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Bill Densmore is director/editor of the Media Giraffe Project at the Univ. of Massachusetts-Amherst. A career journalist, he has covered space shots, presidents, politics and assassinations for The Associated Press in Boston, Chicago and San Francisco. 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. He edited trade publications in business and law, and freelanced for general circulation dailies including the Boston Globe. He has written for ComputerWorld Magazine on Internet and technology subjects. In 1994, after nine years owning and publishing weeklies in Berkshire County, Mass., Densmore formed Clickshare Service Corp., which provides user registration, authentication and transaction handling for Internet web content sites. Densmore Associates develops partner and other business strategies for independent media and print publishers, including newspapers. At the start of his career, Densmore worked briefly in public radio in Worcester, Mass., and Amherst, Mass. He is a graduate of the University of Massachusetts-Amherst in environmental policy and communications.