

4th Annual Conference to Explore Best Practices in Participatory Public Service Media



beyond09 broadcast

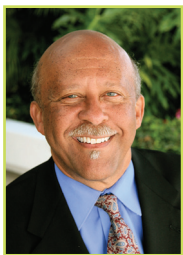
Public Service Media from Local to Global

June 3-5, 2009

USC ANNENBERG

SCHOOL FOR COMMUNICATION

WELCOME beyond broadcast 09



It is my great pleasure to welcome you to the 4th annual Beyond Broadcast conference, and the first one to be held on the West Coast.

The USC Annenberg School for Communication is excited to host this year's event, and we have planned an expansive agenda of general and parallel sessions addressing communication and media issues on global, national and local levels. Our goal is to provide an exciting space for leaders from around the world to share knowledge about important experiments and innovations in the field. As you look through the agenda, I hope you will agree that our program committee has succeeded.

During the conference, you can continue the discussion beyond the sessions through the wiki and forum areas of the BB09 website – www.beyondbroadcast.net. Our Twitter hashtag is **#BB2009**, and speakers will be blogging about the program on the site as well. Please feel free to add your own Beyond Broadcast images – we are using Flickr for images and Blip.tv for video and audio. Simply tag your content as "**bb2009**."

For colleagues who were unable to join us physically here in Los Angeles, we are streaming designated sessions over the Internet and providing a Flickr feed with photos of our sessions and events.

While the sessions are enlightening and valuable, it is the continuing conversations following the keynotes and sessions that are most often invaluable. To facilitate those discussions, don't miss our opening and closing receptions, where you can meet and network with peers from around the world.

Enjoy your time in Los Angeles, on our beautiful USC campus and at a lively, interactive and productive conference. And when you return home, please do remain in touch with us here at USC Annenberg. We look forward to communicating with you and learning from you in the future.

Sincerely,

A handwritten signature in black ink that reads "Ernest J. Wilson III". The signature is fluid and cursive, with a long horizontal line extending to the right.

Ernest J. Wilson III, Dean
USC Annenberg School for Communication

LOCAL ACTIVITIES

PLACES TO EAT

The Figueroa Corridor has a number of restaurants that fit a variety of budgets. Just north of the Radisson's front entrance, **McKay's** (6:30a - 10p, Mon-Sat, closed Sun) offers quality

American fare and features a vibrant hotel bar. **Rosso's** (11a - 10p, Mon-Sat, closed Sun) is a New York-style pizza parlor, while **The Lab** (11a - 11p, Mon-Sat, closed Sun) pairs gastronomical experiments with unique beer and wine selections. South of the hotel, across Exposition Boulevard, pair your caffeine fix from **The Coffee Bean & Tea Leaf** with a burrito from **Chipotle** or a sandwich from **Quizno's**. There's also a **Coldstone Ice Creamery** for dessert.



On campus, **The Lot** (hours vary Mon-Fri, closed Sat & Sun) is USC's primary food court, featuring Baja Fresh Mexican food (11a - 5p), Wolfgang Puck's pizza (11a - 3p), Carl's Jr. hamburgers (7a - 3p), Zao Noodle Bar (11a - 3p) and an assortment of other snacks. There's also a second **Coffee Bean & Tea Leaf** (7a - 5p, Mon-Fri, closed Sat & Sun) in the new School for Cinematic Arts complex.

Farther afield, Los Angeles hosts some of the best restaurants in the world. **Downtown** is a short cab ride away, and **Beverly Hills** and **Hollywood** are each worth the longer trip. Old Town **Pasadena** is celebrating Restaurant Week during the conference, with more information on discounted meals at www.oldpasadena.org. Another good guide to local eateries can be found at losangeles.citysearch.com.

THINGS TO DO

If you have a spare hour or two, a walk just south of campus through the **Rose Garden** to the Exposition Park museums, including the **California Science Center**, the **California African American Museum** and the **Los Angeles County Museum of Natural History**, is a good way to pass the time.

If your visit extends beyond the dates of the conference, a trip to the **Farmer's Market** and **The Grove**, near Third Street and Fairfax Avenue in Hollywood, provides an afternoon of good food and great shopping. The **Santa Monica beach and pier** are must-sees for any visitor. And if you'd like to go on a short hike, try **Runyon Canyon Park** in Hollywood – the views of the Los Angeles basin are breathtaking.

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WEDNESDAY, JUNE 3

7:00 AM	8:00	9:00	10:00	11:00	12:00 PM
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THURSDAY, JUNE 4

7:00 AM	8:00	9:00	10:00	11:00	12:00 PM
7:30 - 8:15 Registration & Continental Breakfast <i>East Lobby</i>	8:15 - 10:00 General Session <i>Auditorium</i> Keynote: Sandra Ball-Rokeach, USC Annenberg Panel Discussion: Local Perspectives		10:00 - 10:30 Break	10:30 - 12:00 Parallel Sessions Building an Audience Through Engagement & Outreach <i>Auditorium</i> Measuring New Media's Impact <i>Room 204</i> Creating Relevant Digital Media <i>Room 207</i> Global Media's Role in a Digital Era <i>Room 331</i>	12:00 - 1:00 Lunch <i>East Lobby & 2nd Floor Patio</i>

FRIDAY, JUNE 5

7:00 AM	8:00	9:00	10:00	11:00	12:00 PM	
7:30 - 8:00 Registration & Continental Breakfast <i>East Lobby</i>	8:00 - 9:15 General Session <i>Auditorium</i> Panel Discussion: Telling Stories, Changing Lives	9:15 - 9:30 Break	9:30 - 10:45 Parallel Sessions Maintaining Editorial Quality in a Participatory Environment <i>Auditorium</i> Enabling Dialog Through Public Service Media <i>Room 204</i> Documentaries & Cultural Diplomacy <i>Room 207</i> Managing the Governmental Relationship <i>Room 331</i>	10:45 - 11:00 Break	11:00 - 12:15 General Session <i>Auditorium</i> Panel Discussion: Mobile Voices	12:15 - 1:30 Lunch <i>East Lobby & 2nd Floor Patio</i>

GETTING
AROUND

CONFERENCE INFORMATION
AVAILABLE IN EAST LOBBY

CAMPUS WI-FI SSID
"USC WIRELESS"

AGENDA AT A GLANCE

1:00	2:00	3:00	4:00	5:00	6:00
			4:00 - 5:30 Registration <i>East Lobby</i>	5:30 - 7:00 Opening Reception <i>Auditorium & East Lobby</i> Dean Ernest J. Wilson III, USC Annenberg Keynote: Henry Jenkins, USC	

1:00	2:00	3:00	4:00	5:00	6:00	
1:00 - 2:15 General Session <i>Auditorium</i>	2:15 - 2:30 Break	2:30 - 3:45 Parallel Sessions That's Entertainment! Or Is It? <i>Auditorium</i>	4:00 - 5:30 General Session <i>Auditorium</i> Panel Discussion: The Global Connectors of Public Service Media			
Panel Discussion: Public Media at the National & Global Levels		Embracing the Digital Renaissance Movement <i>Room 204</i>		3:45 - 4:00 Break		
		Public Service Media in Areas of Conflict <i>Room 207</i>				
		Sustainable Digital Investigative Journalism <i>Room 331</i>				
		Media Selection & Access Among Global Youth <i>Room G34</i>				

1:00	2:00	3:00	4:00	5:00	6:00
1:30 - 2:30 General Session <i>Auditorium</i>	2:30 - 3:30 Parallel Sessions Democratizing the Language of Online Storytelling <i>Auditorium</i>	3:30 - 3:45 Break	3:45 - 5:00 General Session <i>Auditorium</i> Panel Discussion: Wrap-Up	5:00 - 5:30 Break	5:30 - 7:00 Closing Reception <i>USC Town & Gown</i>
Panel Discussion: Tomorrow's Public Service Media Entrepreneurs					

CYBER CAFÉ, ROOM G40
(OPEN 10-6 THURS, 9-5:30 FRI)

GETTING AROUND CAMPUS
WWW.USC.EDU/MAPS

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WEDNESDAY, JUNE 3

4:00 – 5:30 p.m.
East Lobby

Registration

5:30 – 7:00 p.m.
*Auditorium &
East Lobby*

Opening Reception

Welcoming Remarks

Ernest J. Wilson III, dean, USC Annenberg School for Communication

Keynote Speaker:

Henry Jenkins, USC Provost's Professor of Communication, Journalism and Cinematic Arts

THURSDAY, JUNE 4

7:30 – 8:15 a.m.
East Lobby

Registration & Continental Breakfast

8:15 – 10:00 a.m.
Auditorium

General Session

Keynote Speaker:

Sandra Ball-Rokeach, communication professor, USC Annenberg School for Communication

Panel Discussion: Local Perspectives

The members of this panel utilize different forms of media to achieve their social goals around the world, providing tools to teach others how to create, distribute and promote digital media. We will explore what motivates them to engage in their work, often at personal risk; the ways different forms of media help them pursue their goals; and the programs and projects they are currently involved in creating.

Moderator:

Michael Kleeman, senior fellow, University of California, San Diego

Panelists:

Anthony Ian M. Cruz, president, TXTPower

Juana Ponce de Leon, executive director, New York Community Media Alliance

Kim Myoungjoon, president, MediAct

Lova Rakotomalala, co-founder, Foko-Madagascar, and author, *Global Voices Online*

Daudi Were, digital strategist and director, ThreeStones Company

10:00 – 10:30 a.m.

Break

CONFERENCE AGENDA

10:30 a.m. – Noon	Parallel Sessions
<i>Auditorium</i>	Building an Audience Through Engagement & Outreach This session will explore the tools and techniques for identifying and expanding a target audience. Panelists: Anthony Ian M. Cruz , president, TXTPower Juana Ponce de Leon , executive director, New York Community Media Alliance Kim Myoungjoon , president, MediAct
<i>Room 204</i>	Measuring New Media's Impact The digital media world is still developing the techniques and metrics for measuring its audience. The panelists will share their experiences as they strive to create an accepted approach to measure the impact of new media. Moderator: Jessica Clark , director, Future of Public Media Project, American University's Center for Social Media Panelists: Kate Coyer , post-doctoral research fellow, Annenberg School for Communication, University of Pennsylvania, and Central European University Mark Fuerst , executive director, Integrated Media Association Shabbir Safdar , chief technical officer, Virilion Ellen Schneider , executive director, Active Voice
<i>Room 207</i>	Creating Relevant Digital Media This session will explore a range of different approaches to providing a thriving press that informs, educates and enables the democratic process. Moderator: Michael Parks , journalism professor, USC Annenberg School for Communication Panelists: Marc Cooper , journalism professor, USC Annenberg School for Communication Mazharul Islam , head of operations, BBC World Service Trust, Bangladesh Doug Kaye , executive director, The Conversations Network Scott Lewis , chief executive officer and executive editor, Voice of San Diego

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10:30 a.m. – Noon	Parallel Sessions continued
Room 331	Global Media's Role in a Digital Era This panel will discuss the challenges and opportunities of bringing stories from multiple sources to a global audience, in the context of new media and distribution channels. Moderator: Ethan Zuckerman , senior researcher, Berkman Center for Internet and Society, Harvard University Panelists: Evelyn Messinger , series producer, LinkTV, president Internews Interactive Persephone Miel , senior advisor, Internews Network Kim Spencer , president, LinkTV
Noon – 1:00 p.m. East Lobby & 2nd Floor Patio	Lunch
1:00 – 2:15 p.m. Auditorium	General Session Panel Discussion: Public Media at the National & Global Levels Representatives from several world regions will explore traditional media organizations' use of new media to further their public service mission, expand their coverage and build an audience. How do major media organizations leverage traditional and digital media assets to collect, curate and distribute information? Moderator: Jonathan Taplin , communication professor, USC Annenberg School for Communication Panelists: Geoffrey Cowan , university professor, University of Southern California Steve Herrmann , Web editor, BBC News Ali Jaber , dean, Mohammed bin Rashid School for Communication, American University in Dubai, and managing editor, Dubai Media Incorporated Laura Ruth Walker , president and chief executive officer, WNYC Radio Kinsey Wilson , senior vice president and general manager, NPR Digital Media
2:15 – 2:30 p.m.	Break

CONFERENCE AGENDA

2:30 – 3:45 p.m.	Parallel Sessions
<i>Auditorium</i>	That's Entertainment! Or Is It? How can network television serve the public in areas of critical importance, such as safety and health? Panelists: Neal Baer , executive producer, "Law & Order: Special Victims Unit" Sandra de Castro Buffington , director, Hollywood, Health & Society project, USC Annenberg's Norman Lear Center Zoanne Clack , executive producer and writer, "Grey's Anatomy"
<i>Room 204</i>	Embracing the Digital Renaissance Movement A panel of African-American media leaders will examine the current state of black media and discuss best practices in online communications, examining Internet use among different constituencies. Moderator: Kevin Ross , president, 3BAAS Media Group Panelists: Jasmyne Cannick , political consultant and journalist Mark Ridley-Thomas , Los Angeles County Supervisor, 2nd District Karen Slade , general manager, KJLH-FM Rev. Mark Whitlock , pastor, Christ Our Redeemer, and director of community initiatives, USC Center for Religion and Civic Culture
<i>Room 207</i>	Public Service Media in Areas of Conflict A panel of individuals engaged in making change in areas of conflict will explore the unique abilities of public service media. Panelists: Nouneh Sarkissian , director, Internews Armenia Ryan Schrief , Asia program coordinator, WITNESS Ivan Sigal , executive director, Global Voices Lubna Takruri , freelance journalist and managing editor for breaking news, Jerusalem Media and Communications Centre

2:30 – 3:45 p.m.	Parallel Sessions continued
Room 331	<p>Sustainable Digital Investigative Journalism This panel will look at emerging means of supporting journalism in the digital environment, especially in local news and investigative reporting.</p> <p>Moderator: Jake Shapiro, executive director, The Public Radio Exchange</p> <p>Panelists: Wally Bowen, executive director, Mountain Area Information Network David Cohn, director and founder, Spot.Us Scott Lewis, chief executive officer and executive editor, Voice of San Diego Andrew McGregor, president and founder, The Tiziano Project Laura Ruth Walker, president and chief executive officer, WNYC Radio</p>
Room G34	<p>Media Selection & Access Among Global Youth How will changing patterns of behavior among younger media consumers affect the social and economic future of media industries?</p> <p>Moderator: Mizuko Ito, research scientist, Department of Informatics, University of California, Irvine</p> <p>Panelists: Scott Fedewa, vice president of business development, Ning, Inc. Josh Green, postdoctoral research fellow, MIT Paul E. Symczak, senior director, Market Research and Product Management, FLO TV Incorporated</p>
3:45 – 4:00 p.m.	Break
4:00 – 5:30 p.m. Auditorium	<p>General Session Panel Discussion: The Global Connectors of Public Service Media This panel will bring together a cross section of public service media "connectors" – funders, promoters and distributors – to discuss their vision, goals and future efforts.</p> <p>Moderator: Ernest J. Wilson III, dean, USC Annenberg School for Communication</p> <p>Panelists: Orlando Bagwell, director, Media, Arts, and Culture unit, Knowledge, Creativity and Freedom Program, Ford Foundation Elana Yonah Rosen, senior advisor, One Economy and One Global Economy Ethan Zuckerman, senior researcher, Berkman Center for Internet and Society, Harvard University</p>
5:30 p.m.	Free Evening

CONFERENCE AGENDA

FRIDAY, JUNE 5

7:30 – 8:00 a.m. <i>East Lobby</i>	Registration & Continental Breakfast
8:00 – 9:15 a.m. <i>Auditorium</i>	General Session Panel Discussion: Telling Stories, Changing Lives This session will bring together storytellers from around the world who have used technology and narrative to change lives and create new possibilities where none existed before. Moderator: Pat Harrison , president and chief executive officer, Corporation for Public Broadcasting Panelists: Michael Garofalo , senior producer, StoryCorps Ronni Goldfarb , president and chief executive officer, Equal Access International Edward Greenberg , founding director, Laughter for a Change Kevin Klose , dean, Philip Merrill College of Journalism, University of Maryland, president emeritus, National Public Radio Rey Ramsey , chief executive officer, One Economy Robert Townsend , filmmaker and president, V Studio
9:15 – 9:30 a.m.	Break
9:30 – 10:45 a.m. <i>Auditorium</i>	Parallel Sessions Maintaining Editorial Quality in a Participatory Environment In an environment increasingly dominated by interactions with bloggers, reporters, Twitterers and others, how can media leaders ensure that misinformation – intentional or not – does not drown out the truth? Moderator: Adam Clayton Powell III , USC vice provost for globalization Panelists: Nathalie Applewhite , associate director, Pulitzer Center on Crisis Reporting Ali Jaber , dean, Mohammed bin Rashid School for Communication, American University in Dubai, and managing editor, Dubai Media Incorporated Kevin Klose , dean, Philip Merrill College of Journalism, University of Maryland, president emeritus, National Public Radio Rachel Sterne , chief executive officer, GroundReport

9:30 – 10:45 a.m.	Parallel Sessions continued
Room 204	Enabling Dialog Through Public Service Media Individuals who have spent decades working to build bridges between different communities and nations, often in times of war, will explore the potential and limits of the media's ability to effect change. Moderator: Geneva Overholser , director, School of Journalism, USC Annenberg School for Communication Panelists: Patrice Barrat , president, ArticleZ Evelyn Messinger , series producer, LinkTV, president, Internews Interactive Linda Nwoke , head of research and learning, BBC World Service Trust, Nigeria N. Bhaskara Rao , chairman, Centre for Media Studies
Room 207	Documentaries & Cultural Diplomacy Through a selection of documentary case studies, this panel will explore the role of independent and public media in changing the way the world sees America. By directly connecting citizens to citizens through traditional broadcast, new media, outreach and co-production relationships, documentarians offer unique approaches to bridge international barriers. Moderator: Sandy Tolan , journalism professor, USC Annenberg School for Communication Panelists: Enrica Colusso , filmmaker, ABC Colombia Diana Diaz , commissioning editor and head of programming and content, Radio Televisión Nacional de Colombia Tamara Gould , vice president of distribution, Independent Television Service International

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Room 331	<p>Managing the Governmental Relationship</p> <p>When is it helpful to interact with a governmental agency in the pursuit of a story? When is it better to work outside traditional channels? This panel will share firsthand experiences as they explore these questions and others concerning the relationship between government and the press.</p> <p>Moderator: Ivan Sigal, executive director, Global Voices</p> <p>Panelists: Troy Etulain, senior advisor for media development, United States Agency for International Development Eric Osiakwan, director, PenPlusBytes Ryan Schlieff, Asia program coordinator, WITNESS</p>
10:45 – 11:00 a.m.	Break
11:00 a.m. – 12:15 p.m. <i>Auditorium</i>	<p>General Session</p> <p>Panel Discussion: Mobile Voices</p> <p>A case study in new media beyond broadcast, the Mobile Voices project empowers first-generation immigrants in Los Angeles to publish multimedia stories about their lives and communities directly from mobile phones. This panel will explore questions of media production through demonstrations of the Mobile Voices project by some of its participants.</p> <p>Moderator: François Bar, communication professor, USC Annenberg School for Communication</p> <p>Panelists: Sasha Costanza-Chock, USC Annenberg School for Communication Amanda Garces, Institute of Popular Education of Southern California Carmen Gonzales, USC Annenberg School for Communication Madelou Gonzalez, Institute of Popular Education of Southern California Gabriela Rodriguez, programmer, Independent Media Center</p>
12:15 – 1:30 p.m. <i>East Lobby & 2nd Floor Patio</i>	Lunch

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1:30 – 2:30 p.m. <i>Auditorium</i>	General Session Panel Discussion: Tomorrow's Public Service Media Entrepreneurs This panel features younger content producers and media consumers sharing their views on their generations' media consumption habits, methods and values. Moderator: Jesse Thorn , host and creator, "The Sound of Young America" Panelists: Sasha Costanza-Chock , USC Annenberg School for Communication Sara Harris , special projects coordinator, Youth Radio L.A. Anyi Howell , reporter and producer, Youth Radio L.A.
2:30 – 3:30 p.m. <i>Auditorium</i>	Parallel Sessions Democratizing the Language of Online Storytelling As technology becomes more available, the need for effective storytelling is having an impact on greater numbers of producers and consumers. To help evolve the process of social media production, the National Black Programming Consortium's New Media Institute will share its One-Shot technique for online video storytelling. Panelists: Thabi Moyo , associate director, New Media Institute Kay Shaw , director of digital media, National Black Programming Consortium Nonso Christian Ugbo , director of digital media, BlackPublicMedia.org
Rooms 204, 207, 225 & 236 <i>Convene in East Lobby</i> NOTE: <i>Pre-registration required. Sign up at the information table in the East Lobby prior to the beginning of the session.</i>	Web 2.0 & the Future of Media Attendees will use structured global scenarios in small groups to create alternative 5-10 year visions of the future media environment. The final scenario narratives created by each group will be posted to the conference Web site, publishing the best ideas of the collective on a world "beyond broadcasting." Session Leaders: Patricia Riley , communication professor, USC Annenberg School for Communication Laurel Felt , USC Annenberg School for Communication Zhan Li , USC Annenberg School for Communication Shawn Powers , USC Annenberg School for Communication
3:30 – 3:45 p.m.	Break

CONFERENCE AGENDA

<p>3:45 – 5:00 p.m. <i>Auditorium</i></p>	<p>General Session Panel Discussion: Wrap-Up After two days of thoughtful discussion, this session aims to synthesize the key concepts explored through the conference sessions, blogs and conversations. With lively, open discussion in person and in the conference online community, key developments in public service media will be addressed.</p> <p>Moderator: Michael Kleeman, senior fellow, University of California, San Diego</p> <p>Panelists: Pat Harrison, president and chief executive officer, Corporation for Public Broadcasting Ali Jaber, dean, Mohammed bin Rashid School for Communication, American University in Dubai, and managing editor, Dubai Media Incorporated Ernest J. Wilson III, dean, USC Annenberg School for Communication Ethan Zuckerman, senior researcher, Berkman Center for Internet and Society, Harvard University</p>
<p>5:00 – 5:30 p.m.</p>	<p>Break</p>
<p>5:30 – 7:00 p.m. <i>USC Town & Gown</i></p>	<p>Closing Reception</p>



Partners:

American University Center for Social Media
Berkman Center for Internet & Society at Harvard
MIT Comparative Media Studies
NYU Center for Media, Culture and History

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