

Carnegie Mellon

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Carnegie Mellon's Steinbrenner Institute To Host Media Roundtable About the Changing Nature of News and Daunting Digital Deadlines

PITTSBURGH—Carnegie Mellon University's Steinbrenner Institute for Environmental Education and Research (SEER) will host a media roundtable to discuss the issues facing the news media as advertisers reconfigure their budgets and target more users online. The roundtable, free and open to the public, will be held from noon to 1 p.m., Wednesday, Oct. 21 in the Singleton Room of Roberts Engineering Hall.

Media participants include Charlotte Wright, managing editor of Platts U.S. Coal Publications; Cheryl Hogue, senior editor/environment for Chemical & Engineering News; Anne Linaberger, assistant news director of KDKA TV; Chris Moore, producer of WQED's "On Q"; and Ann Gabriel, publishing director of computer science at Elsevier.

Panel participants will address a variety of challenges facing the news media as changing technologies force more traditional news outlets to rethink how they woo new viewers and subscribers.

Discussion will range from how to rethink the new tools needed to survive the digital age to public policy issues like the novel legislative lifeline now being debated by Sen. Ben Cardin (D., Md.). Cardin wants to introduce the Newspaper Revitalization Act, which would give newspapers that regularly publish local, national and international news the option of becoming tax-exempt nonprofits.

"These roundtable sessions enable Carnegie Mellon faculty and students to deepen their knowledge of how the news media works, and gain insights into effective ways to communicate results of their research to the public," said David A. Dzombak, faculty director for the Steinbrenner Institute and the Walter J. Blenko Sr. Professor of Environmental Engineering.

Deb Lange, executive director of the Steinbrenner Institute, said that the program is designed to help journalists use Carnegie Mellon as a resource for stories.

Working as a change agent, the Steinbrenner Institute is charged with developing and enhancing the impact of environmental research and education at Carnegie Mellon. The educational focus

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About Carnegie Mellon: Carnegie Mellon (www.cmu.edu) is a private, internationally ranked research university with programs in areas ranging from science, technology and business, to public policy, the humanities and the fine arts. More than 11,000 students in the university's seven schools and colleges benefit from a small student-to-faculty ratio and an education characterized by its focus on creating and implementing solutions for real problems, interdisciplinary collaboration and innovation. A global university, Carnegie Mellon's main campus in the United States is in Pittsburgh, Pa. It has campuses in California's Silicon Valley and Qatar, and programs in Asia, Australia and Europe. The university is in the midst of a \$1 billion fundraising campaign, titled "Inspire Innovation: The Campaign for Carnegie Mellon University," which aims to build its endowment, support faculty, students and innovative research, and enhance the physical campus with equipment and facility improvements.