

we media miami



guide and program

## about we media: behold the power of us

Most people thought we were crazy when we started talking about this We Media thing about a decade ago. Fearful publishers smirked; some called us traitors. Dubious journalists mocked us for putting too much faith in ordinary citizens and digital media entrepreneurs. An editor and a journalism professor heckled us during a speech. A wired news director broke into tears. Few people in the news business believed. But We Media happened.

Four years ago, before disbelief was suspended, we published a prescient report describing a changing ecosystem for media. "We Media: How Audiences are Shaping the Future of News and Information" gave voice, credence, and a name to the forces reshaping how society is informed. It forecast a transformation enabled by digital technologies and empowered citizens that would change journalism, entertainment, telecommunications and the way we know. Publishing and broadcasting would never be the same.

Since 2003, the We Media report has been downloaded more than 60,000 times. It has been translated into Spanish, Japanese and Chinese. Scholars and practitioners worldwide have called it the definitive reference for participatory media. It has spawned innovation, participation, entrepreneurship, investment, research and new businesses. It has fostered citizenship and helped create a better-informed society.

For the past three years we have brought the movement's leading thinkers and catalysts together, first with the Associated Press in New York City in 2005, then with the BBC and Reuters in London in 2006. One of those leaders was Alberto Ibarguen, president and CEO of the Knight Foundation. In New York, Alberto offered to help bring the conference to Miami. He is the catalyst for We Media Miami.

We are grateful for the generous support of the Knight Foundation as we bring We Media to a dynamic community. And we are indebted to two community visionaries -- Donna Shalala, the President of the University of Miami, and Sam Grogg, Dean of the School of Communication -- for hosting and inspiring the event on their campus.

Thanks, too, to Time Magazine's person of the year: you. Whatever the pronoun, "you" and "we" are the key dynamics of We Media. It's your conference. Behold the power of us.

**Dale Peskin and Andrew Nachison** | Managing Directors, iFOCOS



Al Gore with Andrew at We Media NYC. Gore's speech on media activism was called defining. He launched Current TV, then produced *An Inconvenient Truth*.

Watch a video highlight here:

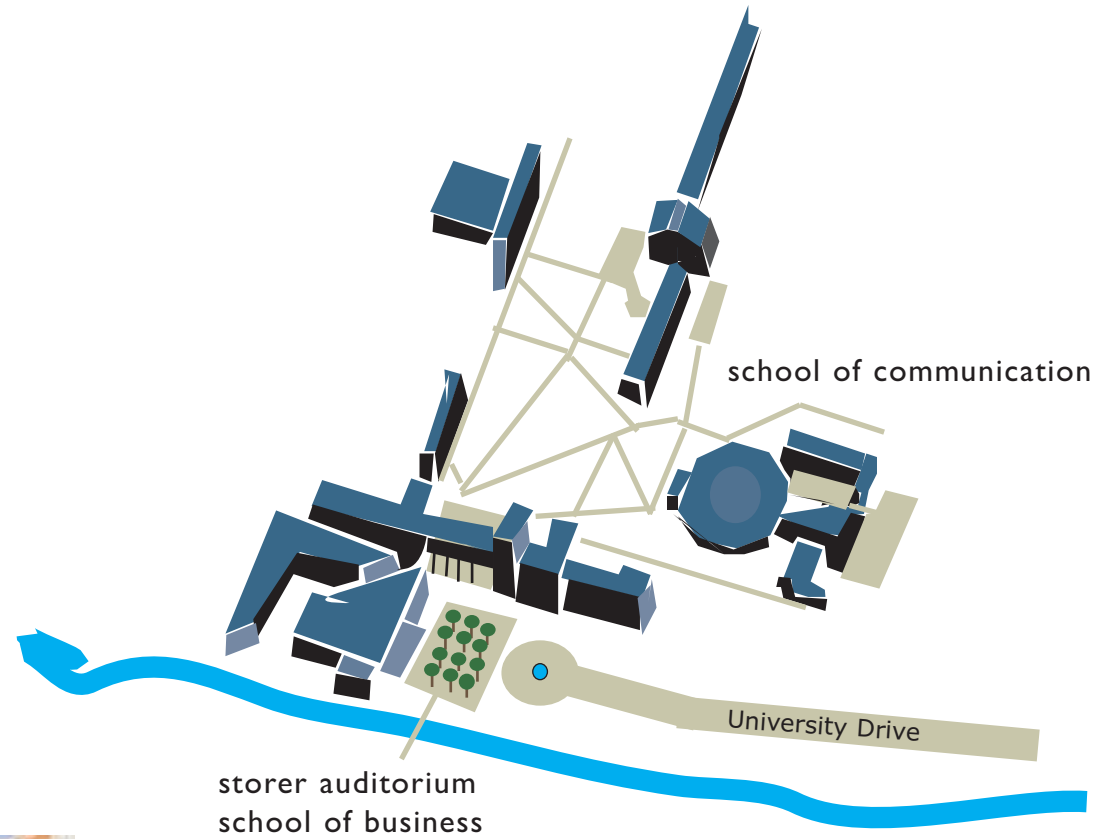
[http://www.andycarvin.com/archives/2005/10/al\\_gore\\_speech.html](http://www.andycarvin.com/archives/2005/10/al_gore_speech.html)

## getting there, getting around

The University of Miami is located in Coral Gables, south of the airport and southwest of downtown Miami. US 1, or Dixie Highway, bisects Coral Gables and is a good pathway to the University. From US 1 take Granada Blvd. or University Drive to campus.

Campus parking is restricted. Limited spaces are available at the School of Communication lot. Parking is free at Wednesday's night reception. Passes are available at the reception for Thursday and Friday events.

Shuttles between UM and The Mayfair Hotel in Coconut Grove at designated times on Thursday and Friday.



## Directions:

Google Maps, search University of Miami, Coral Gables

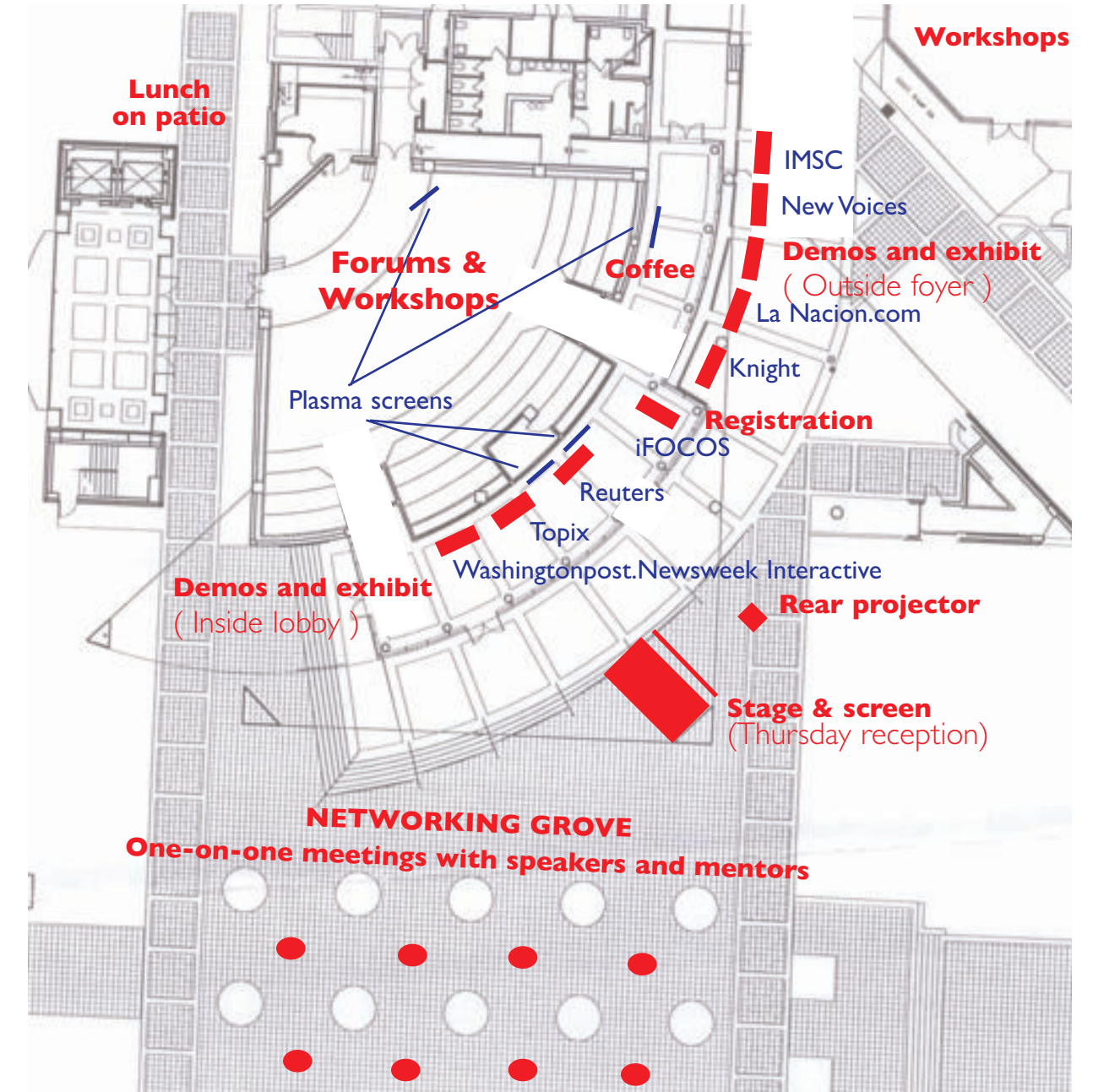
## Mapquest::

<http://www.mapquest.com/maps/map.adp?city=coral+gables&state=FL&address=1306+stanford+drive&zip=33146&country=us&zoom=8>

## the venues at storer auditorium

All activities at We Media occur in or around Storer Auditorium on the southeast end of the UM campus.

The Wednesday evening reception is in the courtyard at the School of Communication, a short walk.



**program** WEDNESDAY, FEBRUARY 7

5:30-7 p **Reception** School of Communication courtyard, University of Miami  
Welcome by Sam Grogg, Dean of the School of Communication University of Miami  
Dale Peskin and Andrew Nachison, managing directors of iFOCOS

7 - 8 **Walk-through at Storer** Conveners and moderators

THURSDAY, FEBRUARY 8

8 / 8:15 a **Shuttles from The Mayfair, Coconut Grove, to University of Miami**

8-9 **Coffee and registration** Storer Auditorium

9-9:30 **Welcome: We Media** Storer Auditorium

9:30 – 11 **Community Forum** Storer Auditorium *Sponsored by Topix*  
How communities real and virtual are changing through media. What are the new ways for people to use information, news and journalism to imagine their collective possibilities as communities, and to set and reach common community goals.

<i>Moderator:</i> Merrill Brown, MMB Media	<i>Stagesetters:</i> Shel Israel, Naked Conversations author Lisa Stone, BlogHer Rich Skrenta, Topix Ian Rowe, MTV Jan Schaffer, J-Lab	<i>Go-to participants:</i> Eduardo Hauser, DailyMe Jennifer Carroll, Gannett Farai Chideya, NPR host and blogger Rick Robinson, Freewebs Dorian Benkoil, MediaBistro
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11 **Break and networking**

11:30 – 12:15 p **Workshops and demos / Refreshments on the patio**

<i>Auditorium</i> <b>3-D worlds</b> Integrated Media Systems Center (Adam Powell)	<i>Study Center</i> <b>We Journalism</b> Innovative methods, new ideas for tapping collective intelligence for news coverage Host: Minnesota Public Radio with Chris Nolan, Spot-On, and Michael Tippett, NowPublic	<i>Lobby/Foyer demos</i> ▶ Topix ▶ Reuters ▶ La Nacion.com ▶ New Voices ▶ Washington Post.Newsweek Interactive	<i>Grove</i> <b>Reuters &amp; Pluck:</b> Embracing blogs & digital platforms  <b>Informal meet-ups</b>
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12:30 – 1:15

<b>Reuters/Second Life:</b> What we can learn in virtual worlds	<b>Search Study Group</b> Search and communities: Next-generation search for news and information Chair: Jim Kennedy, Associated Press (with Topix, blinkx, Eurekster, SoftTech VC, prefound.com)	<b>Informal meet-ups</b>
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1:30 - 3

<b>Investment forum</b> Who will pay for new ways to understand news and act on it, including new ways to collect, prepare and distribute information, news and journalism that reveals hard-to-know facts, identifies common problems, clarifies community issues and points out practical courses of action? Who'll pay for the new ways for people to communicate interactively to better understand one another, to generate real passion in solving local problems and to share the know-how they need to improve their communities?	Storer Auditorium	
<i>Moderator</i> Alan Webber Founder, Fast Company	<i>Stagesetters:</i> Jeff Clavier, SoftTech VC Jeff Taylor, Monster and Eons Fernando Esplueas, VOY Chris Ahearn, Reuters Brian O'Malley, Battery Ventures Laurie Racine, Eyespot	<i>Go-to participants:</i> Chris Tolles, Topix Chris Versace, Agile Equity Dan Rua, Inflexion Partners Scott Rafer, MyBlogLog Rick Ducey, BIA Financial Sam Grogg, University of Miami

3 – 3:30

**Break, networking and informal meet-ups**

3:30 – 5

<b>“Soft Power” Forum</b> How popular culture and media are combining to create a new source of influence and power, and a new flow of information derived from interaction and interactivity among citizens.	Storer Auditorium	
<i>Moderator:</i> Chris Nolan, Spot-On	<i>Stagesetters:</i> Jay Rosen, PressThink and NewAssignment.net Val Prieto, Babalu Blog David Sasaki, Global Voices Gaby Bruna, Media for Change project Sanjeev Chatterjee, documentary filmmaker and vice dean Chuck DeFeo, Salem Communications	<i>Go-to participants:</i> Luis Diaz, PeriodismoDePaz.com Georgia Popplewell, Global Vocies Alan Rosenblatt, Internet Advocacy Group James Rucker, Color of Change Stanislaw Magniant, Netpolitique Rebecca Weeks, Real Girls Media

5 – 6

**Discussions, demos and workshops**

<i>Auditorium</i> <b>Scrapblog demo</b>	<i>Study Center</i> <b>Pitch your project to investor or innovator</b> (Chris Versace, Rick Ducey, Jeff Clavier, Bill Weiss with investors and investment advisors )	<i>Grove</i> <b>Informal meet-ups</b>
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5:15 – 7:30	<b>Mojito reception</b>	Grove	Informal meet-ups
6:00 – 6:45	<b>Video: My Community</b>	Grove stage	
	<i>Moderato:r</i> Lauren Cornell, Rhizome	<i>Stagesetters</i> Christine Gambito, "Happy Slip" vlogger Steve Rosenbaum, Magnify Media JD Lasica, Our Media	
6:45 / 7:30	<b>Music, , mojitos</b>	Grove and Grove stage	
6:45 / 7:30	<b>Shuttles to The Mayfair Hotel, Coconut Grove Dinner on your own</b>		



The BBC's "World Have Your Say" broadcast live to an interactive, global audience on the radio and Internet from We Media London, May 2006

**FRIDAY, FEBRUARY 9**

8:15 a	<b>Shuttles from The Mayfair, Coconut Grove, to University of Miami</b>		
9 – 10	<b>Gen Next: The Content Creatives</b>	Storer Auditorium	Savvy, young media creators and students show their work and talk about their media habits and behaviors
	<i>Moderator:</i> Tony Wojtkowiak U of Miami student	<i>Stagesetters:</i> Eddie Ramos, Academy of Arts and Minds Zena Stephens, Ransom Everglades School Alexis Morton, Ransom Everglades School John Fischer, Infinia Foresight Joshua Johnson, WLRN Miami Herald News	
10 – 10:15	<b>Break, networking and meet-ups</b>		
10:15 – noon	<b>Town Hall: Behold the Power of Us: A Future for Media, Democracy and Community</b>	Storer Auditorium	A town hall meeting on the ideas, forces and stories that are shaping communities and their future in the age of access
	<i>Moderator:</i> Michael Rogers, Futurist-in-residence New York Times	<i>Stagesetters:</i> Donna Shalala, President, University of Miami Craig Newmark, founder of craigslist Sheryl Tucker, Executive Editor, Time. Inc. Jason Pontin, Editor, MIT Technology Review Cristi Hegranes, Press Institute for Women in the Developing World John Zogby, President and CEO, Zogby International Alberto Ibarguen, President and CEO, Knight Foundation	
Noon	<b>Knight announcement</b>	Storer Auditorium	
12:15 – 12:30 p	<b>We Next / iFOCOS</b>	Storer Auditorium	
12:30 – 2	<b>Lunch Demos , networking and meet-ups</b>	Patio, foyer and Grove	
12:30 / 2	<b>Shuttles from University of Miami to The Mayfair Hotel, Coconut Grove</b>		



## the forums

We'll conduct the forums as structured conversations around specific themes. Moderators will facilitate the conversations among three groups of participants in the auditorium: "stagesetters", "go to" participants and conveners.

All participants at We Media are encouraged to join the discourse. There will be a diverse group of innovators, leaders, entrepreneurs, experts and strategic thinkers as well as a range of perspectives and ideas from people representing different sectors and experiences.

Moderators will rely on stagesetters -- a group of invited experts and thought-leaders seated on the auditorium stage -- to set the discussion. From the auditorium moderators will then engage "go to" participants with unique insights and experience in open discussion. Some participants in the audience will be prepped in advance to address issues and examples that advance the discussion.

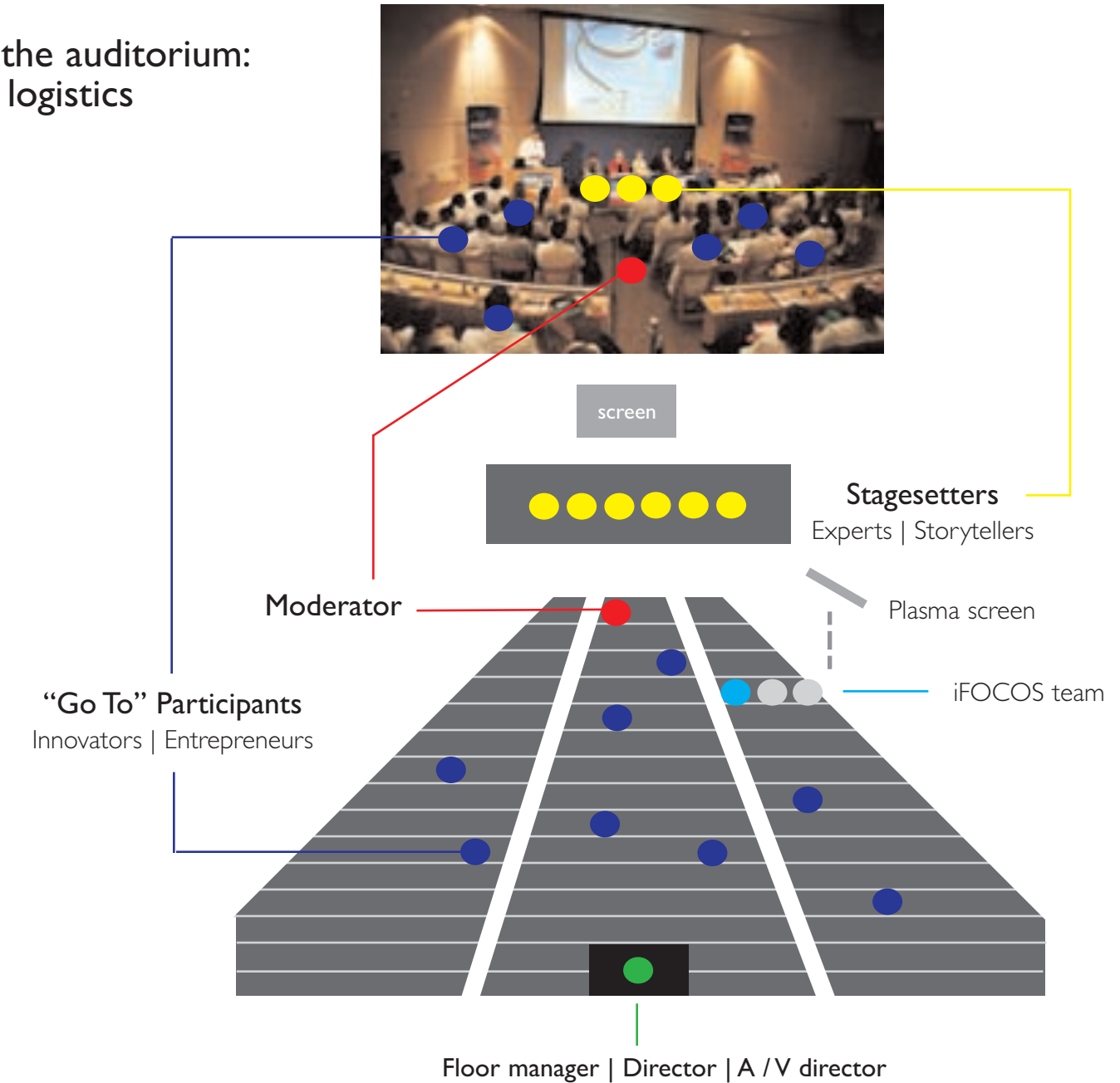
We're asking stagesetters to lead conversation on critical issues impacting the role and future of media in an informed society. The goals of forums and other activities at We Media are these: to spark innovation, stimulate investment, explore new ideas, promote understanding, and foster collaboration around digital media.

We Media is unlike other conferences; we stress "we" over "me." We discourage speeches, panel discussions and Powerpoints. We stress conversation and discourse. Conversations are structured, but they are mostly spontaneous, sometimes surprising, and frequently provocative.

Conveners will identify themes, display pertinent examples and data on the auditorium screen. Our online director, Brian Reich, will monitor and bring in voices connecting to the conference through the Internet.



## inside the auditorium: forum logistics



## workshops, demos, meet-ups and blogs

Discovery, collaboration and networking are key components of We Media, so we've created a variety of activities for participants to learn and interact beyond the conference's forums. Several organizations are sponsoring workshops to demonstrate innovative tools, applications, partnerships or ideas. Others are conducting demonstrations at designated tables around the auditorium, and some participants are planning casual meet-ups to get to know one another or to showcase a project.






There are self-organizing activities, too. Groups are forming for meetings in the Grove and dinners (on your own). We encourage participants to use email or our IntroNetworks site to arrange meetings, to exchange ideas or business cards.

Meet participants and network here: <http://wemedia.intronetworks.com/>

Join the pre-conference conversation on our blog: <http://www.ifocos.org/blog/>



## workshops, demos and meet-us: venues and schedule

 Day and time	 Auditorium Forums and workshops	 Study Center Workshops	 Lobby and foyer Demos and information	 Grove Meet-ups, pitches
Thursday, February 8 11:30 am to 12:15 pm	3-D Communities Integrated Media Systems Center	We Journalism workshop	Reuters Topix La Nacion.com New Voices iFOCOS	Reuters and Pluck: Embracing blogs and digital platforms
12:30 pm to 1:15 pm	Reuters in Second Life: What we can learn in virtual worlds	Search Study Group	Knight Foundation U of Miami School of Communication Integrated Media Systems Center	Use We Media's networking tools to schedule meetings with participants and their organizations
5 pm to 6 pm	Scrapblog demo Global Voices conversation	Pitch your project	Scrapblog	<a href="http://wemedia.intronetworks.com/">http://wemedia.intronetworks.com/</a>
Friday, February 9				

major support from



conference host | reception and video festival sponsor



iFOCOS global partner



community forum sponsored by



workshop sponsors



member and sponsor



video sponsor & devices from



workshop and reception sponsor



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