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**Contact: Kirsten Khire, College of Communication Arts & Sciences, Office: (517) 432-0013, [khirek@msu.edu](mailto:khirek@msu.edu) MSU J-School hosts News Summit: In Search of a New Journalism, May 11**

EAST LANSING, Mich. - As the news media retools to face new economic and technology challenges, the School of Journalism at Michigan State University is taking a leadership role in redefining journalism and seeking fresh ideas and perspectives on creating viable business models.

On Monday, May 11, the School will bring together a dynamic mix of journalists, news consumers, students, entrepreneurs, academics and innovators from outside journalism for a daylong summit, "In Search of a New Journalism." The School of Journalism, which celebrates its 100<sup>th</sup> anniversary next year, is heading this initiative to allow the state's media and readers to connect, invent and share ideas.

**The afternoon portion of the summit beginning at 1:30 p.m. EDT will be open to the public in Studio E in the Communication Arts and Sciences Building and also be Webcast live at [www.spartantv.cas.msu.edu](http://www.spartantv.cas.msu.edu) beginning at 1:30 p.m., on the Internet. Audience seating for the afternoon session in Studio E is limited, so anyone interested in attending should reserve a seat by email [jrn@msu.edu](mailto:jrn@msu.edu). Some limited additional seating may be available on a first come basis. The event is free to the public.**

"Journalism is a critical part of democracy. Without watchdog journalism covering government, our elected leaders and pivotal events in our society and our lives, the U.S. as we know it cannot continue to thrive," said Jane Briggs-Bunting, director of the School of Journalism. "That's why we are pulling some of the brightest minds in the area to define the issues and seek solutions to the challenges we are witnessing today."

Michigan media outlets already are among the nation's leading journalism innovators. Michigan's large metropolitan newspapers are contenders – and winners – of Emmy awards for video work. Mid-size dailies are remaking themselves in the digital age with a Web focus. And TV stations increasingly are becoming leaders in getting their content out to consumers using the latest social networking tools.

"Michigan is ground zero for multiple news delivery experiments as news media grapple with dropping circulation and slumping advertising revenues. These are

bridge measures to buy time for media to transition to the next era," said Briggs-Bunting. News executives around the nation also are closely watching these experiments. At the Detroit Media Partnership, the publishers of the Detroit News and Detroit Free Press have reduced home delivery in favor of expanded digital offers. In Ann Arbor, the traditional daily newspaper will be replaced altogether by an Internet-based community news company. And community news Web sites are launching across the state.

"We feel a great responsibility to our students, to the newsrooms they will be working in or inventing and to the news consumers who rely on their work," Briggs-Bunting said. "Our aim is to identify new ideas and inject an element of collaboration into what has historically been a cutthroat competitive news environment."

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