



## **BLOGGER CREDENTIALING AND THE 2008 DEMOCRATIC NATIONAL CONVENTION**

### ***DNCC Expands Credentialed Blogger Pool, Launches DemConvention State Blogger Corps for 2008***

The Democratic National Convention Committee (DNCC) will soon be accepting applications for bloggers interested in being part of the credentialed blogger pool at the 2008 Democratic National Convention in Denver, Colorado from August 25<sup>th</sup>-28, 2008.

While the 2004 Democratic National Convention in Boston was the first to credential bloggers, the DNCC aims to significantly expand access for the blogger community in 2008. In line with the DNCC's goal to engage more people in the 2008 Convention experience than ever before as well as Democratic National Committee Chairman Howard Dean's 50-State Strategy, the DNCC will both expand the size of the credentialed blogger pool and also offer for the first time a state blogger credentialing program in 2008. Under this program, the DNCC will offer the opportunity for one blog to be credentialed from each of the 56 states and territories. The DNCC will also credential national bloggers for the 2008 Convention, to include both political and niche bloggers as well as video bloggers from across the country.

The following two-part blogger credentialing process was developed with the consultation of members of the political blogosphere:

#### **2008 DemConvention State Blogger Corps**

Recognizing the growth of more localized blogs, this pool is designed for those covering state and local politics. To qualify as a state blogger, the applicant's blog must have been in existence six months prior to requesting credentials and have at least 120 politically related blog posts. Bloggers must submit their daily audience and list their authority based on Technorati stats. Bloggers may also provide examples of posts that make their blog stand out as an effective online organizing tool and/or agent of change.

Once the state bloggers have been identified for the DemConvention State Blogger Corps, the applications of those not selected for this program will all be transferred for consideration for the general blogger pool.

#### **General DemConvention Blogger Pool**

This pool will consist of local, state and national political bloggers as well as niche bloggers whose main focus is not politics but who do write about politics or the issues around politics. The general blogger pool is also open to video bloggers in 2008.

## **Applications**

The DNCC will begin accepting applications for both the DemConvention State Blogger Corps and the general blogger pool on December 10, 2007. Applications will be accepted through April 15, 2008. Applications will be available throughout this period on [DemConvention.com](http://DemConvention.com).

Individuals selected for either the DemConvention State Blogger Corps or the general blogger pool will be notified in May 2008.

Individuals with questions about the application process can contact DNCC Director of Online Communications Jason Rosenberg at [RosenbergJ@DemConvention.com](mailto:RosenbergJ@DemConvention.com).

## **FAQ**

### **Q: What does a credential allow me to do?**

A: During the Convention, any person wishing to attend the site at Pepsi Center will require a Convention credential issued by the DNCC. A credential grants the holder access to different points of the Convention site, depending on the work the individual needs to do or the role the individual is playing in the event. In 2008, the DNCC is significantly expanding the size of the credentialed blogger pool and exploring work space and vantage points within the Pepsi Center uniquely tailored to the needs of bloggers – all with the goal of providing unprecedented access for this community at the Convention in Denver.

### **Q: What if my blog covers more than one state? Am I still eligible for the DemConvention State Blogger Corps?**

A: Yes. Bloggers who cover state and local politics for more than one state should specify which state they are applying for at the time of application.

### **Q: What if my blog covers national events?**

A: The DemConvention State Blogger Corps credentials are available to bloggers who cover state and local politics. National bloggers should apply to the general blogger pool.

### **Q: What if more than one person writes for a blog? Can they both be credentialed? And if so, should they each apply separately?**

A: The DNCC Press Gallery credentials media organizations (in this case blogs), not individuals. Multiple credentials may be assigned to a single blog in the general pool. Applicants to the general pool should specify the number of credentials being requested for the blog.

### **Q: What if I'm part of a larger online community? Can I get a credential of my own?**

A: Because the DNCC Press Gallery credentials media organizations, not individuals, each applying organization needs to decide how the members of the community will assign the credentials assigned to the blog itself.

### **Q: What if a state doesn't have a blogger representing it?**

A: If the DNCC does not receive an eligible blogger application from a particular state or territory, that slot in the State Blogger Corps will be made available by lottery to another eligible applicant for the corps.

**Q: What happens if a credentialed state blogger cannot attend the Convention?**

A: The DNCC Press Gallery credentials media organizations, not individuals. In the case where a credentialed blog has only one blogger and that individual, for whatever reason, is unable to attend to the Convention, the credential will be re-assigned to another eligible applicant from the same state. If there is no other applicant from the same state, the state's slot will be made available by lottery to another eligible applicant for the corps.

**Q: Who pays for bloggers' travel and accommodations?**

A: Like all journalists, bloggers will be required to pay for their own travel and accommodations. All bloggers are invited to apply for housing through the DNCC media housing process.

For more information and frequently asked questions about media housing, please view the Media Housing FAQ located on the DNCC housing website at [www.ambassadorsevents.com/dncc/media](http://www.ambassadorsevents.com/dncc/media).

**Q: If I am selected as a member of the State Blogger Corp, will I need to also apply for work space?**

A: There will be designated areas tailored for blogger use for both the State Blogger Corps and the general blogger pool at the Convention site, including within the Pepsi Center. Therefore bloggers do not need to apply individually for assigned work space.

**Q: What if I don't receive credentials through the DNCC -- can I still cover the Convention for my blog?**

A: Absolutely. Because credentials are limited, the DNCC is working both internally and with the larger netroots community to broaden the reach of Convention access. We aim to offer an unprecedented window on Convention activities through [DemConvention.com](http://DemConvention.com) and are working closely with organizations aiming to provide coverage points outside the Pepsi Center.

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**About the DNCC:**

*The 2008 Democratic National Convention Committee is the official arm of the Democratic National Committee responsible for planning and organizing the 2008 Democratic National Convention in Denver. [www.demconvention.com](http://www.demconvention.com)*

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