

We the Media

Grassroots Journalism By the People For the People

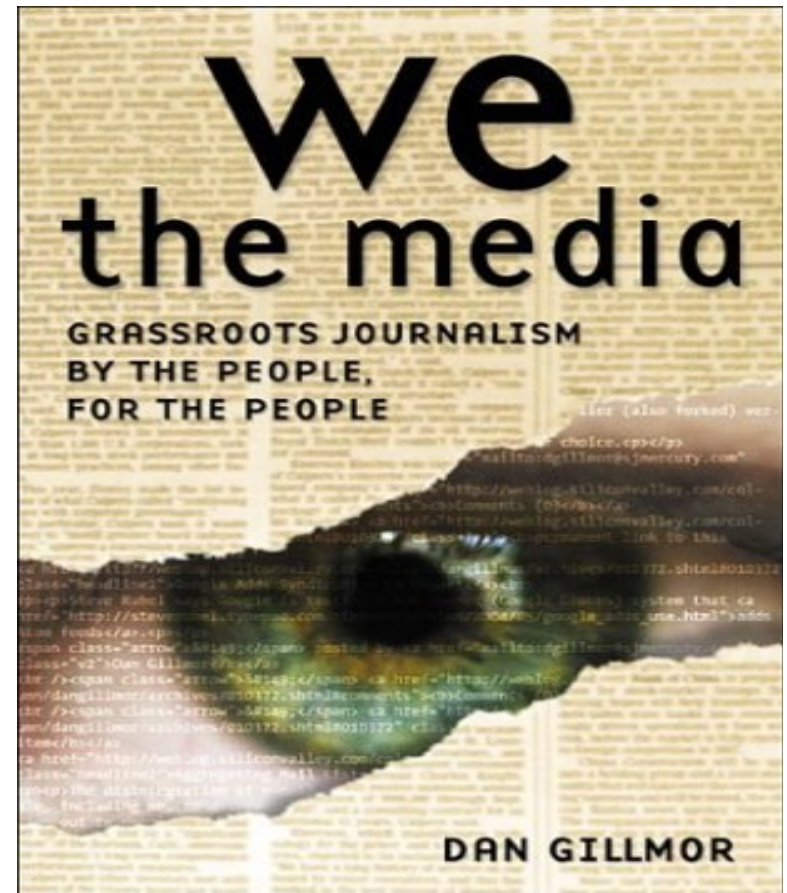
O'Reilly, July 2004

Grassroots journalists are challenging the traditional news industry, transforming the one-way flow of information into a conversation. Aiming to go beyond the initial news boundaries, these readers-turned-reporters are publishing in real time to a worldwide audience via the Internet. The impact of their work is just beginning to be felt by professional journalists and the newsmakers they cover. In *We the Media: Grassroots Journalism by the People, for the People*, nationally known business and technology columnist Dan Gillmor tells the story of this emerging phenomenon, and sheds light on this deep shift in how we make and consume the news.

Dan Gillmor



Dan Gillmor is a nationally known columnist for the *San Jose Mercury News*. His column runs in many other U.S. newspapers, and he also writes a daily weblog at <http://weblog.siliconvalley.com/column/dangillmor/> for SiliconValley.com, an online affiliate of the *Mercury News*. Gillmor has been consistently listed by industry publications as among the most influential journalists in his field and has won or shared in several regional and national journalism awards. *We the Media* is his first book



**Presentation and Book Reception
Monday, September 27th, 2004**

6:00 pm—8:00 pm

We The Media
*Grassroots Journalism By the People
For the People*

Presentation By Dan Gillmor

*With Introduction by Jeff Jarvis,
President of Advance.com*

Venue:
Markle Foundation
10 Rockefeller Plaza, 16th Floor
(Between 48th and 49th Streets)

Monday, September 27th, 2004
6:00 pm—8:00 pm

In collaboration with

O'REILLY®

Kindly RSVP:
Danna Lindsay via email: dlindsay@markle.org
or phone 212-713-7645