



**Invitation to the
Conference
“U.S. Elections 2008: The Digital Campaign”**

**October 7-8, 2008
Bayerischer Rundfunk, Amerika Haus**

As we approach U.S. Election Day 2008, this conference will take a close look at the role the new media play both in the campaigns of presidential hopefuls and within the journalistic profession. YouTube, blogs and online fundraising have fundamentally altered the ways in which journalists cover and candidates run campaigns. The World Wide Web represents a turning point in election history not unlike the advent of television in the 1950s.

“U.S. Elections 2008: The Digital Campaign” is a conference featuring U.S. and German experts on new media and elections. It is tailor-made for journalists, teachers and other information brokers.

Organizers:

Bavarian American Center at Amerika Haus Munich, Bayerischer Rundfunk,
U.S. Consulate General Munich

The Conference blog is up and running:

Please visit and contribute to the conference blog: www.br-online.de/usa08

Webchat on September 23:

Get in the spirit of the conference and join us for a preparatory webchat with David D. Perlmutter, Professor at the William Allen White School of Journalism & Mass Communications, University of Kansas on **Sep 23, 2008, 16:00.**

Please log on at: <http://statedept.connectsolutions.com/munich>

Conference Program

Tuesday, Oktober 7, 2008

Location: Bayerischer Rundfunk, Munich

- 17.30 Einlass (Rundfunkplatz 1, Eingang Hopfenstraße)
- 18.00 Begrüßung / Welcome
Dr. Johannes Grotzky, Director, Bayerischer Rundfunk, Radio
Eric Nelson, Consul General, U.S. Consulate General Munich
- 18.15 Overview of the New Media Landscape in Campaign 2008
David D. Perlmutter, Professor at the William Allen White School of
Journalism & Mass Communications, University of Kansas
Bio: <http://policybyblog.squarespace.com/welcome/>
- 18.30 Digital Video Conference on “Use of New Media by the Candidates and Journalists Covering the Campaign – First-Hand Accounts” from the Foreign Press Center in Washington D.C.
Klaus Kastan, U.S. correspondent, Washington, Bayerischer Rundfunk, Radio
Mike Allen, Politico (requested)
- 19.00 Discussion with Audience and Our Long-Distance Journalists
Moderator: Martin Wagner, Head of Political Department,
Bayerischer Rundfunk, Radio
- 19.30 Reception
Welcome to the Blogosphere Lounge in the lobby:
Please visit and contribute to the conference blog: www.br-online.de/usa08
- 20.30 End of Program

Wednesday, October 8, 2008

Location: Amerika Haus, Munich

- 09.00 Begrüßung / Welcome
Kathryn Crockart, Consul for Public Affairs, U.S. Consulate General Munich
Dr. Raimund Lammersdorf, Director, Bavarian American Center at
Amerika Haus Munich
- 09.15 Issues in the 2008 Campaign: Race, Immigration and Religion
David Goldfield, Robert Lee Bailey Prof. of History, University of
North Carolina at Charlotte
Bio: http://munich.usconsulate.gov/david_goldfield.pdf

- 10.45 Blogwars: The New Political Battleground
David Perlmutter, University of Kansas
- 12.00 Lunch
Blogosphere Lounge open in Amerika Haus conference room
Please visit and contribute to the conference blog: www.br-online.de/usa08
- 13.15 Jeffersons Erben – Wie die digitalen Medien die Politik verändern
Tobias Moorstedt, Freier Autor für Tageszeitungen und Magazine
- 14.00 Campaign Videos – Adding Viewer-Generated Content to the Mix
Dr. Dorothea Schwarzhaupt-Scholz, America Institute,
Ludwig Maximilians University Munich
- 14.30 Second Presidential Debate: Tuesday, October 7 - Belmont University, Nashville, TN
TV excerpts and ARD/BR radio reports
- 15.00 Discussion on the Presidential Debate
Moderator: Martin Wagner, Bayerischer Rundfunk, Radio
Participants: Professors David D. Perlmutter, David R. Goldfield
- 16.00 Informal Get-Together in the Lobby
Blogosphere Lounge open in Amerika Haus conference room
Please visit and contribute to the conference blog: www.br-online.de/usa08
- 17.00 End of program

Interested in additional info on the elections? Please check the following State Department website for articles, videos, blogs and more:

<http://uspolitics.america.gov/uspolitics/elections/index.html>

How to get there

Amerika Haus Munich
Karolinenplatz 3
80333 München

Public transportation:
U 2 „Königsplatz“
U 4/5 „Karlsplatz/Stachus“
Tram 27 „Karolinenplatz“

Bayerischer Rundfunk
Rundfunkplatz 1 (Eingang Hopfenstraße)
80335 München

Public transportation:
S „Hauptbahnhof“ (multiple routes)
U „Hauptbahnhof“ (multiple routes)
Tram „Hauptbahnhof“ (multiple routes)
Bus 58 „Hauptbahnhof“

How to register

To register, please email your registration information (below) to **munichpa@state.gov** or fax to **089- 2899 8021**

Registration deadline: **Tuesday, Sep 30, 2008**

Registration Information

I, _____Last Name, First Name_____, hereby register for the conference **“U.S. Elections 2008: The Digital Campaign”** for

- both days
- day 1: Oct 7 at Bayerischer Rundfunk
- day 2: Oct 8 at Amerika Haus

My institution: _____

Address: _____

Email: _____

Phone: _____