

William P. Densmore Jr.
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Leader in studying the new media ecosystem through Journalism That Matters, RJI, and Media Giraffe Project

I'm a career journalist, publisher, entrepreneur and director of the the Media Giraffe Project, New England News Forum, and a collaborator on [Journalism That Matters](#). During the 2008-2009 academic year I worked on the [The Information Valet Project](#) at the [Reynolds Journalism Institute](#) at the Missouri School of Journalism. I am a vice president, director and co-founder of [CircLabs Inc.](#), which is [incubated at RJI](#). I am a director of the [New England Newspaper & Press Association](#).

OBJECTIVE Contribute exceptional writing, planning, presentation, leadership, conference organizing, fund-raising and entrepreneurial skills to a mission-focused, policy formulation role in public service.

KEY COMPETENCE Conference organizing and leadership; info-tech startup; knowledge of media-literacy and news-literacy policy issues; degree in environmental policy and communications; extensive experience in broadcast, print and online media and ownership. Degree in environmental policy and communications. Entrepreneurial info-tech startup success. Significant working knowledge of legal contracts Two decades in journalism/publishing and business entrepreneurship. Able to self motivate and work independently.

EXPERIENCE 6/2009 – present University of Missouri Columbia, Mo.
Donald W. Reynolds Journalism Institute, Consultant
Consultant to the Reynolds Journalism Institute, overseeing the startup and development of CircLabs Inc., a news social network that is one-third owned by RJI-Mizzou and which addresses personalization, privacy, advertising and network information commerce.

9/2008 – 6-2009 University of Missouri Columbia, Mo.
Donald W. Reynolds Journalism Institute Fellow, 2008-2009
Named to an academic-year research fellowship at the Missouri School of Journalism to develop the Information Valet Project, an effort to build an information-industry consortium that would operate a shared-user network for commerce, advertising and privacy-protected demographic management.

3/2005 – 8/2008 University of Massachusetts Amherst MA
Director, The Media Giraffe Project / New England News Forum
Raised more than \$300,000 to seed and operate two grant-funded research efforts in the journalism program at UMass Amherst to find and spotlight individuals making innovative use of media to foster participatory democracy and community. Position was a contractual consultancy to Densmore Associates.

8/2004 – 2/2005 Hancock Shaker Village Inc. Pittsfield MA

Interim Director

Hired for a contractual six-month period as CEO/director of a living-history museum of the Shaker faith; responsible for fund-raising, day-to-day operations of an approximately 10-person staff and managing the search and hiring of a permanent director. Reported to Board of Trustees.

4/2002 – 8-2004 MediaNews Group Inc. North Adams MA

Advertising Director, The North Adams Transcript

Directed all phases of the advertising sales operation, both print and online, of a 6,800-circulation, six-day daily newspaper in northern Berkshire County, owned by MediaNews Group Inc. of Denver.

4/1997 - 4/2002 Clickshare Service Corp. Williamstown MA

Founder/Chair/CEO/VP & Treasurer / Consultant

Founded and led high-tech startup in network user-identity and transaction management; served as chairman and CEO; raised \$3.5 million in financing as treasurer; exiting company after recruiting senior management, licensing of The Clickshare Service™ to partners and a planned recapitalization. <http://www.clickshare.com/>. Named inventor on Patent No. 7,324,972 granted Jan. 29, 2008.

11/1994 – Present Newshare Corp. Williamstown MA

President / Founder

Consultants and advisors on new-media convergence. Founded in 1994 to assist newspapers to enhance and exchange customer relationships and get paid for content. Original owner/developer of Clickshare technology. Now a value-added reseller of Clickshare to publishers.

4/1993 – 11/1994 Turley Publications Inc. Palmer MA

Editorial Director

Management of 15-person editorial staff at large web-offset commercial printer and publisher of seven weeklies and two specialty monthlies.

11/1983 – 12/1992 Williamstown Advocate Inc. Williamstown MA

President and co-Publisher

Owned and published weekly newspapers in Berkshire County, Mass., from 1983-1992. Built circulation from 7,000 to 22,000 copies and revenues from \$150,000 to \$560,000 in five years. Sold business to a new owner; papers continue to thrive after January, 2002 sale to a third party.

9/1981 - 11/1983 Crain Communications Inc. New York / Chicago

New York Bureau Chief/Editor

New York bureau chief, Business Insurance magazine (Crain Communications Inc.), Jan. 1982-Nov. 1983. Trade magazine circulated to 40,000 corporate risk managers, insurance managers, financial executives, insurers, brokers and attorneys. Financial analysis of insurance industry, product and professional liability litigation, employee benefits and pensions. Covered DC-10 crash, Hyatt skywalks and Tylenol-tampering product-liability litigation.

1/1981 - 1/1982 Chicago Lawyer Magazine Chicago IL

Associate Editor

Responsible for business management, writing of media-and-law items,

general writing and editing duties on monthly tabloid circulated to Chicago's 19,000-member legal community.

6/1976 - 1/1981 The Associated Press Boston/Chicago/
Newsperson San Francisco

National reporter and desk editor in three key bureaus, supervising editor of U.S./international wire serving 700 small newspapers. Political coverage in Springfield, Ill., Other major story coverage: Nation's worst air disaster: American Airlines DC-10 in Chicago; Peoples Temple mass-suicide-assassination; San Francisco mayoral assassination; NASA probes of Venus and Saturn; court-ordered Boston school desegregation.

EDUCATION 6/1975 University of Massachusetts Amherst MA
Bachelor's Degree

B.A., Environmental Policy & Communications

6/1971 Phillips Exeter Academy Exeter NH
High School Diploma

6/1968 Public Schools , K-9 Worcester MA

AFFILIATIONS (RECENT) 7-2006 – present Journalism That Matters Principal collaborator

7/2008 – present Media Bloggers Association Member, Board of Directors

2/2008 – present New England Newspaper & Press Association Member, Board of Directors

5/2005 – 05/2008 Action Coalition for Media Education Member, Board of Directors

AWARDS New England Press Association first-place award for editorial writing, February 1993. NEPA first-place award for headline writing, February 1994.

National Merit Scholarship, Letter of Commendation, 1970.

OTHER CONSULTING ASSIGNMENTS 12/'97-03-1998 Berkshire Capital Corp. New York NY

Researched, prepared and presented strategic analysis of the information-technology/Internet marketplace for boutique mergers-and-acquisitions advisory service to the financial-services industry.

1/1998-7/1998 Koz Inc. Durham NC

Advised on development of customer-support and PR strategy for provider of new-media technologies for community, group and enterprise Internet publishing. Conceived, wrote and produced video showing onsite community use in Skowhegan, Maine. Koz now known as MediaSpanGroup.COM

REFERENCES UPON REQUEST

LINKS TO WRITING AND PRESENTATIONS

GENERAL LINK:

<http://newshare.typepad.com/about.html>

WORK AT REYNOLDS JOURNALISM INSTITUTE:

<http://www.rjionline.org/fellows-program/densmore-b/index.php>

Testimony

Dec. 2, 2009 at the U.S. Federal Trade Commission Workshop: "From Town Crier to Bloggers: How Will Journalism Survive the Internet Age?"

<http://www.newshare.com/wiki/index.php/Jta>

Talks

SPEECH: "The Four Phases of Editorial Voice: Engagement in the 21st Century"

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

SPEECH: "How Newspapers Can Prosper in a Free Market for Digital Information":

<http://www.newshare.com/pnpa/speech.html>

SPEECH: "Securing the User Relationship":

<http://www.newshare.com/interactive/>

Writing

CONFERENCE REPORT: 2005 Annenberg Commission on Press/Democracy:

http://newshare.typepad.com/newshare/2005/06/forty_authors_s.html

CONFERENCE REPORT: 2004 Shorenstein Center "Media & American Democracy" seminar

http://www.newshare.com/media/shorenstein_wrap.pdf

ESSAY (2006): Newspapers must become information valets and gateways, not silos

http://newshare.typepad.com/newshare/2006/01/newspapers_must.html

BOOK REVIEW: Dee Hock on the birth of Visa:

<http://www.globalhome.com/news/chaordic/bookreview.html>

Why the need for collaborative action on information payments?

(Vision statement for 1999 conference):

<http://users.crocker.com/~newshare/vision.html>

CONFERENCE REPORT: 2002 Family newspaper conference at Univ. of Illinois:

<http://www.newshare.com/family>

CONFERENCE REPORT: 1995 Nieman seminar on newspapers' future:

<http://www.journalism.sfsu.edu/www/spj/nieman.htm>

ETHICS: Case studies from weekly journalism:

http://newshare.typepad.com/newshare/2004/11/ethics_case_stu.html

BUSINESS WRITING: Feigenbaum's help China in business question:

<http://newshare.blogspot.com/2004/10/1998-feigenbaum-brothers-help-china-in.html>

TECH WRITING: Why SET will fail – the credit card industry's over-engineered security:

<http://newshare.blogspot.com/2004/10/1997-computerworld-workup-on-set.html>

INTERNATIONAL: Editors' trip to Russia post "glasnost", 1993:

http://www.bcn.net/~densmore/clippings/editors_in_russia.html