

## Schedule Outline

### Tentative Schedule -

Friday Afternoon, 1/25/08 - 12:00~2:00 PM Student/staff/volunteer registration/orientation - coordination of the weekend goals and tasks

Friday Afternoon, 1/25/08 - 2:00~5:30 PM

Be the Media Workshops - Investigative Reporting - Exploiting New Technologies - Community/Regional Network Building Friday Afternoon, 1/25/08 - 5:00~7:00 PM Registration/affinity group assignment Friday Evening, 1/25/08 - 7:00~9:30 PM Orientation discussion, affinity group meet-ups and entertainment Saturday Morning, 1/26/08 Opening Plenary - 9:00~11:00 - The last prepared remarks you'll hear...

Welcome and Statement of Purpose - 15 min Peter Phillips, David Kubiak mission briefings:

What does our democracy need to hear and see - In Search of Some Big Picture/Deep Structure Consensus on the Basic Threat(s) We Face, Our Potential Media Power, and Credible Political Goals David Cobb, David Ray Griffin, Naomi Klein, David Lindorff, Cynthia McKinney, ,...

What might independent media accomplish this year if it tried - Assessing our current growth, strength and potential as a transformative political force Kristina Borjesson, Jason McKain, Danny Schechter, Tracy van Slyke,

What we can start to do right now - Explaining the structure, theme division and goals of summit format - and how to extract the most juice Demonstration with nominal process selection of most important Theme Group goals.

Saturday Morning, 1/26/08 Affinity group strategy intro discussions - 11:00~12:00

Saturday Noon, 1/26/08 Lunch - 12:00-1:00

Saturday Afternoon, 1/26/08 Theme Breakouts Design: 3 min team self intros - who they are, what they've studied, and areas of concern; 20 min group interaction deciding what to ask them; 30 min discussion; 10 min group prioritizing summary Q&A; and 20 min response.

narrative/Messaging theme - How and what we need to communicate Challenge: Discovering in 2008 America the story lines, language and memetic synergy that would reveal the deepest reality, promote the most effective activism and give the greatest hope

Session I - Understanding the current zeitgeist, propaganda models, and public mind - 1:00~2:30 PM Saturday

Resource Team: David Altheide, Dennis Bernstein, Kristina Borjesson, Kalle Lasn, Session II - Identifying common themes underlying diverse crises - 3:00~4:30 PM Saturday Resource Team: Peter B. Collins, Frank Dorrell, Bonnie Faulkner, Robert Fittrakis, news Source development theme - What we need to know and share Challenge: Rebuilding the power of investigative journalism and creating a comprehensive influential source of trenchant non-corporate news

Session I - Maximizing the clout of whistleblowers and investigative reporting - 1:00~2:30 PM Saturday Resource Team:

Larisa Alexandrovna, Brad Friedman, Ray McGovern, Kelly Omeara, Colleen Rowley, Session II - Designing collaborative platforms for non-corporate news and analysis - 3:00~4:30 PM Saturday Resource Team: Peter Phillips, Paul Thompson, Janice Matthews, Mickey Huff, networking/technology theme - What we need to deliver the goods

Challenge: Designing/exploiting new media tech, alliances and networks to distribute news further, faster, cheaper with more political impact Session I - Marrying the best network tech and distribution models out there - 1:00~2:30 PM

Saturday Resource Team: David Mathison, John Parry Barlow, Jason McKain, NAM rep (Sandy Close?), Lauren Elliott

Session II - Evolving into and supplanting the mainstream - 3:00~4:30 PM Saturday Resource Team: Don Hazen?, John Scott, David Schimke, Kim Spencer?, Tracy van Slyke,

Saturday Afternoon, 1/26/08 - 4:30~5:30 PM Saturday Affinity Group Reportbacks on Attended Sessions

Saturday Evening, 1/26/08 - 7:00~9:30 PM Saturday Special Guest Address and Entertainment [ Poetry slam, music, open mike(?) ]

Sunday Morning, 1/27/08 narrative/Messaging theme Session III - Framing dangerous news and investigative findings in ways that motivate - 9:00~10:30 AM Sunday Resource Team: Khalil Bendib, Katherine Dodds, Mike Ferner, Cynthia McKinney, Aldo Vidali,

news Source development theme Session III - Launching collaborative platforms for non-corporate news and analysis - 9:00~10:30 AM Sunday Resource Team: Bryan Sacks, Kristina Borjesson

networking/technology theme Session III - Turning revealing info into action on the ground - 9:00~10:30 AM Sunday Resource Team: Sarah Ruth van Gelder, Barbara Trent, Richard Greene,

affinity group discussions on perceived action steps - 10:45~11:30 AM Sunday Early Lunch - 11:30~12:30 Sunday Afternoon, 1/27/08, Collaborative Plenary Format Theme Session and affinity group Reportbacks - Best Proposals & Next Action Steps Prioritized with Votes - 12:30~1:30 PM Structuring Action, Commitments and Manifesto Proposals for the Independent Media World - 1:30~4:15 PM Sunday Phase I: Action Commitments - Three 15 min rounds of small group interactions to elicit voluntary commitments for action in 2008 - 15 min plenary reportback and additional commentary Phase II: Reality Checks - Three 15 min rounds of small group interactions to identify barriers to be evaded and/or overcome - 15 min plenary reportback and additional commentary Phase III: Contagion - Two 15 min rounds of small group interactions to propose manifesto elements to present to the 2008 Media Reform assembly and the independent media world in general. - 15 min plenary reportback and additional commentary Summit WINDUP: Summation of steps ahead and means of continuity - 4:15~4:30 PM Sunday