

# BLOGGING WHILE BROWN

INTERNATIONAL CONFERENCE FOR BLOGGERS OF COLOR

JULY 25-27, 2008 ATLANTA, GA

## **The Ultimate Blog Experience**

*Technology Keynote*

Angela Conyers-Benton and Markus Robinson  
*BlackWeb20.com*

Ever get the feeling you are 1 among millions of blogs? Looking for a way to stand out from the crowd? The Ultimate Blog Experience workshop will help blog publishers enhance the functionality and appearance of their blog. Attendees will learn what it takes to publish a top blog and how to implement traffic building strategies, beautify design, use widgets to your advantage, and develop engaging content. Come prepared to take notes.

## **Secrets from a Media Insider:**

### **How to Make News and Make the News Work for You**

Carmen Dixon ("Carmen D")  
*www.allaboutrace.com*

This interactive workshop will take you behind the scenes of how television news media works. Want your story featured on a local, national or cable news show? Learn who to call, the best time to call and what all producers and reporters are looking for.

Learn the basics of becoming camera ready. Interested in becoming an "expert?" We'll cover that, too. What's in your press kit? You don't have a press kit? You'll learn what any good press kit must have and should look like. And last but not least, the press release. By the end of this session you'll have a headline and a first sentence ready to go. **Important:** The session is only an hour and there is a lot of ground to cover. You'll be given a handout to take away, but just prior to the conference please watch at least two full half hours of network news broadcasts and at least two entire local news broadcasts.

## **"Podcasting 101: Hosting a Podcast in Conjunction with Your Blog"**

Fanshen Cox and Heidi Durrow  
*www.mixedchickschat.com*

This workshop will cover the necessary steps for producing and hosting a live or recorded podcast to compliment your blog and how to expand readership by allowing participants to hear your voice and contribute to discussions. The workshop will cover various podcasting services and the process of producing a podcast.

## **“Umoja” From a Black Blogger's Perspective**

R. Wayne Hicks ( “Villager”)  
*electronicvillage.blogspot.com*

There are currently in excess of 70 million blogs. Everyday 120,000 new blogs are created. With so many people blogging out there, how do we find each other and how can bloggers of color work together to leverage new media content creation with social change? How did we get here and where do we go from here? How to we work together to get there?

“Umoja” is the Swahili word for “unity.” This workshop will cover on the history and future of the Afrospear, a group of African American bloggers, but it will also focus on how bloggers of color can work together to support and publicize the work of other bloggers. As part of the workshop, the presenter will cover the Black Blog Rankings, a unique blog ranking system that tracks and publicizes Black bloggers and how that system has helped to build the readership and exposure of Black bloggers.

### **Blogger Rights**

Kristal Lauren High, Esq.

Shwana Ruth-Bridges, Esq.  
*charactercorner.blogspot.com*

Sometimes the Internet can look like the days of the Wild West where anything goes. However, there are rules and if you violate them, you and your blog could face serious consequences. From free speech versus intellectual property law to defamation and those perilous “terms-of-use” agreements on popular free blogging services, this workshop will highlight some of the rights, liabilities and responsibilities all new media content creators face when they wade into the blogosphere.

### **Bridges: Build, Cross or Burn?**

#### **Can New Media Work With the Old Guard and Old Media?**

Kevin Myles  
*www.wichitanaacpblog.com*

“Necole Bitchie”  
*TheUrbanBlogger.com & NecoleBitchie.com*

Kevin Ross  
*www.3baas.com*

The advances in new media content creation, at times, appears to create friction between those who formerly dominated public discourse and emerging new voices. While many news organizations are downsizing, new media content creation is exploding. While traditional social justice organizations experience decreasing membership numbers, a new generation of activists is experiencing burgeoning growth on the Internet. Are traditional media outlets and

old-line civil rights and advocacy groups out of touch or is this new generation of leadership lacking pragmatism? How do we manage coexistence and should we bother to try? Three bloggers who work hard to bridge the gap between new and old media will share their thoughts on whether the divide between these groups can be bridged.

## **What's At Stake in 2008?**

*Forum*

As new media is used to attract voters, collect campaign contributions, and get political messages to the masses, how is the Internet changing the rules of political campaigns? What is at stake for people of color in the 2008 election cycle? How is new media changing the face of electoral politics?