

Foreword

By Curtis R. Carlson

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The 2006 Innovation Journalism Conference at Stanford University addressed an important, emerging “beat” in journalism: innovation.

“Innovation Journalism”, a term coined in 2003 by David Nordfors, is journalism about innovation itself. Essentially, this new beat is writing about the future.

Since 2003, Nordfors has led the Innovation Journalism program. I applaud David for spearheading this effort.

For their participation and enthusiasm, I also commend the broad community of international journalists and their U.S. sponsors.

As we have learned, innovation is now the primary means for growth, prosperity, and improved quality of life. This is a marvelous time for innovation and entrepreneurship—with many opportunities available in all major market segments.

As journalists, technologists, entrepreneurs, executives, or venture capitalists, we all play key roles in the innovation process. Given today’s many opportunities and challenges, how can we continually expand the concept of innovation journalism and give this important area its due?

These proceedings take an important step toward addressing this important question.

Curtis R. Carlson was named president and chief executive officer of SRI International in December 1998. In 1973, Carlson joined RCA Laboratories, which became part of SRI in 1987 as the Sarnoff Corporation. As head of Ventures and Licensing at Sarnoff, he helped found more than 12 new companies. He started and helped lead the high-definition television (HDTV) program that became the U.S. standard and in 1997 won an Emmy® Award for outstanding technical achievement for Sarnoff. Another team started and led by Carlson won an Emmy in 2000 for a system that measures broadcast image quality. He has published or presented more than 50 technical publications and holds more than 12 U.S. patents. He has written a book (to be published) on SRI's unique, disciplined process for innovation, which is the base for the SRI Value Creation Partnership Programs offered to business and government clients. Carlson received his B.S. in physics from Worcester Polytechnic Institute and was named in Who's Who Among Students. His M.S. and Ph.D. degrees are from Rutgers University. He is a member of the Institute of Electrical and Electronics Engineers (IEEE), Sigma Xi, Tau Beta Pi and the Society of Motion Picture and Television Engineers. Carlson played the violin professionally at 15, and it remains his primary avocation.