

J-School Entrepreneurship Bootcamp

An ONA pre-convention workshop

Thursday, September 11, 2008

4 p.m. - 8 p.m. (Dinner included)

[Click here to register.](#) Cost: \$30 ONA members, \$40 others

What should we teach aspiring journalists these days: Writing and copyediting? Multimedia production? They need the right mindsets as well as skill sets. Learn how journalism programs around the country are seeding innovative ideas, launching hyperlocal news sites and breeding new media entrepreneurs.

4:00 Welcome

- **Jan Schaffer**, Executive Director, J-Lab: The Institute for Interactive Journalism, American University School of Communication

4:15 – 5:45 Building innovation into the curriculum

- **Rich Gordon**, Medill School of Journalism, Northwestern University, LoJoConnect.com, Knight NewsChallenge winner
- **Retha Hill**, New Media Innovation Lab, Cronkite School of Journalism at Arizona State University (ASU)
- **Jody Brannon**, national director of the Carnegie-Knight News21 journalism initiative, Cronkite School of Journalism, ASU

6:00 – 7:00 Dinner and Keynote Speaker

- **Jeff Jarvis**, Blogger, Buzzmachine.com. Director, Interactive Journalism Program, CUNY Graduate School of Journalism.

With a \$50,000 grant from McCormick Foundation, Jarvis sponsored a student pitch competition for sustainable journalistic enterprises. Jarvis leads the New Business Models for News initiative, supported by the MacArthur Foundation. CUNY recently received a \$3 million grant to create the Tow Center for Journalistic Innovation.

7:00 – 8:00 The community as a laboratory for learning and innovation

- **Barb Iverson**, Columbia College Chicago, ChicagoTalks.com
- **Dave Poulson**, Knight Center on Environmental Journalism, Michigan State University, Great Lakes Wiki
- **Jan Schaffer**, Executive Director, J-Lab

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