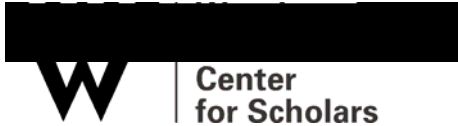


Center
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The Future of Science and Environmental Journalism

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And the third thought that I would like to suggest for you is that news vacuums will be filled. They just might not all be filled by “Big-J” journalists. And how that’s going to play out in the long run we don’t know yet, but we are seeing a lot of activity in this arena as well. We see “Big-J” journalists starting their own news initiatives. We see “small-j” journalists, which I will call ordinary citizens, filling gaps: they haven’t had coverage for a long time, and I think we forget when we are on the East Coast how many communities in the Hinterlands have little or no available media. This is not something new to them, to see declining news coverage. And so they’re taking upon themselves to do it themselves, and they are creating their own news initiatives. And by and large, not doing a bad job of it. They’re trying to be like “Big-J” journalists, which is very heartening to see.

I would point you to regional initiatives that are also happening, Newwest.net. I didn’t want to do a PowerPoint and a video, but look at Newwest.net. It covers ten states in the Rocky Mountains region. Well, guess what? The Rocky Mountains region does not have a lot of available media and one of their focuses is science and the environment and growth, which are all huge topics in their neck of the woods; funded by venture capitalists, going great guns, do big conferences on science and the environment, publish magazines. It’s a sample of a kind of new initiative we’re seeing.

I think we’re also seeing, in the vacuums-will-be-filled category, the emergence of what I would call new civic media networks, and these are content sharing agreements that we’ve never seen before, which is a fundamental change in the mindset of journalists. We have always been competitive, we always want a scoop, but now we have eight of the major newspapers in Ohio in a formal collaboration called ONO, the Ohio News Organization. We have three newspapers in Florida, *The Miami Herald*, *Fort Lauderdale Sentinel*, and *Palm Beach Post* collaborating. Yesterday *The Philadelphia Enquirer* and *The Pittsburgh Post Gazette* say they’re going to share content. *The Baltimore Sun* and *The Washington Post* are now sharing content. So we have an entirely different mindset right now of people who would never share before saying, “Okay, how can we leverage the resources that we have to avoid duplicative journalism and create some value-added journalism.”

So I want to show you today a four-minute piece of a video that we have produced -- it’s in post production right now -- that focuses on foundation-funded media, and the role that community foundations can play in supporting information infrastructures in their community. Not necessarily as acts of journalism, but as acts of community building and community information sharing. And what we’re finding, again, is that there’s a lot of

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