

THE MEDIA-CREW MIRACLE

Started as an experiment, the media crew succeeded wonderfully in creating a constant stream of news throughout the World Appreciative Inquiry Conference (WAIC) held in Ghent, Belgium April 25-28.

Sixteen pairs of eyes and ears, wandering curiously through the happenings of the International Convention Center of Ghent, generated lots of beautiful stories. Every hour, new stories were added to the website. Every morning, a WAIC print newspaper found its way to the 600 conference participants.

Sixteen people, not knowing each other before the start of the conference, became a generative news team from the first minute on. A shared aim and lots of space to contribute to that for each member seemed to be successful ingredients.

This fusion of strengths created an uplifting energy, which resulted in more than 50 articles on the website, thousands of tweets and re-tweets, four daily newspapers and one special closing

The Media-Crew, photographed by a participant, with the help of photographer Jan Somers on the last day of the conference.

From left to right:

under: Michelle Strutzenberger (Axiom News, Canada), Lara Emde (Student, Belgium), Griet Bouwen (Stebo, Evenwicht, Belgium), Jan Somers, (Photography Somers, Belgium), Cathy Camertijn (VIBE-On, Belgium), John Sevenans (Stebo, Belgium), Jeannette Schonewille (CBO, The Netherlands)

edition, as well as hundreds of pictures. The editorial team of this special WAIC edition of the AI Magazine has also made good use of all this beautiful content and fresh perspectives.

It sure was an experiment, started with the question: 'What could happen if we invite some participants to become journalists for four days?' We saw that the making and providing of

WAIC news added something meaningful. It helped the

connecting, learning and celebrating of the partici-

pants. It generated significant content, providing

it to the participants and outside world for a long

period after the conference. Making news is all

about sharing, usually without knowing what hap-

pens next with the provided stories. If words really

have the power to create worlds, and if sparking,

personal and open stories can spark change, news-

making can become a vivid servant to the change we want to

see in the world. Seen from a generative perspective, maybe

that's exactly what journalism has to contribute to society.

*Sparking
change by
providing
stories*

above: Loubna Zarrou (Styrax, The Netherlands), Saskia Tjepkema (Kessels&Smit, The Netherlands), Cees Hoogendijk (OrgPanoptics, The Netherlands), Annelies Poppe (Bermuda, Belgium), Andres Roberts (Kessels&Smit, UK), Koen Joly (Voca Training & Consult, Belgium), Jac De bruyn (Stebo, Belgium), Martine Vanremoortele (21 Lobsterstreet, Belgium), Niel Van Meeuwen (Kessels&Smit, Belgium), Marcel Van Marrewijk (Research to Improve, The Netherlands), Also contributing but not on the photo: photographer Chris Bennet (BJ Seminars International, Australia).

