

For THINKERS AND DOERS in MEDIA, POLITICS, EDUCATION AND TECHNOLOGY

concerned about the

FUTURE OF JOURNALISM and PARTICIPATORY DEMOCRACY

PROGRAM / SCHEDULE as of June 20, 2006

Democracy & Independence

Sharing News and Politics
in a Connected World

June 29-July 1, 2006

University of Massachusetts Amherst

CONFERENCE and
ROUNDTABLE SUMMIT

MEDIA GIRAFFE
Project



OMIDYAR
NETWORK

The Boston Globe



The Republican.

WHERE THE NEWS HITS HOME

FORD FOUNDATION

Supported by the Ford Foundation

A summer summit, think tank and workshop to

- Spotlight emerging business models and "above-the-crowd" leaders
- Bridge the gap between new and traditional media
- Examine the impact of new media technologies on journalism and the "public sphere"
- Suggest and recommend changes in the financing and practice of journalism

Who should attend

- Info-tech pioneers and entrepreneurs
- Operators of local-news websites and blogs
- Elected officials, political and public-policy strategists
- Traditional media strategists, editors and practitioners
- Podcasters and vloggers dealing with news, political and public-policy issues.
- Academic researchers and students
- Citizens who want "how-to" knowledge about participatory media
- Anyone interested in new innovations in web, print, film and audio news creation, delivery and financing

The speakers, convenors and session topics are tentative and are subject to change without notice.

Last-minute program changes:

http://www.mediagiraffe.org/wiki/index.php/Program_changes

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

MEDIA GIRAFFE Project

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INDIVIDUALS WORKING in politics, government, at large media, cutting-edge information technology organizations, citizen-powered local-news web services, or in teaching and academia share a goal of fostering participatory democracy and community. “Democracy and Independence: Sharing of News in a Connected World” will bring them together to share what’s working now, what’s coming soon and how to collaborate.

This first gathering of The Media Giraffe Project will observe changes in the structure of the U.S. media industry, the impact of the Internet on its financing, including control and ownership, the new relationships among creators and consumers of news, and how democracy is affected.

The conference is designed for:

- traditional media strategists, editors and practitioners
- elected officials, political and public-policy strategists
- info-tech pioneers and entrepreneurs
- operators of local-news websites and blogs
- podcasters and vloggers dealing with news, political and public-policy issues.
- academic researchers and students
- citizens who want “how-to” knowledge about participatory media
- anyone interested in new innovations in web, print, film and audio news creation, delivery and financing.

The event will be a chance to meet and learn from profiled Media Giraffe pioneers. The featured “Media Giraffe Institute/Citizen Media Bootcamp: Lessons from the Frontlines” track will present case-studies of emerging local web-based news and community efforts in a “how-to” format designed to teach citizens and mainstream journalists field-tested approaches for two-way, participatory journalism.

The conference begins with a TRACK ONE: “Future of Journalism Roundtable Summit” convening Wednesday evening, June 28, with discussion sessions all day Thursday, June 29. Conference TRACKS 2-5 cover citizen media, politics and the Internet, educating smart media consumers and the effect of technology and multimedia on journalism. Registration for the Thursday summit includes the right to attend Friday and Saturday conference sessions, too.

An optional extension of TRACK ONE on Friday includes the “Journalism That Matters” seminar for producing actionable ideas for experiments in web-centered, multimedia community journalism.

The speakers, conveners and session topics are tentative and are subject to change without notice. Check this page (<http://www.mediagiraffe.org/updates/>).

The summit and conference are supported by grants from Omidyar Network, The Boston Globe Foundation, MassLive/The Republican, The Ford Foundation, the New England Press Association and the University of Massachusetts.

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TRACK 1 – ROUNDTABLE SUMMIT

WEDNESDAY, JUNE 28, 2006

4 p.m.-6 p.m.	Check-in for participants in “Future of Journalism Roundtable Summit” <i>Campus Center Hotel, 10th floor.</i>
5:30 p.m.-6:30 p.m.	Informal reception for Summit participants. <i>Campus Center 10th floor.</i>
5 p.m.-6 p.m. <i>Campus Center Reading Room</i>	Reading and book signing: Helen Thomas Helen Thomas, Hearst Newspapers White House columnist, author of the forthcoming <i>Watchdogs of Democracy? The Waning Washington Press Corps and How It Has Failed the Public</i>
6:30 p.m.-9:45 p.m.	Dinner, Speakers and Discussion. <i>Campus Center 10th floor, Amherst Room</i>
7:45 p.m.	Introductions <i>Janet Rifkin, dean, UMass College of Social and Behavioral Sciences; Karen List, journalism director, UMass; Norman Sims, journalism professor; Bill Densmore MGP director.</i>
8 p.m. <i>Amherst Room / 10th Floor CC</i>	TALK Helen Thomas, Hearst newspapers columnist
8:30 p.m. –9:45 p.m. <i>Amherst Room/ 10th Floor CC</i>	DISCUSSION: “How Will Journalism Stay Relevant? To Whom? In What Forms?” <i>CONVENERS: Vin Crosbie, Corante Media Hub, Jeff Jarvis, BuzzMachine and CUNY. DISCUSSANTS: Marty Baron, editor, The Boston Globe; Teresa Hanafin, editor, Boston.com; Larry McDermott, publisher The Republican, Springfield, Mass; Ellen Hume, UMass-Boston; Peter Bhatia, Portland Oregonian. SPEAKER: Helen Thomas, White House columnist, Hearst Newspapers; Jay Rosen, New York University/PressThink.com. Search engines show blog reports get more hits on a given topic than a New York Times story. Is the traditional practice of journalism becoming a niche? Or moving toward irrelevance? Or is journalism simply in need of redefinition – and retooling? Once a profession, or a craft, is journalism now a toolset all citizens need to know? How do they learn? A town meeting discussion.</i>

THURSDAY, JUNE 29, 2006

ONE-DAY FUTURE OF JOURNALISM ROUNDTABLE SUMMIT

7:30 a.m.-8:30 a.m.	Check-in for participants in “Future of Journalism Roundtable Summit.” <i>Campus Center Concourse; near lower level at escalators.</i>
7 a.m.-8 a.m.	Continental breakfast for summit participants. <i>Campus Center Concourse.</i>
8 a.m.-8:15 a.m.	Two-minute introductions <i>Rob Williams / Colin Rhinesmith (education), Norm Sims /Chris Grotke (journalism/citizen journalism), Aldon Hynes/Ellen Hume (politics) and Steve Garfield (multimedia technology)</i>
8:15 a.m.-9 :15 a.m. <i>CC163C</i>	OPENING TALK: “Innovate, Die or Be Sold: A Prescription for the News Company of the Future” <i>Stephen Gray, executive director, Newspaper Next initiative of the American Press Institute.</i>
9:15 a.m.-10:45 a.m. <i>CC101</i>	SESSION ONE: “Finding a New Definition of Journalism” <i>CONVENERS: Tom Rosenstiel, Project on Excellence in Journalism; Jeff Jarvis, BuzzMachine.com. DISCUSSANTS: Jon Donley, editor, NOLA.com; Helen Thomas, Hearst Newspapers; Amy Eisman, American University; Josh Wilson, NewsDesk.org, Chris Peck, Memphis Commercial Appeal, Chris Daly, Boston University; Robin “Roblimo” Miller, SlashDot.com. How do you define journalism when every blogger can have a worldwide audience? Are today’s journalists like yesterday’s pamphleteers? A discussion among a journalism-industry think-tank expert, a veteran daily editor, two media educators, a White House columnist, two web-journalism veterans – and summit participants.</i>
10:45 a.m.-11:00 a.m.	Media Café break—Video: “Public Insight Journalism” – CC Reading Room
10:45 a.m.-11:15 a.m. <i>CC101</i>	SPECIAL: How Katrina changed the news ecology <i>A discussion with Jon Donley, editor, NOLA.Com and Cooper Monroe, BeenThereClearingHouse.com. The editor of New Orleans’ premier news website and the Pittsburgh-based partner in a volunteer Katrina relief blog share perspectives on how the Internet has changed coverage of major news events.</i>
11:15 a.m.-12:15 p.m. <i>CC163C</i>	SESSION TWO: “Quality: How Do You Measure It?” <i>CONVENER: Fabrice Florin, Newstrust.net. DISCUSSANTS: John McManus, Grade the News; Jeffrey Fox, ConsumerPower.org; Peter Phillips, Project Censored; Philip Meyer, Univ. of North Carolina. If finding news on the web is getting easier, the proliferation of news sites is presenting a new challenge – how to judge quality. NewsTrust is a new effort to address the problem. Executive director Fabrice Florin will describe and demonstrate the project, then respond to constructive criticism from four experts at judging news quality.</i>

TRACK 1 – ROUNDTABLE SUMMIT

12:15 p.m.-12:30 p.m.	Room/phone/Media Café break
12:30 p.m.-1:45 p.m. CC Amherst Room 10th floor	LUNCH SPEAKER: “When the Press Becomes a Pipe, Who Controls?” <i>CO-SPEAKERS: Mark Cooper, Consumer Federation of America; Casey Lide, Baller Herbst Law Group; Steve Anderson, COA News. Cable and phone giants want to create tiers of service for delivering content on the Internet, upsetting the concept of “network neutrality.” Legal, technical and First-Amendment experts will invite summit collaborators to help define the lines between commercial rights and free-speech obligations.</i>
1:45 p.m.-2:00 p.m.	Media Café break
2 p.m.-3:45 p.m. CC101	SESSION THREE: “Can Free Media Sustain Democracy?” <i>CONVENERS: Peter Krasilofsky, Krasilovsky Consulting; Charles Lewis, Center for Public Integrity; David Beers, The Tyee; Staci Kramer, PaidContent.org; Barry Parr, Coastsider.com. While print-newspaper circulation slowly declines, online newspapers are experiencing a Renaissance, reaching new peaks in readership nearly every month. How long will it take before that readership translates to revenue large enough to sustain great, watchdog journalism? Will web advertising alone support today’s newsrooms? Is that an issue for democracy? What other funding options are possible? And what sort of platform for public debate will emerge? Experts who have considered the issue for a decade forecast the future and listen to summit participants’ predictions, needs and initiatives.</i>
3:45 p.m.-4 p.m.	Media Café break
4 p.m.-5:15 p.m. CC Reading Room	SESSION FOUR: “Immigrant and Ethnic Markets: Once Below the Radar; now a Coveted Revenue Source. Who Should Own the Market?” <i>CONVENERS: Ellen Hume, UMass Boston; Jerry Villacres, Ethnic Media Project of Boston; Sandy Close, New California Media. Small newspapers, radio and TV for immigrants were overlooked by mainstream media. Now these niche audiences are coveted by MSM. How is the web changing the news experience for immigrants and ethnic populations? What impact does the ‘digital divide’ have?</i>
5:15 p.m.-6:30 p.m. CC101	Media : “Can old media be part of the new news ecology?” <i>SPEAKER: Michael Skoler, Center for Innovation in Journalism; DISCUSSANTS: Barry Parr, CoastSider.com; Jiah Kim, FreeSpeechTV; Michael Tippett, NowPublic.com (tentative); David Platt, Island Institute, Maine, Kevin Howley, DePauw University; Scott Brodeur, MassLive (main-stream “new media” perspective); Paul Thomas, ePluribusMedia. A briefing on the new Center for Innovation in Journalism, with feedback and reaction from a mix of discussants.</i>
6:30 p.m.-7:15 p.m.	Reception for all conference attendees (including Friday sessions) (CC101)
7:15 p.m. – 8 p.m. Dinner	DINNER-AND-DISCUSSION: “Can Ownership Make a Difference?” <i>CONVENERS: Vin Crosbie, Corante Media Hub, Jay Rosen, New York University. DISCUSSANTS: Rick Edmonds, The Poynter Institute; Richard Anderson, VillageSoup.com; Paul Bass, New Haven Independent; Dave Johnson, Atwater [Wis.] Sunfish Gazette (tentative); Dave Carlson, Univ. of Florida/SPJ, Adam Green, MoveOn.org (invited). What do reformers really mean by the term “corporate media?” Does form of ownership make a difference? A dessert-and-discussion session with corporate governance, family ownership and non-profit experts unpacks assumptions about this issue.</i>
8:15 p.m. – Discussion starts (buffet desserts, coffee and tea).	

SPECIAL EVENT (TENTATIVE)

THURSDAY, JUNE 29, 2006

5:30 p.m.–6:30 p.m.
Herter Hall
Videoconferencing

The Philadelphia Experiments

For the first time in decades, major U.S. metropolitan newspapers are be sold by a chain to local owners. At the same time, a working group of citizens in the city where American independence sprang are considering what the next news organization will look like. An effort to set up a live videoconference between Amherst and Philadelphia is planned.

SPECIAL EVENTS – TRACK ONE OPTIONAL DAY 2

FRIDAY, JUNE 30, 2006

9:30 a.m.-5:45 p.m.
CC101

SEMINAR: “Journalism That Matters: Looking Beyond the Newsroom Walls”

CONVENERS: Stephen Silha, news consultant; Chris Peck, daily editor, The Commercial Appeal, Memphis, Tenn. A special seminar for working journalists and other stakeholders. Roll up your sleeves and create experiments in journalism and community storytelling, explore new economic models, journalism as a conversation, teaching and learning, as well as changing leadership in the newsroom and the community.

TRACKS 2, 3, 4, 5 – GENERAL CONFERENCE

THURSDAY, JUNE 29, 2006

2:00 p.m.-5:30 p.m.	Pre-Conference Meetups <i>Independent groups with membership at the conference hold planning or strategy sessions in rooms provided at no additional charge by the Media Giraffe Project and UMass Amherst.</i>
4 p.m. – 9 p.m. CC Concourse	Conference check-in
6:30 p.m.-7:30 p.m.	Reception for all conference attendees
7:30 p.m. – 9:30 p.m. BlueWall	Buy-your-own dinner, cafeteria style <i>With Friday's agenda update, from track leaders Christopher Grotke/Lise LePage; Aldon Hynes; Norman Sims; Rob Williams; Steve Garfield; and others.</i>

TRACK 1 – ROUNDTABLE SUMMIT

2:00 p.m.-3:30 p.m. CC165-169	TRACK ONE EXTRA: “Can old media be part of the new news ecology?” <i>CONVENER: Michael Skoler, Center for Innovation in Journalism; DISCUSSANTS: Barry Parr, CoastSider.com; Jiah Kim, FreeSpeech-TV; Michael Tippett, NowPublic.com; Kevin Howley, DePauw University; Paul Thomas, ePluribusMedia. Early leaders at running sites, covering the emerging field and actively participating will manage a Town Meeting discussion with all participants.</i>
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SPECIAL EVENT – TRACK SIX

AFTERNOON ONLY — THURSDAY, JUNE 29, 2006

12:30 p.m. – 5:30 p.m. CC168-C Special registration: \$40 for afternoon; no food; Filmmaking track only	Citizen Media Filmmaking Workshop & Festival <i>CONVENERS: Aldon Hynes, Ned Lamont Senate Campaign; Steve Garfield, RocketBoom.com. As digital video cameras become more popular, as people start taking videos from their cellphones, and as new sites emerge online to distribute these videos, citizens filmmaking is taking off. Many people will be simply sharing home movies. Others, however, will want to create documentaries, political advertisements, and citizen journalism. The Workshop & Festival will celebrate noteworthy citizens' filmmaking and provide workshops for those wishing to learn how to become more involved.</i>
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TRACKS 2, 3, 4, 5 – GENERAL CONFERENCE

FRIDAY, JUNE 30, 2006

Each track will present four workshops or panels. In the fifth timeslot, the track leader will manage an optional “Media Café” collaboration for coffee/tea and discussion. These collaborations will occur in the Media Café on the Campus Center Concourse Level.

TRACK TWO:
Citizen Media Bootcamp:
Lessons from the front

TRACK THREE:
Politics and the Internet:
What's next?

TRACK FOUR:
Educating Smart Media
Consumers/Creators

**TRACK FIVE: Technology/
Multimedia:**
Where's journalism?

7:00 a.m.-10:30 a.m. Campus Center	Conference check-in. <i>Concourse lower level, in front of escalators.</i>
7 a.m.-8 a.m. Campus Center	Continental breakfast for summit and conference participants. <i>Concourse lower level.</i>
8 a.m.-9:15 a.m. CC Reading Room	GENERAL SESSION: REPORT FROM THURSDAY'S SUMMIT “Setting the Scene: What's the Future of the Web and News?” <i>CONVENERS: Dale Peskin, The Media Center at API; Lee Rainie, the Pew Project on Internet & Society; Tom Rosenstiel, Project on Excellence in Journalism. A news-industry futurist, an Internet demographics researcher and a key observer and facilitator of online multimedia news trends forecast the next year and the next decades for the Fourth Estate. How should media executives, citizen journalists, political strategists / public officials, educators and technologist prepare – and collaborate?</i>
9:15 a.m.-9:30 a.m.	Media Café break

TRACKS 2, 3, 4, 5 – GENERAL CONFERENCE

	TRACK TWO: Citizen Media Bootcamp: Lessons from the front	TRACK THREE: Politics and the Internet: What's next?	TRACK FOUR: Educating Smart Media Consumers/Creators	TRACK FIVE: Technology/ Multimedia: Where's journalism?
9:30-10:15 a.m.	<p>“Experiment in Collaboration: Can MSM and citizens work together?”</p> <p>(CC163C) PRESENTER: Lew Friedland, Univ. of Wisconsin and Madison Commons. A quick summary of the issues involved in a unique effort by the Madison, Wis., daily newspapers to join and assist a local citizen-media news collaborative, the Madison Commons.</p>	<p>9:30–10:45 a.m.</p> <p>“The Internet as an Organizing Tool”</p> <p>(CC Reading Room) MODERATOR: Ralph Whitehead, Univ. of Mass.; DISCUSSANTS: Josh Silver, FreePress.NET; Chellie Pingree, CommonCause; Aldon Hynes, Ned Lamont Senate campaign; Richard Viguerie, ConservativeHQ.com. In 2004, the Internet took the mainstage as a political organizing tool for U.S. political strategists. Learn what's going on behind the scenes to make the 2008 presidential race an order of magnitude closer to “digital democracy” – and what role citizens will play.</p>	<p>Media Café Collaboration</p> <p>Education – Media Café Collaboration – Informal convening with Rob Williams and Colin Rhinesmith of Media Educators to discuss their goals, curriculum and projects.</p>	<p>“When Web Data Makes News”</p> <p>(CC162-175) CONVENERS: Adam Clayton Powell III, University of Southern California; Brant Houston, Investigative Reporters & Editors; Adrian Holovaty. With search engines, data crawlers and memory by the terabyte, it is becoming ever-easier to crunch previously unimaginable amounts of data from across the web into useful information. What are the watchdog possibilities – and privacy dangers – for journalists harnessing newly opened information?</p>
10:30 a.m.– 12:30 p.m.	<p>Citizen Media Bootcamp</p> <p>Bootcamp Orientation: “Why Citizen Journalism?” (CC163C) Can citizens be journalists? A discussion and debate. What is the role of advocacy journalism? How does citizen journalism relate to professional media? What are the effects of citizen journalism on the civic arena? Can a lost dog be news . . . and much more. MODERATOR: Tish Grier, editor, Corante Media Hub. DISCUSSANTS: Esha Williams, author “Grassroots Journalism,” Ilona Meagher, ePluribus media; Lisa Williams H2OtownLise LePage, iBrattleboro.</p>	<p>10:45–11</p> <p>11 a.m.–12:15 p.m.</p> <p>“The Internet as a Government-to-Citizen Tool”</p> <p>(CC Reading Room) CONVENERS: Stephen Clift, Democracies Online Newswire; Conor Kenny, CongressPedia.org; Rafael DeGennaro, ReadTheBill.org; Craig Sandler, IssueSource.org/State House News Service; Ed Fouhy, StateLine.org (pending). Just about every U.S. community of any size has a website posting meetings, accepting taxes, describing issues and, sometimes, pushing political agendas. Learn how government should be using the net to deepen citizen involvement in governing – and how citizens can take the upper hand.</p>	<p>Media Café break</p> <p>“Building Bridges with Blogging — a Case Study”</p> <p>(CC162-175) CONVENERS: Catherine Moore, Rob Williams and the M.E.D.I.A. team of 20 high school students from Vermont and Jordan. Bringing together high school students from Vermont and the Middle East, three nonprofits — Project Harmony, the Action Coalition for Media Education, and Champlain College — are pioneering an effort at teaching media education, digital video production, and cross-cultural youth leadership skills. Hear from their students about what they're learning through this “media education.”</p>	<p>“The Maine Blogger: A Case Study of a Blogstorm”</p> <p>(CC 10th Floor Amherst Room) CONVENERS: Robert Cox, Media Bloggers Association; Lance Dutson, Maine Web Report (defendant); Fred Frawley, Preti Flaherty Beliveau & Pachios (attorney for WKPA); and Greg Herbert, and Greenberg Traurig (attorney for Lance Dutson). Is libel law the same for bloggers as for mainstream journalism? Explore this key question. (Details: see http://www.mediagiraffe.org/maine/)</p>
12:15-12:30	Media Café break			
Noon-1:15 CC165–169	<p>SPECIAL EVENT: “Is It Time to Build the New England Common?”</p> <p>CONVENER: Christopher Lydon, Open Source Radio. Does New England need a virtual meeting place for discussion and action on politics, culture, environment and living? Could the Massachusetts governor's race be a catalyst to establish one? An idea session. More info: http://www.mediagiraffe.org/wiki/index.php/Newengland.</p>			
12:30-2 p.m. CC 10th Floor, Amherst Room	<p>BUFFET LUNCH: “Is Media Performance Democracy's Critical Issue?”</p> <p>SPEAKER: Tom Stites, Center for Public Integrity; INTRODUCED BY: Chris Peck, Memphis Commercial Appeal. Thirty years ago, if your policy message was on the three networks, The New York Times or the Washington Post, it spread quickly across America. We are now in an era of micro-media – blogs, email, dozens of networks and cable channels, multimedia chaos and creativity. Political strategists who disagree on issues often agree that media structure and performance is now their No. 2 issue. Has the state of our media become the most important threat to participatory democracy? Why?</p>			

	TRACK TWO: Citizen Media Bootcamp: Lessons from the front	TRACK THREE: Politics and the Internet: What's next?	TRACK FOUR: Educating Smart Media Consumers/Creators	TRACK FIVE: Technology/ Multimedia: Where's journalism?
2:00 p.m.-3:30 p.m.	<p>Note: <i>The session below begins at 1:30 p.m.</i></p> <p>“Citizen Journalism in Action: A Practicum” (CC163C) <i>An overview of web-based citizen journalism in action with an emphasis on doing it yourself. The panel will look at examples of successful citizen-journalism projects and issues of interest to those looking to launch such ventures themselves – how to get started, add interactivity and features, and tackle technical issues as well as build participation, create policies and procedures and relate to the community at large. MODERATOR: Lisa Williams, H2Otown. DISCUSSANTS: Christopher Grotke, iBrattleboro, Maureen Mann, Philbrick James Forum; Gordon Joseloff, Westport Now; Dan Barlow, reporter and citi-J site user.</i></p>	<p>“Anonymity and identity: Journalists/ bloggers sources and whistleblowers” (CC 10th Floor, Amherst Room) <i>CONVENER: Shava Nerad, Tor Coalition. DISCUSSANTS: Steve Clift, Democracies Online Newswire, Derek Anderson, VillageSoup.com. Join a reporter who became a technologist and now helps protect political dissidents who need anonymity, in a debates over anonymity vs. identity. News websites, and local online community sites debate whether to allow anonymous comments. Is anonymity ever justified? Who's responsible? Is anonymous posting ever journalism? What is the impact on sources, on news gathers, on whistleblowers, as the government seeks the ability to track search queries?</i></p>	<p>“Creating Digital Video for Classrooms – a Case Study” (CC162-175) <i>CONVENER: James Valastro, MemeFILMS, Vermont (www.memefilms.org). Fusing media education and digital video production in the K-12 classroom, MemeFILMS has been working with Vermont schools for three years. Explore how to make mini-DV media and public health/news stories with K-12 students in this exciting hands-on workshop.</i></p>	<p>“News a la Carte – Fracturing the Public Sphere?” (CC Reading Room) <i>CONVENERS: Holmes Wilson, Participatory Culture Foundation; Thomas Marban, PopUrls.com; Jonathan Dube, CBC. CA (pending). Consumers can now paste together their version of a news event from multiple sources in seconds. What's the impact of news a la carte on understanding and what new technologies feed this trend? How does it fracture the public sphere – or enrich it?</i></p>
3:30 p.m.-4:15 p.m.	Media Café and free ice cream social , courtesy of Ben & Jerry's Homemade, Inc. <i>Outdoors if shine; Campus Center Concourse if rain.</i>			
4:15 p.m.-5:45 p.m.	<p>“Your Project: Expert Feedback” (CC163C) <i>CO-CONVENER: George White, UCLA Center for Communications & Community. Join citizen-media veterans, as participants, for an idea exchange. Come prepared to tell others what your project is about and specific problems you face. Fellow participants and experts will provide feedback, suggestions and ideas specifically for you.</i></p>	<p>“The Internet as an Advocacy Tool – Case Studies” (CC165-169) <i>CONVENERS: Mica Sifry, Personal Democracy Forum (tentative); Adam Green, MoveOn.org (invited), Karen “Jo” Lee, CitizenSpeak.org and Frederick Clarkson, Talk2Action.org; Steve Anderson, CoaNews.org. Costly direct mail was once the only effective way for public-policy non-profits to reach the faithful. The Internet is now the most efficient advocacy, motivational, and fund-raising tool in the NGO arsenal. How is the Internet changing public-policy formulation? Who's winning? Who's losing?</i></p>	<p>“Morphing from Music: iPods Enter the Classroom” (CC162-175) <i>CONVENER: Colin Rhinesmith, Action Coalition for Media Education, Boston chapter (www.acmeboston.org); Mark Frydenberg and Elizabeth Ledoux, Bentley College. The how's and why's of sending downloadable audio files over the Internet — how is this being adopted by educators? How can a Internet news operation serve the need for classroom-ready podcasting material?</i></p>	<p>“Who Will Narrow the Digital Divide?” (CC Reading Room) <i>CONVENER: Case Lide, Baller Herbst Law Group. DISCUSSANTS: Wally Bowen, Mountain Area Information Network; Josh Silver, FreePress.net. As music, movies, news, archives and other data increasingly are delivered on demand over the Internet rather than in physical form, first-class citizenship requires a high-speed connection. Who's left in steerage? How can technology narrow the digital divide? A look at municipal wireless initiatives.</i></p>
5:45 p.m.-6:30 p.m.	Informal reception and networking session. CC 10th Floor, Amherst Room			
6:30 p.m. DINNER 7:30 p.m. SPEECH 8:15 p.m.-9:30 p.m. DISCUSSION CC 10th Floor, Amherst Room	<p>DINNER AND DISCUSSION, SPEAKER “Why Doesn't Johnny Care? How Media Can Bring Young Adults Back Into the Public Sphere” <i>SPEAKER: Dr. Rob Williams, president, Action Coalition for Media Education; professor, Champlain College, Burlington, Vermont. Young adults have abandoned the news as presented in traditional forms. Newspaper and TV users are aging. But they are heavy media consumers. What will put public affairs back into their diet? And why does it matter? SPEAKER: Dr. Rob Williams, president, Action Coalition for Media Education; professor, Champlain College, Burlington, Vt.; DISCUSSANTS: Andrea Frantz, Wilkes University; Melissa Krodman, Project Think Different; Mark Lopez, CIRCLE.</i></p>			
9:30 p.m.-10:30 p.m.	<p>MEDIA CAFÉ EXTRA: “War Stories – Avoiding Other's Mistakes” <i>What sort of summer bootcamp would be complete without stories from the frontline trenches? The Media Café moves upstairs for beer, wine, tales of horror and humor.</i></p>			

TRACKS 2, 3, 4, 5 – GENERAL CONFERENCE

SATURDAY, JULY 1, 2006

	TRACK TWO: Citizen Media Bootcamp: Lessons from the front	TRACK THREE: Politics and the Internet: What's next?	TRACK FOUR: Educating Smart Media Consumers/Creators	TRACK FIVE: Technology/ Multimedia: Where's journalism?
7:30 a.m.-8:30 a.m. Campus Center Concourse	Continental breakfast for summit participants			
8:30 a.m.-10 a.m.	<p>"The Daily Grind" (CC163C) <i>Dealing with submissions, policies and other day-to-day issues of a citizen-journalism newsroom – keeping it fresh, role of moderators. DISCUSSANTS from the James Philbrick Forum, H2Otown, VillageSoup.com, Westport-Nw.com, the New Haven Independent and other sites.</i></p>	<p>"Political Blogs: Free Speech or Campaigning?" (CC-165-169) <i>CONVENERS: Mark Karlin, BuzzFlash; Richard Howe, LowellDems.org; Steve Brant, Trintab/HuffingtonPost blogger; Steve Fox, WashingtonPost.com, Robert Cox, Media Bloggers Assn. 1970s-era campaign-finance reform may be irrelevant as blogs and websites funded by partisan groups become a primary source of campaign spin and faux news. Can laws be written to regulate the financing of partisan websites that won't infringe on free speech? Are they needed?</i></p>	<p>"Streaming Source Material: Lectures on Demand?" (CC162-175) <i>CONVENER: Donna M. Liu, University Channel, Princeton University. The combination of ubiquitous high-speed connections in schools and archives of streaming and downloadable video/audio lectures and news add new options for classroom curriculum. Who's innovating? A survey and demonstrations.</i></p>	<p>"Merging Forms: Is the Medium Still the Message?" (Campus Center Reading Room) <i>CONVENERS: Steve Garfield, Rocketboom.com; Paul Grabowicz, University of California Berkeley; Robb Montgomery, VisualEditors.com. Blogging . . . reporters who pack a camera, MP3 recorder and a notepad . . . 24/7 deadlines . . . is journalism using technology or the other way around? As the information fire hose reaches full pressure, is wisdom increasing too?</i></p>
10 a.m.-11:15 a.m. (same rooms as earlier sessions)	Media Café collaboration and Track meetups for "next step" ideas:			
	Inviting participation	Pitching the big tent	Making media cool	Making adoption easy
11:15 a.m.-12:45 p.m. CC Room 101	CLOSING SESSION AND BOX LUNCHES			
	<p>"What Did We Learn" — Reports from track managers or designees "Speak to the Group" — Moderated open-microphone session — CLOSING TALK: "Keeping participatory democracy alive: Talking across the divides of media, politics, education and technology." <i>CONVENERS: Norman Sims, UMass Amherst and principal investigator, Media Giraffe Project; Bill Densmore, director/editor.</i></p>			
12:45 P.M.	Conference Ends			
1:30 p.m. – 4:30 p.m.	INDEPENDENT MEET-UPS AND OUTDOOR BOOTCAMPS			
	<p>POST-CONFERENCE MEET-UPS: Independent groups with membership at the conference hold planning or strategy sessions in rooms provided at no additional charge by the Media Giraffe Project and UMass Amherst.</p> <ul style="list-style-type: none"> • Hiking: Mount Toby, the Norwottuck Trail • Rafting on the Deerfield River (Charlemont) • Eric Carle Museum of Picture-Book Art (Amherst) • Historic Deerfield or Yankee Candle (South Deerfield) • Amherst College Mead Art Museum (Amherst) • Smith College Museum of Art (Northampton) • National Yiddish Book Center (South Amherst) • Emily Dickinson House Museum (Amherst) • Official NBA Basketball Hall of Fame (Springfield) • Mass. Museum of Contemporary Art (North Adams) 			
Saturday evening	<p>Events in the Five College Area:</p> <ul style="list-style-type: none"> • Tanglewood (BSO-Lenox, Mass. –Garrison Keillor / Prairie Home Companion Live, 5:45 p.m., Sat., July 1) 			

END OF CONFERENCE SCHEDULE