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Rethorica est benedi-
cendi scientia. in cuius
libro questio[n]ib[us] ad
persuadendū iusta
et bona. in rerū per-
sonarūq[ue] negotio.
causa. Dicta at[que] re-
thorica greca appel-
latione. ap[er]tu[m] rethor[ic]in. id ē a copia locu-
tionis. Re[th]oris em̄ apud grecos locutio dicit[ur]
rethor orator. Cōiuncta est autē grammatice
artē rethorica. In grammatice em̄ scientiā re-
cte loquēdi discim[us]. in rethorica vero p[er]-
cipimus qualic[um]q[ue] ea que didicim[us] p[er]feramus.
**DE INVENTORIBVS RETHORI-
CE ARTIS.**

blogs

Revolutionary Future
of Journalism,
or Nothing New
Under the Sun?

Invitation

to a Podium Discussion
and Lectures
on September 28, 2006

Blogs, technologies change, contents not . . .

David E. Carlson is the James M. Cox, Jr. Foundation/The Palm Beach Post Professor of New Media Journalism and director of the Interactive Media Lab at the University of Florida College of Journalism and Communications in Gainesville. He is national president of the Society of Professional Journalists for 2005-06.

Carlson has more than 25 years of experience in newspaper journalism with job experiences from reporter and photographer to executive editor. He most recently worked at The St. Petersburg Times. Before that, it was the Pulitzer-Prize-winning Albuquerque Tribune where he was founding editor and designer of The Electronic Trib, an early interactive newspaper. It was one of two newspaper-operated electronic systems in the world when it was launched in 1990. The E-Trib is believed to be the first interactive newspaper in the world housed on a personal computer

Garrett M. Graff is the editor-at-large of Washingtonian magazine, where he edits the front-of-the-book, Capital Comment, and covers politics and media. He also writes mediaistro.com's Fishbowl D.C., an influential and highly-trafficked blog that covers the media and journalism in Washington D.C. As such, he was the first blogger accredited to cover a White House press briefing.

He is a frequent speaker and cable news commentator on the media, blogging, and life in Washington, appearing in 2005 on Fox News, CNN, CNN Headline News, CNBC, and MSNBC. He has also spoken at the John F. Kennedy Presidential Library, the National Press Club, and Harvard's Kennedy School of Government.

Dr. Horst Prillinger works as a librarian, teacher and university lecturer in Vienna. Among other things he is head of the editorial board of the website of the Vienna University Library, Austria's largest scientific library and the oldest library in the German-speaking area. Since 2002 he has been publishing the weblog "The Aardvark Speaks", which was recently awarded 9th position on the "Top 10 Blogging Librarians" list , despite (or because of?) its not too library-specific content.

Dr. Andreas Unterberger

Chief editor of "Wiener Zeitung", the oldest newspaper in Austria (1701) and the only newspaper worldwide that has been published continuously to this date since 1701.

We cordially invite you to a lecture and podium discussion on

blogs

Revolutionary Future of Journalism, or Nothing New Under The Sun?

Thursday, September 28, 2006; 7.00 pm
Main Reading Hall of the University Library
Dr.-Karl-Lueger-Ring 1, 1010 Vienna

Program

Opening Remarks

HR Mag. Maria Seissl,
Director of the University Library

William Wanlund,
Counselor for Public Affairs, U.S. Embassy, Vienna

Keynote Speaker

David Carlson,
Cox/Palm Beach Post Professor of
New Media Journalism, University of Florida:
The New Media and the Future of Journalism

Statements

Garrett Graff,
Editor-at-Large of *Washingtonian* magazine:
Blogs Revolutionary Future of Journalism

Dr. Horst Prillinger, Universität Wien:
*The Potential and the Reality
of Weblogs as Mass Media, and Why They Matter*

Panel Discussion

Moderator:
Dr. Andreas Unterberger, *Wiener Zeitung*

Access is free

Registration:
events.ub@univie.ac.at or programs@usembassy.at



Wheelchair access
via the elevators near the Audimax
(lower ground floor)