



National LGBT Blogger and Citizen Journalist Initiative

National Summit
December 5-7, 2008
Washington, D.C.

Schedule

This Initiative is made possible through the generous support of
Jonathan Lewis and our corporate and community sponsors.





**2008 National LGBT Blogger
and Citizen Journalist Initiative**

**December 5
FRIDAY**

3:00p- Hotel Check In

Locations:

Hilton Garden Inn
815 14th Street, NW
(Corner of H Street)
Washington, D.C.
202-783-7800

Hyatt Washington
1000 H Street, NW
(Between 10th and 11th Streets)
Washington, D.C.
202-582-1234

5:00p-6:30p Opening reception



Join us at the Human Rights Campaign for a happy hour reception with HRC senior staff, directors and coordinators. Meet others attending the summit and staff from one of our sponsor organizations. Food, wine and beer provided.

Location:

Human Rights Campaign
1640 Rhode Island Avenue NW
(Corner of 17th Street)
Washington, D.C.

7:00p-10:00p Victory Fund Film Screening



The Victory Fund welcomes Blogger Initiative attendees to a screening of *Milk*, the biopic of murdered San Francisco Supervisor Harvey Milk. *Please note: This is a ticketed event. Due to a limited number of seats at the screening, you must have replied in advance! Please check with us at the opening reception at HRC to verify your name on our list.*

Location:

D.C. Jewish Community Center
1529 16th St NW
(Corner of Q Street)
Washington, D.C.

**December 6
SATURDAY**

8:30a–9:00a Breakfast

Introductions

Location: All sessions (aside from meals) will be held at
The Center for American Progress Action Fund
1330 H Street, NW, 10th Floor
(Corner of New York Avenue)
Washington, D.C.

9:00a–9:50a Opening session: Taking our place in the larger blogosphere: *How can niche blogging communities move messages in the larger online community?*

Speaker/Facilitator: *Matt Stoller, OpenLeft.com*

Matt Stoller is a political consultant and nationally known blogger who has worked in internet politics for five years. Matt has worked on media reform and telecommunications issues and is currently the lead strategist for a *Responsible Plan to End the War in Iraq*, a plan to end the war endorsed by 60 Democratic House and Senate candidates and 50,000 citizens.

**10:00a–11:15a Bloggers and Ballots: Moving the game online
Panel and Audience Discussion**

Join us as we dialog with leaders in the LGBT movement and discuss the role of bloggers in political education and action. Leaders from the California and Florida ballot initiatives will provide a context for ballot initiative activity.

Joe Sudbay, *Americablog*
Marty Rouse, *Human Rights Campaign*
Tobias Packer, *Equality Florida*
Josh Cohen, *Bloggers Against 8*
George Simpson, *Equality California*
Megan Kinner, *Freedom to Marry*

11:15a–11:45a Travel to Lunch event

11:45a–1:45p Lunch with the Victory Fund



Individual Summit attendees are invited to attend the lunch program of the Victory Fund International Gay and Lesbian Leadership Conference. *Keynote:* Rep. Barney Frank. *Panel:* Winning Coalitions for the Common Good, Moderated by Pam Spaulding of Pam'sHouseBlend.com.

Please note: This is a ticketed event; due to space limitations we are unable to offer tickets to organizational staff. Please check with us to make sure you are listed.

Location: Mayflower Hotel
1127 Connecticut Avenue NW
(Between L & M Streets)
One stop on the Red Line from Metro Center.

**December 6
SATURDAY
Continued**

1:45p–2:15p Return to Center for American Progress Action Fund

2:30p–3:45p Workshop Session (Choose one)

A. Expanding the circle: Group blogging

Leading group bloggers and blogging event managers talk about what it takes to create a community blog and events. Take your ideas and turn them into online communities and blogging gatherings.

Todd Heywood, *Michigan Messenger*

Zack Rosen, *The New Gay*

Dana Rudolph, *Mombian*, *Write to Marry Day*

Adam Bink, *Open Left*

B. Fighting back: Using the web as a power tool in the fight for equality

Learn how three bloggers have used the web, blogs and citizen journalism to push back against anti-gay politicians and political institutions.

Mike Stark, founder of *Calling All Wingnuts*, will share his techniques for developing stories and pushing them both on and offline. Secret cameras and hidden microphones are some of the toys from Mike's toolbox that can make you a more effective blogger and citizen journalist.

Scott Schmidt is founder of *Boi From Troy* and a leader in the organization *Republicans Against 8*. Scott has integrated his work into a variety of mainstream media outlets, moving positive LGBT messaging into new and creative online markets.

Mike Rogers is founder of *BlogActive* and *PageOneQ*. He has used creative techniques to demand action -- often immediately -- on matters that used to take months or years.

C. A Web of Diversity

Everyone's a blogger: Organizations, political candidates, officeholders, citizen journalists, political junkies, newshounds, activists, minority communities, feminists, people of faith, and more.

Join us for a facilitated discussion about the mosaic that is the web of the LGBT community. Discuss how these diverse voices can network and be brought together to create strategies and effect positive social change.

Addie Stan, *Addiestan*, facilitator

Rev. Irene Monroe, doctoral candidate, *Harvard Divinity School*

Andres Duques, *Blabbeando*

Autumn Sandeen, *Pam's House Blend*

**December 6
SATURDAY
Continued**

4:00p–5:15p Workshop Session (Choose one)

A. So, you want to be a journalist...

Eric Francis, *Planet Waves* and *Book of Blue*

It's easy to say you're a citizen journalist, but what makes you one? This workshop will explore effective reporting, research skills, and best practices. The session will benefit everyone from new bloggers looking for ways to expand their journalism skills to seasoned bloggers looking to enhance their approach to research and investigative reporting.

Eric Francis was an environmental investigative reporter working for the *Village Voice*, *Sierra*, and the *Las Vegas Sun* before founding *Planet Waves*, an online magazine. *Planet Waves* covers politics, gender issues and astrology. Eric also founded *Book of Blue*, an online literary-art project.

B. The Future of Internet Policy and the LGBTQ Blogger

Net neutrality, Internet privacy and online surveillance will continue to be hot topics over the coming years. A panel of leading media experts will brief attendees and lead a discussion on topics of general interest and of specific interest to LGBTQ bloggers. Learn what you can do to help shape the future of the web.

Nathaniel James, *The Media and Democracy Coalition*, facilitator
Shawn Chang, *Free Press*
Kenneth Degraff, *Office of U.S. Representative Mike Doyle*
Heather West, *Center for Democracy and Technology*

5:15p–6:15p Break

6:30p–8:30p Dinner



Join us for a private dinner with 100 of your new friends at the Hilton Garden Inn. Sponsored by Bolthouse Farms and the National Gay and Lesbian Task Force.

*Location:
Hilton Garden Inn,
815 14th Street, NW
(corner of H Street)
Lots of great food, cash bar.*

**December 7
SUNDAY**

9:00a–9:30a Breakfast

The Center for American Progress Action Fund
1330 H Street, NW, 10th Floor
(Corner of New York Avenue)
Washington, D.C.

9:30a–10:45a Presentation and Discussion: *Reviewing Our History, Assessing Our Present and Planning our Future.*

Tim McFeeley, presenter / moderator

How can new media messengers help to shape community messaging for the coming decades? Former HRC Director and NGLTF Policy Institute Director Tim McFeeley will review past, present and future messaging frames and how we can best message for the next generation of social change.

Skill building track and individual training meetings



GLAAD, *The Gay and Lesbian Alliance Against Defamation* is the sponsor of blog skills workshops and one-on-one training in media, public relations and blog income generation. **Workshops with three leading communications and blog experts will be coupled with the opportunity to sign up for private 20-minute meetings with the day's educators.**

11:00a-12:00p: Media Presentations with Joel Silberman

Joel Silberman is a national leader in messaging and media presentation. He has trained hundreds of national and regional leaders in communications techniques for media.

In addition to his workshop, in one-on-one meetings, you can record a mock media appearance with Joel and receive his analysis with constructive suggestions for improving your work.

12:10p-1:10p: Public relations with Cathy Renna and Leah McElrath-Renna

Renna Communications is a leading public relations firm serving a variety of national and local LGBT organizations. In this workshop you'll learn techniques to promote your work in the larger media and blogosphere.

In addition to their workshop Cathy and Leah will be meeting one-on-one with bloggers in 20-minute sessions to strategize on ways to increase exposure and notoriety for your blog.

December 7
SUNDAY
Continued

1:15p–2:45p: Blogger, Media, Political and Organizational Staff Lunch



Join other attendees, DC-based media, political and communication staff, and professionals from LGBT and progressive organizations for our goodbye lunch. Sponsored by the National Lesbian and Gay Journalists Association.

2:50p - 3:50p Show Me the Money: Income from Blogging with Andy Wibbels

Andy Wibbels is the author of *Blogwild! A Guide for Small Business Blogging* and winner of multiple "Best Marketing Blog" awards. He is an expert in blogging for profit and online marketing. *Blogwild!* has been praised by *Entrepreneur Magazine*, *Business Week* and *The Wall Street Journal*.

In addition to his workshop, in one-on-one meetings throughout the day, you can brainstorm and chat about income ideas with Andy.

4:00p–5:00p Moving forward.

Join us for an informal discussion about the future of the LGBT Blogger Initiative, networking in the larger blogosphere and steps to take in the future to provide strength to the LGBT blogging community.

December 8
MONDAY

8:30a–9:30a Citizen Journalists and NLGJA



Non-official, post Summit event: Join us for coffee and muffins to talk about where bloggers and citizen journalists fit in with the nation's professional LGBT journalist association, The National Lesbian and Gay Journalists Association.

Office of Witeck-Combs Communications
2120 L Street, NW, #850
Washington, DC

Please RSVP to: Contact@bloggerinitiative.com