

World class Journalists and Technology Leaders explore the future of our News Media. What are the risks and challenges, and what technologies and business models will prevail.

News Morphosis 2.0

How the Transformation of our News Media is Transforming our Society

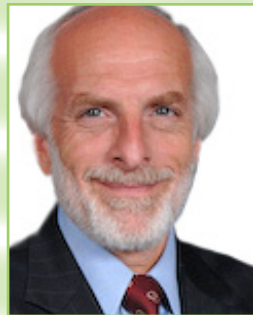
**The Plaza Club, 900 Fort Street Mall
8:00 a.m. to 1:30 p.m.
Thursday, March 18, 2010**



Will Moss
Imagethief



Sarah Lacy
Businessweek/
TechCrunch



Michael Freedman
GW Global Media
Institute



John Temple
Peer News

Register at
<https://www.regonline.com/newsmorphosis>
or <http://www.outreach.hawaii.edu/pnm/newsmorphosis.asp>

Registration fee is \$85. A Premium seat, which also includes admission to the Meet The Speakers Cocktail Party at the Plaza Club at 5:30 p.m. on March 17, is \$110.

For more information, call Gail Caveney of HVCA at 262-7329

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Presented by ThinkTech Hawaii, Hawaii Venture Capital Association, UHM Pacific New Media, Anthology Marketing Group, TechHui, Society of Professional Journalists, Public Relations Society of America, OLELO Community Television and Enterprise Honolulu

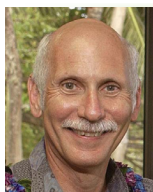
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William Moss has worked in media and technology for 20 years, in a progression from radio and television to Internet game development to e-commerce and public relations. For several years he has been a public relations consultant in Beijing, focusing on Chinese mainstream and online media. He writes on China technology, media and business for various publications including CNET Asia and China Economic Review. He blogs on communication and media in China at "Imagethief"(news.imagethief.com).

Sarah Lacy, an award-winning reporter, has spent more than a decade writing about Silicon Valley, from the largest publicly traded companies to the tiniest start-ups. She is editor-at-large for TechCrunch.com and the author of the critically-acclaimed "Once You're Lucky, Twice You're Good: The Rebirth of Silicon Valley and the Rise of Web 2.0". A frequent guest on national TV and radio, she is currently working on her second book about entrepreneurship in the developing world.

Michael Freedman is an award-winning broadcast journalist, network executive, university administrator, and teacher. He is professor of media and public affairs and founding executive director of The George Washington University Global Media Institute which explores the transformation of journalism in the 21st Century. He has served as general manager of CBS Radio News, managing editor for the broadcast division of UPI, and press secretary to U.S. House Majority Whip David Bonior (D-Mich.).

John Temple is editor of Peer News, a news service that will produce original, in-depth reporting and analysis of local issues in Hawaii. He was the editor, president and publisher of the Rocky Mountain News. Under his leadership, the paper won four Pulitzer Prizes and numerous other national awards for journalistic excellence. Temple also served the E.W. Scripps Co. as vice president/news of the newspaper division advising on print and online issues. His personal blog is www.johntemple.net.



Avi Soifer
Dean, William S. Richardson School of Law



Gina Mangieri
KHON News



Mark Platte
Honolulu Advertiser



Chris Archer
KGMB News



Mary Fastenau
Anthology Marketing Group



Kyle Tanouye
Talisman LBS, LLC



Dan Leuck
Ikayzo



Olin Lagon
Kanu Hawaii



Steve Petranik
Hawaii Business Magazine



Jeff Portnoy
Cades Shutte Fleming & Wright



David Shapiro
Honolulu Advertiser



Bill Spencer
Hawaii Venture Capital AssociationGroup

8:00 a.m. REGISTRATION Continental Breakfast

8:30 a.m. WAKEUP KEYNOTE

"The Role of News in a Free Society"

Speaker: Avi Soifer (*Dean, William S. Richardson School of Law*)

9:00 a.m. FIRST PANEL

"Transformation of the News"

Moderator: Gina Mangieri (*KHON News*)

Panelists: Thought leader Will Moss (*Imagethief in Beijing*) and local luminaries Mark Platte (*Honolulu Advertiser*), Chris Archer (*KGMB News*)

The decline and consolidation of conventional media, economic and professional challenges, changes and prognostications.

10:00 a.m. SECOND PANEL

"Transformation of the Delivery System"

Moderator: Mary Fastenau (*Anthology Marketing Group*)

Panelists: Thought leader Sarah Lacy (*Businessweek/TechCrunch*) and local luminaries Kyle Tanouye (*Talisman LBS, LLC*), Dan Leuck (*Ikayzo*), Olin Lagon (*Kanu Hawaii*)

The emergence of news sites and streams on the Internet and mobile platforms, and the current video, iPhone and social networking explosions.

11:00 a.m. THIRD PANEL

"Challenges, Limitations and Business Models"

Moderator: Steve Petranik (*Hawaii Business Magazine*)

Panelists: Thought leader Michael Freedman (*GW Global Media Institute*) and local luminaries Jeff Portnoy (*Cades Shutte Fleming & Wright*), David Shapiro (*Honolulu Advertiser*)

The need for editors and gatekeepers and the risks without them, rating systems and credibility, avoiding a free-for-all, misinformation and manipulation of the news.

12:00 noon SANDWICH BAR LUNCH

12:30 p.m. LUNCHEON KEYNOTE

"What role will Peer News play in these Transformations?"

Moderator: Bill Spencer (*Hawaii Venture Capital Association*)

Speaker: John Temple (*Editor, Peer News*)

1:30 p.m. PAU