

Speakers, panelists and moderators

Session	Panelists/Presenters/Moderators
<p><i>Hyper-local news: What works and what doesn't</i></p>	<p>Kenneth Aaron, who is the co-founder Neighborhood Notes and a freelance photographer, has also worked as a marketing consultant, product marketing manager, and executive recruiter. He received his MBA from Santa Clara University, and his bachelor's degree in Information Systems from California State University, Hayward.</p> <p>Justin Carder, who owns and operates a neighborhood news and information site at CapitolHillSeattle.com, is vice president of business development at the Seattle-based startup Instivate, maker of the Neighborlogs neighborhood blogging service. Justin graduated from San Jose State University with a degree in journalism and was selected as the first (and last!) j-school intern in the history of Microsoft.</p> <p>Cornelius Swart is the publisher of the multi-media news service portlandsentinel.com, and of the <i>Portland Sentinel</i>, a monthly community newspaper that covers Greater North, Inner Northeast and Far NW Portland. Swart's work as an independent documentary filmmaker has appeared on public broadcasting stations in Oregon and California.</p> <p>Michelle Vranizan Rafter is a Portland reporter covering business, technology and workplace issues for national and local magazines and websites. Her blog, WordCount: Freelancing in the Digital Age, explores what's happening in online media and how it's changing the writing business.</p>

<p><i>SEO for journalists: What, why, and unique challenges</i></p>	<p>Rachel Andersen works for the Portland based SEM agency Anvil Media, Inc. She has expertise in all aspects of search engine marketing and specializes in SEO for large sites and has been responsible for the development and execution of dozens of search and social marketing campaigns over her time spent with Anvil.</p> <p>Lisa Williams has presented for SMX, SAO, Online Marketing Summit, Innotech and SearchFest and has been featured in <i>Kiplinger</i>, <i>Glamour</i> magazine and <i>The Oregonian</i>. Williams went to U of O Journalism School and was a correspondent reporter for <i>Pacific Northwest Magazine</i> and the <i>Statesman Journal</i> prior to starting a web marketing career in 1997.</p> <p>Michael Andersen covers Clark County, Wash., for The Columbian. He also covers local-news entrepreneurship for niemanlab.org and thinks out loud about same at oldforestnewtrees.com.</p>
<p><i>Digital storytelling</i></p>	<p>Ginger Grant PhD is an expert in archetypal psychology and mythology, and has a passion for storytelling and its power to transform the way we live and work. As an educator, author and consultant, she bridges the gap between the academic bubble and the real world.</p>
<p><i>Licensing your work: a.k.a, What the heck is Creative Commons?</i></p>	<p>Paula Holm Jensen has over 15 years' experience representing technology and creative companies of all sizes and stripes, primarily for IP and technology licensing deals. Her clients include authors, musicians and publishers as well as internet, design, software, hardware and medical device companies.</p>
<p><i>Real-world successful (and almost-successful) revenue models</i></p>	<p>Mark Briggs is the cofounder and CEO of Serra Media, a Seattle-based company that connects online publishers with innovative technology platforms, and author of "Journalism 2.0: How to Survive and Thrive in the Digital Age." Previously he served as Assistant Managing Editor for Interactive News at <i>The News Tribune</i> in Tacoma, Washington.</p>

	<p>Marshall Kirkpatrick has been a professional blogger about consumer web technology at AOL, TechCrunch and now is the lead writer at ReadWriteWeb.com. He likes to create online research tools and wants to learn more about journalistic methodology -- while still keeping a blogger's pace.</p> <p>Greg Swanson is the former director for interactive media sales for Lee Enterprises and is a former board member of the Newspaper Association of America's New Media Federation. He is the founder of ITZ Publishing, which helps improve product development, site design and navigation, and revenue strategies for companies that range from McClatchy and Media News Group to independent newspapers and alternative weeklies.</p> <p>Alex Wilhelm is a technology entrepreneur and blogger. He is a co-founder of Contenture, a Portland based startup working on new methods of online content monetization, focusing on micropayments and microsubscriptions.</p> <p>Abraham Hyatt writes about journalism, politics and all sorts of other things at abrahamhyatt.com. He's worked as a reporter and editor at newspapers and magazines in Oregon and California, and is the former managing editor of <i>Oregon Business</i> magazine.</p>
<p><i>Square peg, wrong hole: Why your news product doesn't meet consumers' needs</i></p>	<p>Carolynn Duncan is the director of Portland Ten, an investment-style incubator actively working to get 10 Portland tech startups to \$1MM in revenue by 10/2010. She is a serial entrepreneur who has worked in the hi-tech startup & angel/venture capital networks in Seattle, Portland, southeast Idaho, and Salt Lake City, previously associated with FundingUniverse, EPIC Ventures, Eastern Idaho Entrepreneurial Center, and the Hundred Dollar Business.</p>
<p><i>Journalism basics: Understand sourcing, fact- checking, corrections</i></p>	<p>Michelle Vranizan Rafter is a Portland reporter covering business, technology and workplace issues for national and local magazines and websites. Her blog, WordCount: Freelancing in the Digital Age, explores</p>

	<p>what’s happening in online media and how it’s changing the writing business.</p>
<p><i>Video 101: cheap software and editing tips</i></p>	<p>Mike Gebhardt, a.k.a “Dr. Normal,” the producer and co-creator of Strange Love Live, has been creating digital media and working in the IT / high tech industry for over 20 years. Strange Love Live, which is a weekly talk show featuring guests who are both intimately connected to technology and influential on the web, is presented as streaming live video on Friday nights, as a video and audio only podcast episode for download, and replays on local cable television.</p> <p>Aaron Weiss, producer, KGW</p>
<p><i>Podcasting and audio journalism</i></p>	<p>Mike Gebhardt, a.k.a “Dr. Normal,” the producer and co-creator of Strange Love Live, has been creating digital media and working in the IT / high tech industry for over 20 years. Strange Love Live, which is a weekly talk show featuring guests who are both intimately connected to technology and influential on the web, is presented as streaming live video on Friday nights, as a video and audio only podcast episode for download, and replays on local cable television.</p> <p>Rob Manning, journalist, OPB</p>
<p><i>Wikipedia for journalists</i></p>	<p>Steven Walling is a freelance writer from Portland, Oregon. He currently blogs on technology news for ReadWriteWeb, and is a volunteer administrator for Wikipedia.</p>