



[NewsTools2008.org](http://www.newstools2008.org) Technology and the New Ecology of News

April 30 – May 3, 2008 / Sunnyvale, Calif.

MEDIA
GIRAFFE
Project

Journalism's ideals meet Silicon Valley's tools in a three-day, conceptual mashup hosted by the Journalism That Matters Collaborative, the Media Giraffe Project, the Northern California Society of Professional Journalists, and Yahoo! Inc.



WHO SHOULD ATTEND:

- New Journalism Platform Entrepreneurs: Tool builders for journalists, citizens and communities to do journalism processes
- The Tech Community: Programmers, user - experience experts, social-network innovators, web 2.0 entrepreneurs, venture capitalists and angel investors
- Civic activists, alt-media practitioners, journalism reformers
- "New Media Pioneers": Heavy users of Web 2.0 for journalistic purposes, The "Pro-Am's", vloggers, news-blog writers, (+ more)
- "Traditional" Journalists: editors, publishers, new-media managers
- Local Online Entrepreneurs: Operators and planners of citizen-journalism initiatives serving communities.

WHAT'S COVERED:

Programmers, innovators and entrepreneurs will explain how search, social networks, mobile computing, crowdsourcing, database mashups and identity management can redefine the making of news. Journalists will explore business models, management practices, audiences/communities, journalism approaches and ethical guidelines enabled by the new technologies.

WHAT TO EXPECT:

- Pre-event interaction via web tools beginning Feb. 1; flexible attendance.
- Cross-silo exchanges that open channels . . . create alliances . . . frameworks . . . deploy technologies . . . and establish or re-engineer organizations for producing "news that matters."
- Current-awareness briefings on the 5-10 technologies most likely to disrupt – and reinvent – journalism, news . . . democracy.
- Design-build collaboration on Next Newsroom projects
- News about the latest experiments in non-profit and citizen journalism and the technologies they need.
- Shared insights on how the concept and practice of journalism may adapt to search and social networks, crowdsourcing, diverse, fragmented audiences and digital, participatory politics.

PARTICIPATE / APPLY TO ATTEND:

To start participating, register after Jan. 15, at <http://www.newstools2008.org> . . . apply to attend the event itself . . . or to present your innovative tool or service. *For info about the April convening contact The Media Giraffe Project at UMass Amherst at 413-577-4370, jtm@mediagiraffe.org. For background on the traveling, action-oriented "Journalism That Matters" dialogues, contact Stephen Silha or Peggy Holman at info@journalismthatmatters.org.*