

JOURNALISM
that matters



The Media Giraffe Project, The Journalism That Matters collaborative, the Minnesota Journalism Center and the Minnesota News Council, with support of the Blandin Foundation and the Park Foundation, present . .

A PASSION FOR PLACE

New Pamphleteers/New Reporters: Convening Entrepreneurs Who Combine Journalism, Democracy, Place and Blogs

**The Journalism That Matters
Minnesota gathering:
Wed.-Fri. June 4-6, 2008
Minnesota Journalism Center
at the Univ. of Minnesota**

One of the first national gatherings for local, online citizen journalists and entrepreneurs, sometimes called "placebloggers." Designed for existing and prospective journalists and entrepreneurs. Including workshops on the legal, business, journalistic, marketing, advertising and social aspects of starting and running a local online news and commerce community.



VENUE: The [McNamara Alumni Center](#)

KEY OBJECTIVES

- Share best practices for community, business and social success of rural and neighborhood web civic/news initiatives
- Learn about available tools, networks, software and partnerships
- Understand and build relationships with legacy media
- Consider forming national business/professional/advertising collaborative

WHY NOW?

Part pamphleteers, part reporters and part entrepreneurs, America's new online citizen journalists are inventing a new business and a new passion -- the business of building local, literate, digital domains on

the web where community and commerce flourish. But there been only infrequent efforts -- and little structure -- to share best practices.

We invite you to join the Journalism That Matters collaborative, the Minnesota Journalism Center at the University of Minnesota, the Media Giraffe Project at the University of Massachusetts, the Minnesota News Council, MinnPost.com, Twin Cities Daily Planet, Minnesota Public/American Public Radio, the Citizen Media Law Project at the Berkman Center of Harvard Law School, Placeblogger.com and the Center for Citizen Media at Arizona State University at this national "placebloggers" convention.

We're inviting some of the best examples of local online news operations run/owned by citizen/journalists for a sharing of best practices. This is less an event to show these folks to the outside world and more an internal, sleeves-rolled-up working session for them to learn practical things from each other -- almost continuing education. These citizen journalism and new media entrepreneurs from Minnesota and around the country will share successes and failures, and collaborate to take the next steps to ensure quality storytelling in service to democracy.

- We'll serve as an incubator / think-and-do tank for those who are considering starting their own civic engagement / citizen journalism projects in urban/rural Minnesota and nationally.
- We'll use MinnPost, Public Insight Journalism, TC Daily Planet, [LocallyGrownNorthfield.org, Minnesota E-Democracy.org local issues forums, and other innovative Minnesota online journalism and community experiments and services as case studies, and ask their operators to share their solutions for sustaining growth.

Who should attend

- Active citizen journalists and placebloggers sharing best practices.
- Potential local website operators looking for advice and launch support
- News professionals seeking citizen collaborators
- Technologists with "open source" or low-cost tools to share

What to expect

- Intimate, roundtable discussions about best business, reporting, community, people and legal practices and ethics
- Latest ideas on how to promote local, participatory democracy online
- Advice on the future of placeblogging and local online services
- Briefings on the latest technology tools
- A workshop on cyberlaw -- including libel and defamation
- Discussion about forming a co-operative national service organization for independently owned local placeblogs
- Strategies for advertising and listing sales and network

Discussion hosts

Among Discussion hosts* and co-convenors are expected (in alphabetical order-more to come):

- Richard Anderson, founder, VillageSoup.com
- David Ardia, director, Berkman Citizen Media Law Project at Harvard
- Stephen Clift, of e-Democracy.org local issues forums

- Bill Densmore, Media Giraffe Project at UMass Amherst
- Dan Gillmor, Center for Citizen Media at Arizona State Univ. (tentative)
- Jeremy Iggers, director, Twin Cities Media Alliance / TC Daily Planet
- Kathleen Hansen, director, Minnesota Journalism Center
- Peggy Holman, author, *The Change Handbook*
- Michael Orren, founder, PegasusNews.com, Dallas-Ft. Worth
- Joel Kramer, CEO and editor, MinnPost.com
- Chris Peck, editor, Memphis Commercial Appeal
- Jan Schaffer, J-Lab, Univ. of Maryland-College Park
- Stephen Silha, Washington News Council / Media That Matters
- Eesha Williams, author of Grassroots Journalism [\[1\]](#)
- Lisa Williams, owner, H2oTown and Placeblogger.com
- Leonard Witt/Griff Wigley, Kennesaw State University / Representative Journalism

* -- We prefer the term "conversation host" to "speaker."

Agenda

The agenda will be a mix of practical workshops on specific best practices and open, circle-round discussions. There will be ample opportunity for networking, and for planning collaboration. A detailed schedule, with tentative breakouts, will be posted by May 9.

Tentative schedule

Wed., June 4

- Noon -- Registration opens, McNamara Alumni Center, Univ. of Minnesota
- 1:00 p.m. - 2:30 p.m. -- Optional workshop TBA
- 3:00 p.m. - 4:30 p.m. -- Opening plenary session
- 4:45 p.m. - 5:30 p.m. -- Talk: "A Passion for Place," Concepts for the American Society of News and Community Forums (ASNCF).
- 5:30 p.m.-6:30 p.m. -- Reception
- 6:30 p.m.-9 p.m. -- Dinner and program TBA

Thurs., June 5

- 8 a.m.-9 a.m. -- Continental breakfast and networking
- 9 a.m. - 9:45 a.m. -- Morning check-in/agenda setting
- 10 a.m. - 11:15 a.m. -- First breakouts and roundtable discussions
- 11:15 a.m.-12:30 p.m. -- Second breakouts and roundtable discussions
- 12:30 p.m. - 1:30 p.m. -- Luncheon / speaker TBA
- 1:30 p.m. - 3 p.m. -- Third breakouts and roundtable discussions.
- 3:00 p.m.-3:15 p.m. -- Break
- 3:15 p.m.-3:45 p.m. -- Closing circle
- 4:00 p.m.-5:30 p.m. -- Facilitated planning/launch session for ASNCF
- 5:30 p.m. - 5:45 p.m. -- Break
- 5:45 p.m. - 6:45 p.m. -- Hor d'oeuvres reception
- 6:45 p.m. - 8 p.m. (or later-TBD) -- Meetup with NCMR principals; entertainment

Fri., June 6 (optional)

- 8:30 a.m. -- Bus departs to St. Paul studio

- 9:30 a.m. -- 11:30 a.m. -- "The Passion of Place," a two-hour discussion about the motivation, passions, fears and successes of local online news/community entrepreneurs, facilitated and videotaped for public distribution. (Up to 30 attending local placebloggers/entrepreneurs invited to participate).
- 11:00 a.m. -- Conference ends

LOGISTICS

- A block of rooms will be set aside at a nearby hotel. If you register, you will be advised when this is set up. The rate should be around \$109/night.
- The Minnesota Journalism Center can arrange dormitory lodging for budget-conscious participants at the rate of \$68/room single; \$46/room double. Details are available if you register.

SUMMARY

- Event Name: New Pamphleteers/New Reporters: Convening entrepreneurs who combine journalism, democracy, place and blogs
- Short Name: JTM-Minnesota: New Pamphleteers/New Reporters
- Location: Minnesota Journalism Center / Univ. of Minnesota / [McNamara Alumni Center](#)

Address: 200 Oak St., S.E.
City, State, Zip: Minneapolis, MN, 55455

HOW TO REGISTER

Point your browser to:
<https://www.123signup.com/event?id=tzfm>

- Cost: \$139.00 for local online news/community operators
- Cost: \$195.00 for others
- Cost: \$25 if applying for a registration stipend
- Registration covers Wed. dinner; Thurs. continental breakfast, lunch and ample hor d'oeuvres reception / plus Friday continental breakfast.

Combined registration saves \$70

The early-bird registration fee of \$139.00 for the event, scheduled for Wednesday afternoon, June 4, all day Thurs., June 5 and the morning of Friday, June 6, includes dinners both evenings, continental breakfasts and lunch. Our event ends just before opening of the [Fourth National Conference for Media Reform](#), (Fri.-Sun., June 6-8) at the Minnesota Convention Center. Through a special arrangement with Free Press, convener of the NCMR, Journalism That Matters can offer combined registration in both events for \$270 -- a savings of \$70 off registering separately. To register once and attend both events, go to: