

# SCHEDULE AT A GLANCE

Please see your program booklet for complete details, including information on side events and panel descriptions.

## THURSDAY, JUNE 5

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5–8 p.m. **Registration Open**  
LEVEL 1

8 p.m. – 1 a.m. **Minneapolis Welcome Party**  
TROCADEROS NIGHTCLUB

## FRIDAY, JUNE 6

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8 a.m. – 8 p.m. **Registration Open**  
LEVEL 1

10 – 10:30 a.m. **Kickoff: Welcome to Minneapolis**  
AUDITORIUM

10:30 a.m. – 12 p.m. **Opening Plenary: Media at a Critical Juncture**  
AUDITORIUM

12 – 1:30 p.m. **Lunch**  
ON YOUR OWN (FOOD AVAILABLE IN BALLROOM B)

1:30 – 3 p.m. **Panels and Workshops** (see page 13)  
Media and Elections: Uncovering 2008  
200 C  
Future of the Internet: Open, Neutral, Mobile and Ubiquitous  
AUDITORIUM 1  
Free Speech in the 21st Century  
AUDITORIUM 2  
How Independent Media Creates Change  
AUDITORIUM 3  
Corporate Media Confidential  
205 AB  
Hip Hop Activism: Urban Strategies and Media Coalitions  
205 CD  
Spanish-Language Media: Is It Serving the Hispanic Community?  
200 F  
Cable Battles: A Year in Review  
200 E  
Faith-Based Community Organizing and Media Reform  
208 A  
Policymaker Roundtable  
208 B  
Film – *Further Off the Straight and Narrow: New Gay and Lesbian Visibility on Television*  
208 CD

3:30 – 5 p.m. **Panels and Workshops** (see page 17)  
How Far Have We Come? People of Color in the Mass Media  
200 C  
The Changing Role of Media Critics  
AUDITORIUM 1

Media and Democracy Reform  
AUDITORIUM 2

Legislation 2.0: Self-Governance and Policy on the Open Internet  
AUDITORIUM 3

In the Mix: Understanding New Music Services and the Bottom Line  
205 AB

Minnesota Model: Countering Corporate Media  
205 CD

DTV Transition: Will Your TV Go Dark?  
200 F

Organizing Locally at the Grassroots  
200 E

Shaping the Internet the Fun and Easy Way  
208 A

Film – *This Brave Nation*  
208 CD

5:30 – 7 p.m. **Regional Caucuses** (see page 21)

7:00 p.m. – ? **Night on the Town**

8:00 p.m. **Film – *Body of War*** (with Phil Donahue)  
AUDITORIUM 1

## SATURDAY, JUNE 7

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7 a.m. – 4 p.m. **Registration Open**  
LEVEL 1

8 – 9 a.m. **Morning Plenary – Bill Moyers**  
AUDITORIUM

9:30 – 11 a.m. **Panels and Workshops** (page 24)  
From Broadcast to Broadband: The Next Frontier of Media Reform  
200 C  
Coverage of Race and Gender in the 2008 Campaign  
AUDITORIUM 1  
Media Reform and Social Change  
AUDITORIUM 2  
Promoting Global Human Rights Through Progressive Communications Policies  
AUDITORIUM 3  
Power in Your Pocket: Cell Phones and Social Change  
205 AB  
Grassroots Lobbying 101: How to Design and Win Policy Fights  
205 CD  
Spectrum 2.0: Using Public Airwaves to Build the Future of the Internet  
200 F  
Precious Places, Public Platforms: Strategic Uses of Community Technology  
200 E

How to Tell Your Story  
208 A

Film – *Blood and Oil*  
208 CD

11:30 a.m. – 1 p.m. **Panels and Workshops** (page 28)

Media and the War: An Unembedded View  
200 C

Privacy in the Age of AT&T, Google and the NSA  
AUDITORIUM 1

Netroots: What's Next?  
AUDITORIUM 2

Media Ownership Fight: Where It's at and What's Next  
AUDITORIUM 3

Standing Up Against Hate Speech  
205 AB

There Is No Media Justice Without Women: Models  
for Feminist, Social Justice Media Activism  
205 CD

Winning Technology Policy and Media Reform in the States  
200 F

Analyzing and Deconstructing Media  
200 E

Campus Organizing for Media Reform  
208 A

Policymaker Roundtable  
208 B

Film – *Hip-Hop: Beyond Beats and Rhymes*  
208 CD

1 – 2:30 p.m. **Lunch**

ON YOUR OWN (FOOD AVAILABLE IN BALLROOM B)

**Film – *Broadcast Blues***

208 CD

2:30 – 4 p.m. **Panels and Workshops** (page 32)

Media Policy in a New Congress and Administration  
200 C

New Media, New Models, New Journalism  
AUDITORIUM 1

Everyday Heroes: The Power of One in a Connected World  
AUDITORIUM 2

Past Success and Future Possibilities:  
A Discussion with Media Reform Pioneers  
AUDITORIUM 3

Purple Politics: Coverage of LGBT Issues in the Media  
205 AB

Creativity and Talent in the Entertainment Industry:  
Impact of Consolidated Media  
200 F

News for the People: Can Black Radio  
Provide the News We Need?  
205 CD

In Our Own Voices: Youth Making Media  
200 E

Raising Change for Making Change: Fundraising  
for Better Media  
208 A

Film – *Media That Matters* Film Shorts  
208 CD

4:30 – 6 p.m. **Panels and Workshops** (page 35)

Owning Our Own and Reaching the Masses  
200 C

Organizing for Change on the Social Web  
AUDITORIUM 1

Newspapers: Not Dead Yet?  
AUDITORIUM 2

An Inside Look at Washington: Report from Capitol Hill  
205 AB

Creating Media Reformers with Media Education  
AUDITORIUM 3

When Media Is the Second Issue: Connecting  
with Social Justice Organizations  
205 CD

Copyright Wars: Will Filtering Censor Free  
Speech and Kill Net Neutrality?  
200 F

The Fighting Press: Ethnic Media Yesterday,  
Today and Tomorrow  
200 E

Using Media to Reform the Media: Strategic  
Communications for Media Reform  
208 A

Film – *Freedom of Expression*<sup>®</sup>  
208 CD

6 – 8 p.m. **Dinner Break**

ON YOUR OWN

**Film – *War Made Easy***

208 CD

8 – 10:30 p.m. **Keynote – Media Reform Begins With Me**

AUDITORIUM

10:30 p.m. – ? **NCMR After Party**

KITTY KAT KLUB

## SUNDAY, JUNE 8

9:30 – 11 a.m. **Panels and Workshops** (page 40)

New Directions in Public Media  
AUDITORIUM 1

What About the Big Picture?  
AUDITORIUM 2

Where We'll Take It: Young Leaders on the Future of Media  
AUDITORIUM 3

Practical Tips for Building Effective Community  
Organizations  
205 AB

Are You Being Served? Holding Local Broadcast  
Stations Accountable at the FCC  
205 CD

Online and Offline: Connecting the Grassroots  
and the Netroots  
208 A

Film – *Tim Wise: On White Privilege*  
208 CD

11:30 a.m. – 1 p.m. **Closing Plenary – Taking It Home**

AUDITORIUM

**NCMR** ★  
the national conference for media reform  
**2008**