

Bulldog Reporter's Daily 'Dog presents a one hour audio conference and exclusive interview with: **Craig Newmark, Founder, Craigslist—only \$99!**

## New Media and the Public Trust: Lessons from Craigslist—an Exclusive Interview with Craig Newmark

Tuesday, March 23, 2010

1PM EDT; Noon CDT; 11AM MDT; 10AM PDT

**SPECIAL  
EVENT  
JUST \$99**



**SPEAKER:**  
**Craig Newmark,**  
Founder,  
Craigslist.org

When you think of disruptive innovations and visionaries, Craigslist and Craig Newmark certainly leap to mind. After all, new online technologies have changed the face of media, commerce, marketing, public relations and public life in general—and no business exemplifies this transformation more than Craigslist, which helped revolutionize the delivery of classified advertising . . . and forced traditional media to adapt or die. Craigslist now reaches 570 cities in 50 countries, with over 20 billion page views per month. And its founder continues to be a leading voice and advocate in the new digital era—from his support of NewAssignment.net (which combined the work of amateurs and professionals to produce investigative stories online) to his board membership on the Wikimedia Foundation.

This one-on-one live interview will help you understand where we are today in the Web 2.0 continuum—and what media, communicators, marketers and even PR professionals must do to thrive in the rapidly evolving new media landscape where online communities and social media engagement make or break brands overnight. Not only will you learn what it takes to build a culture of trust and transparency essential for success online and off these days, but you will also learn valuable word of mouth marketing (WOM) lessons from the exciting Craigslist success story—and gain insights into social media trends.

In this one-hour event, Craig Newmark will share ground-breaking perspectives on marketing and new media for public relations practitioners and others. Take this rare opportunity to hear one of the most influential leaders in technology today discuss: how to build loyal online communities, how to engage brand fans via social media, how to be a resource to your stakeholder groups in the digital era, what media outlets are doing to reinvent themselves, what topics and technologies the media and public will (and should) embrace in the year ahead—and more. Not only will he reveal the secrets of his success and the strategies he used to help propel Craigslist to a top 20 Internet site (number 11 in the U.S.), but Newmark—himself an online journalist, commentator and blogger—will also cover how reach out to online influencers using social media tools like Twitter, and even how to structure your PR, marketing or corporate materials for optimal reach in today's 24/7 media environment.

**REAL  
WORLD  
PR**



**MODERATOR:**  
**Brian Pittman,**  
Director of Content,  
Bulldog Reporter

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## WHAT YOU WILL LEARN:

- **Trends to Watch:** The big ideas and tools today's online journalists and Web 2.0 gurus are watching and how they will impact the way you live and work
- How social media creates a more democratic society—plus other macro movements that will change politics, media and business forever
- How to build online communities and engage brand fans
- **WOM Marketing Strategies:** How the Craigslist “brand” was created by word of mouth and community engagement—plus best practices to borrow for your own program or company
- **Being a Trust Agent:** How Craigslist built a culture of trust where shared values are expressed—and how you can do the same by acting on suggestions, encouraging skepticism and engaging in community blogs, Tweets, fan pages and more
- How to “do well in business by doing good”—firsthand examples of Newmark's driving philosophy in action, plus ways to inculcate a similar values system at your organization
- Why a “**Customer Service Mentality**” is critical for survival in social media—plus how to implement such a mindset at your organization
- **Newmark's Golden Rules:** be for real, listen to the community, follow through, deliver obsessive customer service, be frank, admit mistakes (and fix 'em)
- Working with “Citizen Journalists”—how to work with bloggers and other online influencers
- How—and how not to—reach out to journalists and the digerati using social media tools like Twitter, LinkedIn and Facebook
- Media relations and marketing tactics Newmark used to grow Craigslist (from providing rapid response to online journalists to providing 24/7 access to management)
- Ideas for **coping with corporate change:** Real world lessons from eBay's acquisition of a 25 percent ownership stake in Craigslist
- What's Next: New technologies poised to change business in 2010 and beyond—and how to prepare for a Web 3.0 world now

## ABOUT CRAIG NEWMARK :

**Craig Newmark** is the founder of [craigslist.org](http://craigslist.org), a site where people can help each other with everyday needs including housing and jobs. He currently works as a customer service rep but not management. Previous experience includes thirty years working with computers for IBM, GM, Charles Schwab & Co and Bank of America. Craig is also working with a wide range of groups using the Internet to help each other out, like [Donorschoose.org](http://Donorschoose.org), the Iraq & Afghanistan Veterans of America, [Kiva.org](http://Kiva.org) (microfinance) and Consumer Reports. He is also working on the advisory of Wikipedia, focusing on trust issues. Craig is also actively engaged with government workers on multiple levels to use the Internet for superior public service, and with Sunlight Foundation for government accountability and transparency.

## ABOUT BRIAN PITTMAN:

**Brian Pittman** is content director of Bulldog Reporter's PR University and the weekly email newsletter *Journalists Speak Out*. Previously, Brian served as editorial director at Infocom Group, where he edited, reported for and launched titles such as *Media Relations Insider*, *PR Agency Insider*, *Ad Agency Insider* and *Managing Partner*. Prior to that, he served as editor of *Utah Business* magazine, among other titles. He is a seasoned reporter with extensive experience interviewing such personalities as Steve Forbes, Bob Edwards and Margaret Thatcher.

## YOUR \$99 AUDIO CONFERENCE REGISTRATION ENTITLES YOU TO:

- A site license to attend the 60-minute conference (and invite as many people as you can fit around your speakerphone, at no extra charge)
- A conference manual, which includes up-to-the-minute, verified contact information and background on the speaker, plus additional value-added articles from the archives of Bulldog Reporter
- A full transcript, emailed to you soon after the conference
- The opportunity to connect and ask questions of Chris Anderson during the audience Q&A session

## PRSA ACCREDITATION:

- PRSA APR Accreditation Maintenance Credits Approved: 1.0.
- Accredited registrants must track their points and submit activities every three years to PRSA. Please keep a copy of the event description and date/time to submit when required by PRSA.

## REGISTRATION INFORMATION:

- Registration deadline: Registrations accepted until the morning of the audio conference, 8AM PDT.
- Refunds: Cancellations before 5PM PDT, three business days before the date of the audio conference may receive a full refund less a \$25 service charge.

**REGISTER NOW**

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