on the world wide web, hotwired.com, and went on to serve as executive editor and executive producer of Wired's online division, Wired Digital. For Wired, Wolf has written on a wide variety of topics, including profiles of Steve Wozniak, Theodor Holm Nelson, and Marshall McLuhan. He is the co-author of *Dumb Money: Adventures of a Day Trader*, published in 2000 by Random House, with Joey Anuff; and *Wired - A Romance*, published by Random House in 2003. Wolf is currently a Knight Fellow in the Department of Communications at Stanford University.

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..