

**Study innovation in new and mainstream media;
help ramp up the New England News Forum;
info meeting 7:00 p.m., Mon., Sept. 8, CC Rooms 174-176**

Want to help spotlight innovation which is improving American media? Are you trying to figure out where you want to fit in the media landscape of the future? Want to help with the launch of a high-profile new institution serving New England news organizations – and the public?

Come to an informational meeting of The Media Giraffe Project on Monday, Sept. 8, at 7 p.m., in Campus Center rooms 174-176. We'll explain the origins and purpose of the project, outline the intern/work /volunteer opportunities available, and ask each recruit to talk briefly about your experience and interests. We'll also share some juice and cookies.

Internships, work-study available

Since the project started in 2005, each semester we have invited UMass undergraduates in journalism, communications, political science, public policy and in Commonwealth College, to undertake "giraffe prospect" research for the Media Giraffe Project (<http://www.mediagiraffe.org>). The effort may include web-based research on specific individuals, phone interviews and then writing profiles – all in collaboration with an experienced editor, videographer and webmaster. A limited number of assignments are available for up to two academic credits per semester, or work study, or as a volunteer.

Work will involve a twice-monthly campus meeting with Densmore and other MGP collaborators at the journalism program office. Research can be done anywhere the intern has appropriate access to the Internet, a printer, and a phone. Work can proceed around a one-credit or two-credit regime, subject to approval of the student's academic advisor and under the direction of Prof. Sims and Densmore. An especially able, policy-oriented, persistent and reliable intern may be invited to conduct one or more on-site interviews with selected "giraffes" around the United States. The intern may have a high-profile role writing for the MGP's website, which is viewed and used by journalists nationwide.

About the Media Giraffe Project

The Media Giraffe Project (<http://mediagiraffe.org/mission>) is a three-year initiative lead by Prof. Norman Sims in the journalism program to spotlight individuals “sticking their necks out” by making innovative, sustainable use of media (new and old) to foster participatory democracy and community. The director/editor of the Media Giraffe Project is Bill Densmore (UMass, '75, BDIC).
<http://newshare.typepad.com/about.html>

- More than 300 people attended the MGP2006 June 28-July 1, 2006 conference: “Democracy & Independence: Sharing News & Information in a Connected World” (see: <http://www.mediagiraffe.org/wiki/> and <http://newshare.typepad.com/mgp2006/>)
- This fall, we are ramping up the New England News Forum, a web-based service designed to explore and improve relationships among the region's traditional media, citizens and citizen journalists. See: <http://www.newenglandnews.org/>

For more information about the work, and the Media Giraffe Project, point your browser to:

<http://www.mediagiraffe.org/interns/>

For more information contact: Elizabeth Hawley, undergraduate intern coordinator
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About Bill Densmore/ MGP director

[Bill Densmore](#) is director/editor of the [Media Giraffe Project](#) at the University of Massachusetts-Amherst and director of the New England News Council initiative. The MGP, launched in March, 2005, is a three-year effort to find and spotlight individuals making sustainable, innovative use of media (old and new) to foster participatory democracy and community. A career journalist, he has been an editor/writer for The Associated Press, for trade publications in business, law and insurance; and freelanced for general circulation dailies including the Boston Globe. He has written for ComputerWorld Magazine. In 1993, after nine years owning and publishing weeklies in Berkshire County, Mass., Densmore formed what became [Clickshare Service Corp.](#), which provides user registration, authentication and transaction-handling for Internet web content sites. Densmore has also served as advertising director for a small, group-owned daily; and as an interim director of the not-for-profit [Hancock Shaker Village](#). Densmore Associates provides develops partner and other business strategies for independent media and print publishers, including newspapers.

