

THE INNOVATION JOURNALISM FELLOWSHIP PROGRAM AT STANFORD

'JOURNALISM DRIVING INNOVATION. INNOVATION DRIVING JOURNALISM.'

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INNOVATION JOURNALISM

Innovation Journalism (InJo) is journalism covering innovation. It covers innovation processes and innovation ecosystems.

Innovation is the process of creating and delivering new user value. Innovation is more than invention. An invention is something new, it can be done by a single person.

Innovation is the introduction of something new, it always involves the interaction between several people.

Innovation is a horizontal process. It is about how technology, business and politics change each other. It is the key element of paradigm shifts and cultural change.

Traditional newsbeats - like business, technology, science and political journalism - tend to treat innovation as a topic within each beat, focusing on certain aspects of innovation processes and ecosystems. For Innovation Journalism the process of innovation itself is the central concept, treating business, technology, politics etc. as nested components of a news story. It can tell the story of innovation and convey the bigger picture. In terms of traditional newsbeats, InJo is multidisciplinary. InJo can be seen either as a horizontal newsbeat or as a mindset within traditional newsbeats, spanning across the old beats. InJo identifies and reports on issues in the innovation ecosystems, such as emerging concepts, interactions of stakeholders, or innovation value chains. It spans themes such as science and technology trends, intellectual property, finance, standardization, industrial production processes, marketing of new technologies, business models, politics, cultural trends, social impacts, and more.

The concept of Innovation Journalism (InJo) was [coined in 2003](#) by David Nordfors.

THE INNOVATION JOURNALISM PROGRAM

The Innovation Journalism Program at Stanford is the worlds first Injo program. It was founded by SCIL, Stanford Center for Innovations in Learning and VINNOVA, The Swedish Governmental Agency for Innovation Systems.

The Innovation Journalism Program at Stanford organizes the Innovation Journalism Fellowships, where each year a selected number of journalists mix workshops and conferences at Stanford with covering innovation in collaboration with hosting newsrooms. The fellowship program is operated in collaboration with IIIJ, the International Institute of Innovation Journalism, a non-profit foundation which serves the program at Stanford with off-campus activities. External contributing program content partners: SRI International, US National Academies, the World Economic Forum Media Entertainment Industry Partnership

The activities of the program can be followed on the innovation journalism [blog](#).

The program at Stanford hosts The Conference on Innovation Journalism, which has run yearly since 2004, and is the global meeting point for people interested in the topic.

Each year, innovation journalism initiatives around the world nominate candidates to the Injo Fellowships. The initiatives perform screening of candidates and guarantee funding for their Injo Fellows. Presently, the following Innovation Journalism initiatives are nominating Fellows:

INJO INITIATIVE	ORGANIZER	FUNDER	DIRECTOR	No. Injo Fellows in previous round
Sweden	VINNOVA	VINNOVA	Jan Sandred, Program Director, VINNOVA.	6
Finland	Helsingin Sanomat Foundation	Helsingin Sanomat Foundation / SITRA	Dr. Turo Uskali, Senior Researcher, University of Jyväskylä	3
Pakistan	Competitiveness Support Fund	Competitiveness Support Fund / USAID	Amir Jahangir, Consultant, Competitiveness Support Fund	4
Slovenia	Vibacom	Slovene Human Resources Development and Scholarship Fund - Ad Futura	Violeta Bulc, President, Vibacom	N/A

If you are interested in being an Innovation Journalism Fellow, contact the relevant

nominating innovation journalism initiative above.

If you are interested in developing Innovation Journalism initiatives, contact Dr David Nordfors.

INNOVATION JOURNALISM FELLOWSHIP PROGRAM: AIMS AND REQUIREMENTS

The aim of the innovation journalism fellowship program is to co-develop the concept and community of innovation journalism.

This involves

- Forming a collegial network of innovation journalists, for mutual benefit of the members of the network.
- Identifying and developing best practices
- Shaping a common understanding of professional ethics and the role of innovation journalism in society
- Understanding and developing the business of innovation journalism

Fellows in the program are a part of making this happen.

We encourage applicants who are entrepreneurial, curious, active, interested in expanding their knowledge in new directions, and like taking active part in community-building.

CURRICULUM

The fellowship program is five to six months long, and has the following activities. (All dates are preliminary):

1. **Stanford Innovation Lectures Series.** Lectures by Stanford faculty and staff. Presentation of Stanford innovation. Organized in cooperation with Stanford Public Affairs, and communication directors of the Stanford Schools. Preliminary dates: Once a week 4pm-5.30pm
2. **Meet the Players.** Presentations and Q&As with players in the innovation ecosystem. Preliminary dates: During Intorduction to reporting on the Valley - During February
3. **Introduction to Reporting on the Silicon Valley.** Looks at use of language, newsroom culture, sources, tools, ethics, etc. We will be aiming at working together as a group. Preliminary instructors: John Markoff, G. Pascal Zachary. Preliminary dates: During February.
4. **Working with Hosting Newsrooms.** Fellows spend 4-5 month inside a leading US newsroom. Each fellow is assigned by the newsroom to cover innovation issues.

(Summaries of stories published by fellows 2007/8 is available on <http://www.innovationjournalism.org/dojoer>). Preliminary dates: Starting March 2, continuing for at least four months.

5. **Previous Hosting Newsrooms.** Fortune (New York) - 5 years, 5 fellows; San Francisco Chronicle - 5 years, 5 Fellows; CNET News.com - 3 years, 5 Fellows; PC World - 3 years, 3 Fellows; Business 2.0 - 3 years, 3 Fellows; Red Herring - 2 years, 3 Fellows; Wall Street Journal - 2 years, 2 Fellows; Fast Company - 2 years, 2 Fellows; VentureBeat - 1 year, 2 Fellows, Bloomberg - 1 year, 1 Fellow; Technology Review - 1 year, 1 Fellow; IDG News Service - 1 year, 1 Fellow; Science - 1 year, 1 Fellow; PodTech.net - 1 year, 1 Fellow.
6. **IJ-6, The Sixth Conference on Innovation Journalism.** Each Fellow is in charge of one session at the conference, which they dedicate to an important aspect of innovation journalism of their choice. (The program of IJ-5 2008 and the presentations by the Fellows is available [here](#)). Dates: May 20-22
7. **The Making of Public Innovation Policy.** Workshop with the US National Academies
8. **The Role of Media in Society.** Workshop with the World Economic Forum Media&Entertainment Industry Partnership.
9. **Study trip** to the US East Coast.

POTENTIAL HOSTING NEWSROOMS 2009

(Confirmed potential hosts here below. More potential hosts to be added)

- [AlwaysOn-Network](#)
- [Bloomberg](#)
- [GigaOm Network](#)
- [GreenTechMedia](#)
- [VentureBeat](#)
- [Seed Magazine](#)
- [Technologizer](#)

IJ-6, THE SIXTH CONFERENCE ON INNOVATION JOURNALISM

Venue: Stanford University

Dates: May 18-20 2009

Among the keynote speakers:

[Vint Cerf](#), VP & Chief Internet Evangelist, Google; "Father of the Internet" - Speaks Monday 18 May.

Zafar Siddiqi, Founder & Chairman, CNBC Pakistan, CNBC Arabiya, CNBC Africa

Each Innovation Journalism Fellow 2009 will present a session at the conference.

The conference offers a meeting place for people from over the world to develop their interest and networks around innovation journalism.

The website of the previous conference, IJ-4, is available [here](#).