

ISOJ 2012: Opening Sessions
Rosental Calmon Alves

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- **Rosental Calmon Alves**, ISOJ founder and chair, professor at the **School of Journalism, University of Texas at Austin**

Rosental: We are very happy to have you here. Welcome to the University of Texas at Austin, what starts here changes the world. So we are very modest here but we really do things that change the world and that's why you are here. And that's why the symposium has been growing so much since 1999. A few housekeeping things. You have access to the internet to the local university. Wi Fi in the information is inside your, your badge. So you have to find it there and login. Please use social media as much as possible. We want this to be known around the world. So tweet a lot the hashtag is #ISOJ to Tweet and Retweet. You know my favorite song is Retweet me, Retweet me mucho.

(laughter)

So you can retweet as much as possible and let's have a record. This is a record number of people in ISOJ. We have 294 registered people so it's it's really big record and I hope it's the record of Twitter also, and every other record that you can break will be welcomed. This is a conference about biodiversity. I started this conference in 1999 when the idea that I had was that the digital revolution was changing the media environment so much that we were really facing what I call that at the time and media side, the killing of the industrial era media system as we knew it at that time. And in the last few years I have been using two photos to kind of illustrate this. One is this photo of the desert of Arizona that shows an ecosystem. This is really what this conference is about is the move of the meeting environment from this ecosystem which is an amazing ecosystem with you know different plants and and in some animals. there etc to this other ecosystem. This is after the digital delusion where we are going and you know what? An exuberant forest with life everywhere with sun with water with chances for any microorganism to grow and be tested and thrive etc.

So, you know, this conference is about how journalism is moving from that ecosystem to this new ecosystem that obeys different communication logic that is quite different from a cactus that will not survive here. I'm sorry, the cactus is wonderful. We love the cactus when we're wearing that dry environment but here no cactus, no idea. If you are a cactus you have to become something else. And the end the other- I'm sorry is that any cactus here?

And I was in a conference at the Knight Foundation, one of our sponsors and Michael Mann is who is the Vice President for Journalism and Innovation there showed a list two, he said he here is how word in the media environment just 20 years ago or 15 years ago, you had no TV display

telephone radio, newspapers, magazines etc. And then he put in the same slide the list of media in the new environment and said, you know, we have to adapt to this and I kind of put this over overlapping with my metaphor of the beautiful Brazilian rainforest here.

And here is what you do have, a totally different environment and this is what this conference has been about since 1999. I mean how this we have on the website, all the present presentations and videos of all those seem symposia. So it's a great repository of testimonials. Of the evolution of the transition from scarcity to abundance. So that's really what this conference is about. And I like to call Glenn Frankel who is the Director of the School of Journalism here to say a few words of welcome to you and I hope he explains how the school of journalism is trying to move from the scarcity to the abundance from the desert to the rainforest blend.

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Glenn Frankel

- **Glenn Frankel**, director, School of Journalism, **University of Texas at Austin**

Frankel: See how this conference is growing and growing and it's a great tribute to Rosental and to Amy and talk about cactus and lily pads. I mean, Rosenthal, he was a great journalist in Brazil. He came here to become really one of the guru's of the new media and digital movement. And Amy is one of our great PhD scholars who's gone on and you know, the combination of the two and what they represent is just what we're talking about here. Let me just give you just a little context of where you are. The University of Texas at Austin. We have a journalism school with about 700 undergraduates majoring in journalism. We've got another 25-150 graduate students, masters and PhDs. This university has about 50,000 students, which is the second biggest public university in the country.

Rosental: I think you need your mic.

(mic adjustment)

These are all people who have laptops, they have phones and they have tablets. *(inaudible)* Not only to service our community but also this one and where the battle over the future of journalism is being fought. That's why we're here and that's why we're so glad to have you today. All our walls are down in journalism. Some of them have, you know, we've taken down others have simply crumbled around us and our arrogance is gone. And when we're talking about the consequences *(inaudible)* an entrepreneur, journalists really talk to each other. It's a great place to learn. Yes, I came for the first time last year. It's just a fabulous event.

All right, well, keep going. You can hear me in the back right. So we've lost our lily pads. But I just wanted to mention to you briefly, at the School of Journalism, we're moving into a brand new building in August, the Belo Center for New Media. At the same time, we're going to have a brand new undergraduate curriculum that basically brings down the walls there to all of our old kind of outmoded sequences. Whether you know used to be you had to specialize in print, or digital or broadcast, those walls are coming down. People are going to be able to move freely, people are going to have to be familiar with more than one platform. People are going to be getting digital skills from the first day they walk into the school. They're going to be building their own digital portfolio and websites. They're going to keep those with them for all four years. They're going to be gathering that material. And that's going to be the body of work that they show to potential employers and that they take with them. It's going to be a big change and an

important one at the same time. It's our obligation to give them the sensibility and the critical thinking and the writing skills that journalists have to have even in this new era. So we have two roles, and we need help. I keep telling people that this is actually the most exciting time to come into journalism. I'm one of those old cacti. The one that has really small cacti on the far right hand side of the screen. But I don't bemoan the loss of the alleged golden age of journalism. It was never as good as it should have been. It was a lot more arrogant than it needed to be. And as I say, all those walls are down. We're open to ideas. We need ideas. That's why this conference is such an amazing event for us and why we're very, very happy to have you here today. And very excited about what you come up with. Anyway, let's move on quickly. Amy's next.

ISOJ 2012: Opening Sessions
Amy Schmitz Weiss

- **Amy Schmitz Weiss**, assistant professor, **San Diego State University** – Symposium Research Chair

Schmitz: Hey, good morning, everybody. Welcome to Austin, to the ISOJ. We are so happy to see all of you. As Rosental had mentioned, this is a big year for ISOJ, our biggest year yet with the number of registrants that are here and all your happy faces this bright morning. This was also a record year in terms of research. We had over 71 papers submitted, and only 22 papers accepted, which was an acceptance rate of about 30%. So a big round of applause to our researchers who are here for the next few days to present our work.

Our research program features a lot of exciting topics that tie into what the practitioners are also going to be talking about the next few days, ranging from intra entrepreneurial journalism to innovations in the newsroom to community engagement as well as news consumption and looking at the different ways by which it can be measured. Two on two special notes we have our latest edition of Volume Two, issue number one for 2012 of our journal that's available. You can find it online as well as purchase a hardcopy or ebook from us while you're here. In addition, this particular edition features the research from the April 2010 and April 2011 symposia. In addition to that, we are also happy to announce we'll have two more editions of the journal coming out later this year. That will feature most of the papers that you will be hearing about over the next two days. So stay tuned for when those particular journals will be available on the symposium website. Also to end our welcoming session. It is my honor as ISOJ Research Chair to let you know who won the top rated research paper for this year based on the highest scores received out of all 71 papers that were reviewed by our team of hard working judges. And so it's my pleasure to announce who the top rated research paper goes to and if the person could come on down to accept their award goes to Dr. Iris Chi, for her paper on our digital natives talking newspapers and national service, college newspaper advisor.