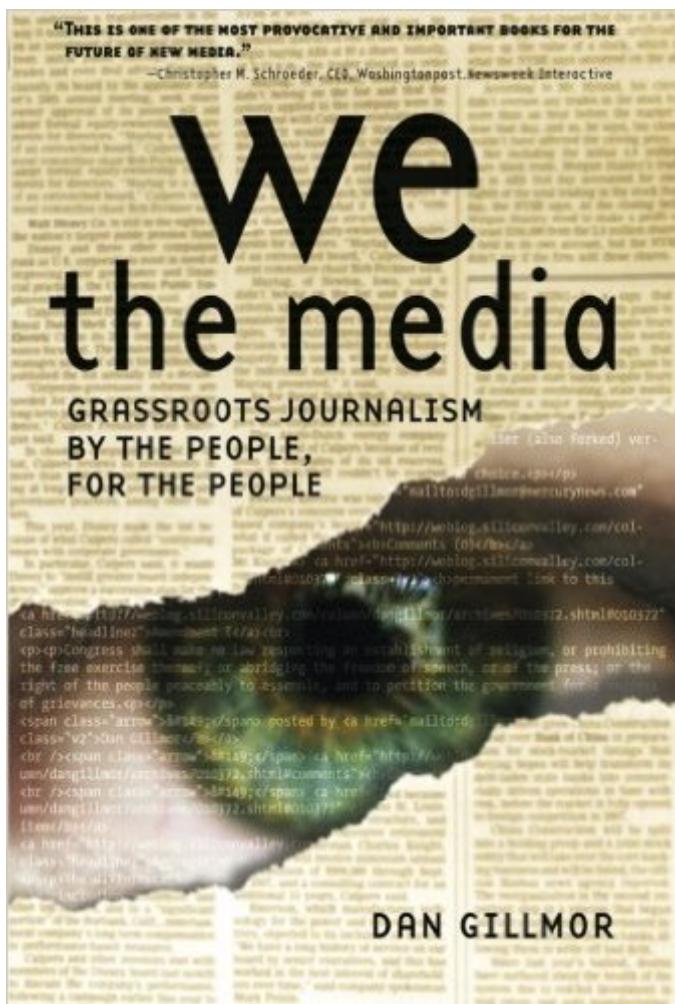


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# We The Media: Grassroots Journalism By The People, For The People



## Synopsis

"We the Media, has become something of a bible for those who believe the online medium will change journalism for the better." -Financial Times Big Media has lost its monopoly on the news, thanks to the Internet. Now that it's possible to publish in real time to a worldwide audience, a new breed of grassroots journalists are taking the news into their own hands. Armed with laptops, cell phones, and digital cameras, these readers-turned-reporters are transforming the news from a lecture into a conversation. In *We the Media*, nationally acclaimed newspaper columnist and blogger Dan Gillmor tells the story of this emerging phenomenon and sheds light on this deep shift in how we make--and consume--the news. Gillmor shows how anyone can produce the news, using personal blogs, Internet chat groups, email, and a host of other tools. He sends a wake-up call to newsmakers-politicians, business executives, celebrities-and the marketers and PR flacks who promote them. He explains how to successfully play by the rules of this new era and shift from "control" to "engagement." And he makes a strong case to his fellow journalists that, in the face of a plethora of Internet-fueled news vehicles, they must change or become irrelevant. Journalism in the 21st century will be fundamentally different from the Big Media oligarchy that prevails today. *We the Media* casts light on the future of journalism, and invites us all to be part of it. Dan Gillmor is founder of Grassroots Media Inc., a project aimed at enabling grassroots journalism and expanding its reach. The company's first launch is Bayosphere.com, a site "of, by, and for the San Francisco Bay Area." Dan Gillmor is the founder of the Center for Citizen Media, a project to enable and expand the reach of grassroots media. From 1994-2004, Gillmor was a columnist at the San Jose Mercury News, Silicon Valley's daily newspaper, and wrote a weblog for SiliconValley.com. He joined the Mercury News after six years with the Detroit Free Press. Before that, he was with the Kansas City Times and several newspapers in Vermont. He has won or shared in several regional and national journalism awards. Before becoming a journalist he played music professionally for seven years.

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## Customer Reviews

Edited 20 Dec 07 to add links.Joe Trippi's book, The Revolution Will Not Be Televised: Democracy, the Internet, and the Overthrow of Everything joins Howard Rheingold's book, Smart Mobs: The Next Social Revolution and Bill Moyer's collaborative book, Doing Democracy as the companions for this book--taken together, the four books provide everything any group needs to "take back the power."Whereas Trippi provides a personal story that illuminates the new power that comes from combining citizen activism with Internet-enabled networking, this book focuses more on the role the Internet and blogs play in the perception and dissemination of accurate unbiased information. It is not only an elegant presentation, easy to read, with good notes and a fine seven-page listing of cool web sites, but it also provides a useful survey of past writings on this topic--with due credit to Alvin Toffler's first perception of the trend toward mass customization and the elimination of intermediaries, together with original thoughts from the author.This book could become a standard undergraduate reference on non-standard news sources and the blurring of the lines between producers and consumers of information (or in the government world, of intelligence).

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