

The presidential election of 2008 will be the first presidential "Internet election," an historical phenomenon in which the Internet and its technologies are playing integral roles for candidates and their campaigns, the mainstream media, and voters and citizens.

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Unlike previous campaigns, the Internet has become the essential tool for all political candidates to announce their campaigns, release new campaign ads, answer questions posted by voters, post videos and photos, and raise awareness, as well as lots and lots of money. Using the Internet, candidates can attract and connect with younger voters who spend most (if not all) their time on the Internet. The Net is where the younger generation of voters hangs out, gets their news, and shares ideas with friends, family, colleagues, and classmates (via blogs, video-sharing, photo-sharing, and social networking sites).

Tech-savvy candidates are offering Web sites, blogs, "create your own campaign" blog tools, and "be my friend" with links to Facebook, MySpace, YouTube, and Flickr. Even so, a recent study by iCrossing has found that even with candidates' attention to these social networking sites

Presidential Candidates



REPUBLICAN CANDIDATES

(Declared as of August 2007)

Sam Brownback
Rudy Giuliani
Mike Huckabee
Duncan Hunter
John McCain
Ron Paul
Mitt Romney
Tom Tancredo

Fred Thompson (Declared September 2007)



DEMOCRATIC CANDIDATES

(Declared as of August 2007)

Joseph Biden
Hillary Clinton
Christopher Dodd
John Edwards
Mike Gravel
Dennis Kucinich
Barack Obama
Bill Richardson

Presidential Online Forums

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Sept. 17, 2007

The Huffington Post, Yahoo!, and Slate.com host first online-only presidential mashup.

Nov. 28, 2007

CNN and YouTube host Republican candidates' forum in Florida.

Dec. 7, 2007

Online National Presidential Caucus [http://www.nationalcaucus.com]

MoveOn.org

Future townhall meetings [http://pol.moveon.org/townhall/iraq/report_back.html]

Jan. 1-2, 2008

MySpace Online Townhall Forums

and tools, most citizens/voters looking for information about candidates do not go to a candidate's Web site or MySpace page. Instead, they seek information about candidate voting records, position statements, etc., by going to both Web search engines and the online versions of traditional media — NYtimes.com, CNN.com, and the Washingtonpost.com.¹ The tech tools are available, but how well the candidates use them and whether the savvy ways their campaigns introduce them into grass-roots outreach and fundraising operations will benefit them remains one of the open questions of this current election cycle.

The Internet is also revolutionizing and reshaping the influence mainstream media has — or doesn't have — on presidential elections. Newspapers, news magazines, radio, and the major television networks used to be the way citizens and voters learned about candidates, the issues, and the solutions the candidates offered. I think it is safe to say that those days, if not over, are numbered. The Internet has opened up other avenues of news, commentary, discussion, and discourse. The growing number of options for learning, finding, and sharing news and information about candidates has dramatically altered public dependence on the mainstream press. In July 2007, iCrossing released a report entitled "How America Searches: Election '08" that found new media options more important than ever to the upcoming presidential election. The report stated that the Internet has "emerged as the number-two channel after television among potential voters looking for election-related information, and is tied with newspapers."2 The survey revealed that "fortytwo percent of voters look to the Internet for information about issues and candidates in the upcoming presidential election, with the Internet a considerably more popular information source than newspapers among respondents between the ages of 18 and 34." Indeed, more than half of younger online voters are turning to social media for election information; 61 percent of 18 to 24 year olds and 55 percent of 25 to 34 year olds seek answers on user-driven content sites such as blogs, YouTube, and Wikipedia.3 Traditional news media organizations need to use the Internet and Web 2.0 tools to reach younger voters, as well as to hold on to older voters.

Technology is forcing mainstream media to sit up and pay attention. CNN jumped in by holding the first CNN–YouTube Democratic Debate on July 24, 2007, in which the entire field of Democratic candidates faced video questions submitted from voters and citizens, rather than journalists. Slate.com (owned by the Washington Post), Yahoo!, and The Huffington Post (HuffingtonPost.com) hosted the first ever online-only presidential candidate mashup on Sept. 12, 2007. All Democratic candidates agreed to participate in this event in which anyone could send questions via email, podcast, or video to The Huffington Post with moderator Charlie Rose asking the candi-

dates questions from those submitted. Responses will be videoed and coded and then released to the public to make mashups of the candidates responses. CNN—YouTube has also convinced Republican candidates to participate in their own version on Nov. 28, 2007, with The Huffington Post also working with Republican candidates to host a presidential online mashup too.

While candidates use technology to raise money and interact with voters, mainstream media sites use it to deliver political news to a diverse and growing audience that often turns to alternative sources for political news. The interplay between the candidates, the mainstream press, citizens/voters, and the Internet is making for a very exciting, dramatic, real-time, "in your face" presidential campaign. Tracking presidential candidates, campaign and election news, fundraising news, political strategies, debates, primaries, successes, and missteps — this is happening more and more online.

So, what tools can you — the political junkie, the technology geek, the concerned citizen - use to find out about the current crop of presidential candidates; to track them; to monitor political news, campaign events, debates, and the money pouring into campaign coffers? To help monitor the campaign, we have put together a collection of tools and resources that can assist those interested in learning more about the 2008 presidential campaign. We begin with the candidates and how they use technology tools to present themselves to the voting public, raise funds, and hold campaign events and meetings. (See Table 1, beginning on page 22.) Next, we look at mainstream media online sites and how these sites cover and monitor the presidential campaign and its candidates. What tools are being used to bring news, blogs, candidate videos, user-generated videos, pictures, and other information about the candidates to the interested and uninterested voting public? Third, we look at a select group of blogs that provides timely news, commentary, reports, and debate on the candidates and the campaigns. Don't have the time to wade through all the blogs and news sites? Aggregator tools can help you find the news you want. We include a list of the really useful aggregator tools that cover both mainstream press and major political blogs. All of these tools — blogs, video/ audio, social networking sites, etc. — can help you investigate candidates, major issues, and the solutions candidates offer to solve problems.

As of August 2007, there were eight officially declared Republican candidates and at least one undeclared candidate. Though Fred Thompson had not officially declared himself a Republican candidate, he had launched a "testing the waters" candidacy, built largely around his Web site. (As we went to press, Thompson had finally declared in early September during an appearance on *The Tonight Show with Jay Leno.*) The Democrats had eight officially

declared candidates. Unlike 4 years ago, all the political campaigns have embraced the use of technology to reach out to the public. Today, every candidate has a Web site. Compared to 4 years ago, the online tools available to raise funds, reach out to the grass-roots, and provide a voice and channel of communication between candidates and voters have improved dramatically. At the YearlyKos Convention in Chicago, the Democratic candidates were asked if they would appoint a White House blogger if elected; all said yes. The question, let alone the response, would have been unthinkable 4 years ago. The Internet and the blogosphere together have energized the political debate.

All the campaigns have Web sites and can take donations up to the maximum of \$2,300. What tools and features are provided at these Web sites? We have looked at the different features and tools the candidates offer to supporters, volunteers, and interested citizens. First, not all candidates have a blog. On the Democratic side, Dennis Kucinich and Mike Gravel were without blog (WOB); on the Republican side, Rudy Giuliani and Duncan Hunter were also WOB. Campaign blogs are authored by campaign staffers and, for the most part, allow comments from those who register with the campaign. By allowing comments, the campaigns create an important dialogue between campaign staff, individual bloggers, and a broader community of bloggers. Opening the blogs to comments promotes direct communication. In another interesting development, some campaigns allow supporters to create their own blog space on the candidate's site. John McCain offers this feature on his site, McCainSpace. Hillary Clinton, Barack Obama, John Edwards, Bill Richardson, and Dennis Kucinich also offer this tool. Those who feel passionately about their politics have a direct line of communication with the campaign.

Social networking tools have been embraced by most if not all candidates in one form or another. The only candidate not using social networking tools is Giuliani. Links to the major social networking sites (MySpace, Facebook, YouTube, Meetup, and Flickr) are all prominently displayed on the main pages of candidate sites. In the report "Election 2008: Candidate Web Sites, Propaganda or News?" the authors found that "social networking sites likes MySpace (the most popular), Facebook, YouTube, Meetup and Flickr facilitate interaction among people who have something in common — in this case, interest in a particular candidate. Users who register on one of these sites can then 'meet and network' with any other registered user, including the presidential candidates."6 John Edwards's campaign site wins the award for the most social networks — 23. I am not sure if this helps or hurts him. Social networking sites have to be kept fresh with new content (pictures, videos, and information about the candidate and the campaign). Failure to do so sends a

(Text continued on page 36)

CANDIDATE WEB SITES AND FEATURES (Web sites surveyed July 28 – Aug. 5, 2007)

Table 1.







****	$\star\star\star$ Democratic Party C	andidates $\star\star\star\star\star\star\star\star\star\star\star$
Candidate	Joseph Biden	Hillary Clinton
Web Site	http://www.joebiden.com/home	http://www.hillaryclinton.com/?splash=1
Blog	http://blog.joebiden.com: Blog posts by Erin Medlicott, not candidate	http://www.hillaryclinton.com/blog: Blog posts by several people. Also has a section called "Featured Posts."
Allows comments	Yes	Yes
Enables citizen-generated blog (start your own blog)	No	Yes. Requires registration (name, address, email): http://connect.hillaryclinton.com/my.jspa?type=user-blog
Enables citizen-generated forums	No	Yes. "Join/Start a Group": http://connect.hillaryclinton.com/ clubcategory.jspa?categoryID=300000001
Calendar	Public schedule. Had not been updated since July 22, 2007.	"Find an Event" — Search for an upcoming event by ZIP code: http://www.hillaryclinton.com/actioncenter/event/?sc=3. Also has a section on "Upcoming Events" with lists for specific days.
Where is the candidate?	See above	Yes
Fundraising Tools	Yes	Yes
Donations	Yes	Yes
Hold fundraising house parties	Yes	Yes: "Plan an Event"
Store	No	Yes: http://www.hillarystore.com
Grass-Roots Tools	Yes	Yes: "Join Hillary Team"
Blog for candidate	Yes	Yes
Fundraising events	Yes	Yes. HillRaiser: Fundraising email, set goals to raise money.
Internships for undergraduate college students	Yes	No
Meetup, door-to-door canvassing, phone calls, letter writing, community events	Yes: Meetup	All
Voter registration	No	Yes: http://www.govote.org
News About the Campaign	Yes	Yes. News available on campaign site. Separate news site, called HillHub.com [http://www.hillaryhub.com], includes In the News, On the Blogs, Latest Videos.
News alerts	Requires email address and ZIP code	Yes: front page of campaign site
Press releases	Yes	Yes: http://www.hillaryclinton.com/news
Speeches	No	Yes: http://www.hillaryclinton.com/news/speech
On-Demand Access	Yes	Yes
Email alerts	Yes	Yes. Requires email address and ZIP code.
Search (can you search the site)	No	No
Mobile/wireless alerts	No	Yes. Updates on your cell phone: Text "Join" to 77007.
RSS feeds	Yes	Yes
Podcasts	No	No
Social Networking Sites	Yes	Yes
Facebook	http://www.facebook.com/p/Joe_Biden/621825112	http://www.facebook.com/profile.php?id500069168&refid=19
Flickr	http://www.flickr.com/photos/70888802@N00	No
MySpace	http://www.myspace.com/bidenforpresident	http://www.myspace.com/hillaryclinton
YouTube	http://www.youtube.com/profile?user=JoeBidendotcom	http://youtube.com/hillaryclinton
Others	No	EONS: http://community.eons.com/members/profile/hillaryclinton
Multimedia	Yes	Yes
Audio	No	No
Video	http://www.joebiden.com/multimedia/video	Yes: http://www.hillaryclinton.com/video/
Photos	http://www.joebiden.com/multimedia/photos	Yes: http://www.hillaryclinton.com/multimedia/photos/27/
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Candidate	Christopher Dodd	John Edwards
Web Site	http://www.chrisdodd.com/home	http://johnedwards.com
Blog	http://www.chrisdodd.com/blog	http://blog.johnedwards.com Video Blog: http://blog.johnedwards.com/videoblog Photo Blog: http://blog.johnedwards.com/photoblog Audio Blog: http://blog.johnedwards.com/audioblog This has two sections: Podium has posts from the campaign staff and Open Mic has posts from supporters.
Allows comments	No. Videos embedded in blog posts, which are posted by Matt Browner-Hamlin.	Yes. Start your own Diary allows comments and submitting content to the blog.
Enables citizen-generated blog (start your own blog)	No	Yes. Rather than calling it a blog, the Edwards Campaign calls it "Diaries." Featured Diaries are from John, Elizabeth, and Cate Edwards. "Recommended Diaries" are from supporters. "Recent Diaries" appear to be older entries posted to individual diaries.
Enables citizen-generated forums	No	See above
Calendar	Yes. Actual calendar: http://www.chrisdodd.com/events	"Upcoming Events" [http://johnedwards.com/events] has contact information on how to attend event.
Where is the candidate?	Has RSS feed for events. Can also add the calendar to your own iCalendar (looks like a little widget).	Lists where Edwards and his wife will be.
Fundraising Tools	Yes. Form letter allows voters to craft their own message in contacting friends, family, and colleagues.	Yes. Create your own fundraising page. Requires email address and ZIP code.
Donations	Yes	Yes
Hold fundraising house parties	No direct way to do this.	Not specifically mentioned but there are many ways to volunteer with this campaign,
Store		from the traditional to the more technological. Official Edwards Store: http://officialedwardsstore.com
Grass-Roots Tools	Yes: "Join the Dodd Squad"	Yes. Many ways to volunteer.
Blog for candidate	No .	Yes
Fundraising events	Yes	Yes. Grass-roots fundraising — create your own page.
Internships for undergraduate college	Yes	Yes. Bottom of home page has a link to Internships:
students		http://johnedwards.com/assets/downloads/summer_internships. There is also a section, "Young Americans for Edwards" [http://johnedwards.com/yafe], for teenagers to get involved in the campaign.
Meetup, door-to-door canvassing, phone calls, letter writing, community events	Yes. Can set up a personal donation page for emailing to friends, family, colleagues.	Yes. See "Take Action": http://johnedwards.com/action.
Voter registration	No	The link is buried under "Young Americans for Edwards" [http://www.declareyourself.com].
News About the Campaign	Yes. Click on "Media."	Yes. The site has news and blog posts on the front page. Headlines: http://johnedwards.com/news/headlines Press Releases: http://johnedwards.com/news/press-releases
News alerts	Yes: News Clips	Yes
Press releases	Yes	Yes: http://johnedwards.com/news/headlines
Speeches	Yes	Yes: http://johnedwards.com/news/speeches
On-Demand Access	Yes	Yes
Email alerts	Yes. Requires email address and ZIP code.	Yes. Requires email address and ZIP code.
Search	No	Site is searchable. Blog is searchable and uses Technorati.
Mobile/wireless alerts	No	Yes: Text messaging — "Today" 30644. Form is also available.
RSS feeds	Yes	Yes: RSS Central [http://johnedwards.com/news/rss] provides multiple RSS feeds.
Podcasts	No	Yes
Social Networking Sites Facebook	Yes http://www.facebook.com/person.php?id=2873715532	Yes: http://johnedwards.com/action/networking. Edwards has a bunch (see below). Not sure if he is really able to use all of these to greatest advantage http://facebook.com/profile.php?id=500070705
Flickr	http://www.flickr.com/photos/chrisdodd	http://flickr.com/people/forallofus/
MySpace	http://www.myspace.com/senatordodd	http://myspace.com/johnedwards
YouTube	http://youtube.com/senatordodd	http://youtube.com/profile?user=johnedwards
Others	US StreamTV: http://ustream.tv/senatordodd Twitter: http://www.twitter.com/chrisdodd	43Things, del.icio.us, essembly gather, partybuilder, ning, metacafe, revver, yahoo! 360°, blip.tv, CHBN, vSocial, tagworld, collectivex, bebo, care2, hi5, xanga, livejournal
Multimedia	Yes	Yes: http://johnedwards.com/media — audio, video, podcasts, photos
Audio	No	Yes: http://johnedwards.com/media/audio
Video Photos	Yes. DTV: http://www.chrisdodd.com/dtv No. Scattered photos around site; have to go to Flickr to	Yes: http://johnedwards.com/media/video Yes: http://johnedwards.com/photos
Cuanish Translation	see photos.	Thousing limit to a simple page of Oracida to the total distributions.
Spanish Translation	No	There is a link to a single page of Spanish text, but that is about it: http://johnedwards.com/espanol





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****	$\star\star\star\star\star\star$ Democratic Party Ca	ndidates * * * * * * * * * * * * *
Candidate	Mike Gravel	Dennis Kucinich
Web Site	http://www.gravel2008.us	http://www.dennis4president.com Archived site: http://www2.kucinich.us
Blog	No	No, as of July 30, 2007, but Web site being updated.
Allows comments	Yes, section called Forums, where supporters can post to the forum. Requires registration.	No
Enables citizen-generated blog (start your own blog)	No	Yes: http://action.dennis4president.com/blog/main Registration required.
Enables citizen-generated forums	Yes. Can submit new topics to the forum: http://www.gravel2008.us/forum	Forum section [http://action.dennis4president.com/forum] has been set up for supporters. Can also browse members and check profiles and interests.
Calendar	No	Yes: http://action.dennis4president.com/event/main Allows supporters to add an event to the schedule. Old site also has a calendar: http://www2.kucinich.us/schedule.
Where is the candidate?	No	Yes. The schedule lists the campaign events Kucinich will participate in.
Fundraising Tools	Yes	Yes
Donations	Yes: http://www.gravel2008.us/donate#	Yes: https://services.myngp.com/ngponlineservices/ contribution.aspx?X=aDIDFFT9TMGh0ghebdP6VkYKCfcT%2fFNw
Hold fundraising house parties	No	Yes. The Kucinich Campaign allows registered members to set up campaign events, one of which is a house party.
Store	Yes: http://www.gravel2008.us/gravel-stuff	Not on new site; yes on old, but not working when checked.
Grass-Roots Tools	Very minimal	Yes
Blog for candidate	Forum posts	Yes, can set up a blog for the candidate. Forum options also available.
Fundraising events	No events listed	Yes
Internships for undergraduate college students	No	Yes, available on old site, but buried. Had to use the search option to find information on internships: http://www2.kucinich.us/internship.
Meetup, door-to-door canvassing, phone calls, letter writing, community events	No	Volunteering opportunities are available, but not well defined.
Voter registration	No	No
News About the Campaign	Yes: http://www.gravel2008.us/links_mikenews	No, not on the new site. News available on the old site: http://www2.kucinich.us/news.
News alerts	Yes. Requires email address, name, and ZIP code.	Yes. Sign up for newsletter.
Press releases	Yes: http://www.gravel2008.us/press	Only on old site: http://www2.kucinich.us/press
Speeches	No	Old site only: http://www2.kucinich.us/housefloorspeeches
On-Demand Access	Yes	Yes
Email alerts	Yes	Yes
Search	Yes	Yes
Mobile/wireless alerts	No	Yes. Must fill out form to receive text messages: http://www.text kucinich.us
RSS feeds	Yes. Single feed: http://www.gravel2008.us/rssfeeds	No
Podcasts	Yes, video podcasts. Subscribe via iTunes: http://phobos. apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id= 253436001&s=143441c	No
Social Networking Sites	Yes	YouTube only
Facebook	http://www.facebook.com/person.php?id=2344438391	No
Flickr	No	No
MySpace	http://myspace.com/mikegravelforpresident	No
YouTube	http://www.youtube.com/profile?user=gravel2008	http://youtube.com/denniskucinich
Others	Act Blue: https://secure.actblue.com/entity/fundraisers/12513 MeetUp: http://democrat.meetup.com/1056/ Google Groups: http://groups.google.com/group/gravel2008?hl=en Virb: http://www.virb.com/mikegravel08 DFA Link: http://www.dfalink.com/group.php?id=2246 Second Life: http://govirtualforgravel.wordpress.com/2007/ 05/29/want-to-pay-us-a-visit-how-to-visit-sen-gravel-in-second-life/	No
Multimedia	Yes	Yes
Audio	No	Links to House of Representative floor speeches
Video	Yes	Yes: YouTube
Photos	No	Scattered throughout site
Spanish Translation	No	No

Candidate	Barack Obama	Bill Richardson
Web Site	http://www.barackobama.com	http://richardsonforpresident.com/home
Blog	Yes: http://www.barackobama.com/blog All blogs on site searchable, including Community Headquarters blog.	Headquarters Blog: http://action.richardsonforpresident. com/page/community/group/Headquarters
Allows comments	Yes	Yes
Enables citizen-generated blog (start your own blog)	http://my.barackobama.com/page/user/login?successurl= L3BhZ2UvZGFzaGJvYXJkL3ByaXZhdGU= Set up: MyBarakObama.com. Many tools available.	Yes. Requires registration. Has an Action Center but it does not look as if you can set up your blog on the site.
Enables citizen-generated forums	See above	Start a Group: This allows you to set up a group and a blog for posting.
Calendar	Yes	Find an Event: http://action.richardsonforpresident.com/ page/event/search_simple
Where is the candidate?	Yes	No calendar of candidate's schedule but can use "Find an Event" to see where the candidate and other events appear in your area.
Fundraising Tools	Yes	Yes
Donations	Yes	Yes
Hold fundraising house parties	Volunteering opportunities available	Yes, as well as other volunteering opportunities
Store	Yes: http://store.barackobama.com	No
Grass-Roots Tools	Yes	Yes: http://www.richardsonforpresident.com/action_center
Blog for candidate	Yes	Yes
Fundraising events	Yes	Yes
Internships for undergraduate college students	Yes: http://my.barackobama.com/page/content/contact	No
Meetup, door-to-door canvassing, phone calls, letter writing, community events	Yes	Yes
Voter registration	Yes: http://www.govote.org	No
News About the Campaign	Yes	Yes
News alerts	In the News: Right on front page; sign up for email alerts.	Yes
Press releases	Yes: http://www.barackobama.com/newsroom	Yes
Speeches	Yes: http://www.barackobama.com/speeches	Yes
On-Demand Access	Yes	Yes
Email alerts	Yes	Yes
Search	No	Only for blogs
Mobile/wireless alerts	Yes: Text messages – txt go to Obama 62262	No
RSS feeds	Multiple RSS feeds	Yes
Podcasts	Yes: http://origin.barackobama.com/tv/podcasts.php	No
Social Networking Sites	Yes	Yes
Facebook	http://www.facebook.com/profile.php?id=500055852&hiq=barack%2Cobama	http://www.facebook.com/person.php?id=2610375075
Flickr	http://www.flickr.com/photos/barackobamadotcom	http://www.flickr.com/photos/richardson_06
MySpace	http://www.myspace.com/barackobama	http://www.myspace.com/richardsonforpresident
YouTube	http://www.youtube.com/profile?user=BarackObamadotcom	http://www.youtube.com/profile?user=Richardson4President
Others	Party Builder: http://www.democrats.org/page/dashboard/public/gFdZp Eventful: http://www.eventful.com/barackobama	Party Builder: http://www.democrats.org/page/dashboard/public/gFKNL
Multimedia	Yes	Yes
Audio	Yes: http://origin.barackobama.com/tv/podcasts.php	No
Video	Yes. Barack TV: http://origin.barackobama.com/tv	Yes: http://www.richardsonforpresident.com/multimedia
Photos	Yes: http://www.barackobama.com/photos	http://www.richardsonforpresident.com/multimedia/photos
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****	* * * * Republican Party Candid	dates * * * * * * * * * * * * *
Candidate	Sam Brownback	Rudy Giuliani
Web Site	http://www.brownback.com/s/Home/tabid/127/Default.aspx	http://www.joinrudy2008.com/index.php
Blog	http://www.brownbacker.com	No
Allows comments	Yes	No
Enables citizen-generated blog (start your own blog)	No	No. Provides widgets to be used on your own blog (created elsewhere).
Enables citizen-generated forums	No	No
Calendar	No specific calendar, but there is a section called "On the Road" that provides information on where the campaign is traveling. Also under the blog there is an events button, where you can find out more about the candidate's schedule: http://brownbacker.com/?page_id=4.	No
Where is the candidate?	See above	No
Fundraising Tools	Yes	Yes
Donations	Yes	Yes
Hold fundraising house parties	No	Multiple ways to volunteer time
Store	Yes: http://www.zazzle.com/Brownback08	Yes: http://www.rudy2008store.com
Grass-Roots Tools	Minimal	Yes
Blog for candidate	No	Widget tools for your own blog
Fundraising events	No	Yes
Internships for undergraduate college students	No	No
Meetup, door-to-door canvassing, phone calls, letter writing, community events	Join "Team Brownback": Identify the coalitions you wish to belong to.	"Join the Cause"
Voter registration	No	No
News About the Campaign	Yes: In the News, On the Blogs, On the Issues, Featured	No
News alerts	Yes	Yes
Press releases	Yes: http://www.brownback.com/s/NewsRoom/ PressReleases/tabid/89/Default.aspx	Yes: http://www.joinrudy2008.com/news/pr
Speeches	No	No
On-Demand Access	Yes	Yes
Email alerts	Yes	Yes
Search	Yes	No
Mobile/wireless alerts	No	No
RSS feeds	Only available on the blog: http://brownbacker.com/?feed=rss2	Yes: Multiple RSS feeds available
Podcasts	No	No
Social Networking Sites	Yes	No
Facebook	http://franciscan.facebook.com/person.php?id=2643600222	No
Flickr	No	No
MySpace	http://www.myspace.com/sambrownback	No
YouTube	http://www.youtube.com/profile?user=Brownback4President	No
Others		
Multimedia	Yes	Yes
Audio	No	No
Video	Yes: http://www.brownback.com/s/NewsRoom/ Video/tabid/120/Default.aspx	Yes: http://www.joinrudy2008.com/videos
Photos	Scattered throughout site	Scattered throughout site
Spanish Translation	No	No

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Candidate	Mike Huckabee	Duncan Hunter
Web Site	http://www.mikehuckabee.com	http://www.gohunter08.com/index.asp
Blog	http://www.mikehuckabee.com/index.cfm?FuseAction= Blogs.Home	No
Allows comments	Yes	No
Enables citizen-generated blog (start your own blog)	No. But if you already have a blog, you can be added to the candidate's BlogRoll. Can request an interview with Huckabee via your blog. Campaign makes banners and buttons available for your blog.	No
Enables citizen-generated forums	No	No
Calendar	No	Minimal. Single entry of upcoming events
Where is the candidate?	No	No
Fundraising Tools	Yes	Yes: eLeader Program sets up fundraising goals
Donations	Yes	Yes. Single donation or Monthly Donor program
Hold fundraising house parties	Multiple ways to participate in campaign	Multiple volunteering opportunities, including hosting fundraiser
Store	No	No
Grass-Roots Tools	Yes	Yes
Blog for candidate	No	No
Fundraising events	Yes: Join "Team Huckabee"	Yes
Internships for undergraduate college students	No	No
Meetup, door-to-door canvassing, phone calls, letter writing, community events	Welcomes grass-roots activity but not very prominently displayed.	Yes
Voter registration	No	No
News About the Campaign	Yes	Yes: "In the News"
News alerts	Yes	Yes: 60 Second Updates from the Campaign (audio)
Press releases	Yes. See Newsroom: http://www.mikehuckabee.com/index.cfm?FuseAction=Newsroom.Home	Yes
Speeches	Yes: http://www.mikehuckabee.com/index.cfm?FuseAction=Newsroom.Audio	No
On-Demand Access	Yes	Yes
Email alerts	Yes	Yes
Search	No	No
Mobile/wireless alerts	No	No
RSS feeds	Blog only	No
Podcasts	Yes: Under Newsroom — Audio	No
Social Networking Sites	Yes	Yes
Facebook	http://www.facebook.com/person.php?id=2354372868	http://www.facebook.com/login.php
Flickr	http://www.flickr.com/photos/mikehuckabee	No
MySpace	http://www.myspace.com/mikehuckabeeforpresident	http://www.myspace.com/duncanhunter
YouTube	http://www.youtube.com/profile?user=explorehuckabee	http://www.youtube.com/profile?user=gohuntergo
Others	No	No
Multimedia	Yes	Yes
Audio	Yes	Yes
Video	Yes	Yes
Photos	Yes	Scattered
Spanish Translation	No	No





**** ****	Republican Party Candida	tes * * * * * * * * * * * * * *
Candidate	John McCain	Ron Paul
Web Site	http://www.johnmccain.com	http://www.ronpaul2008.com
Blog	http://www.johnmccain.com/Blog: Blogroll of selected blogs provided.	http://blog.ronpaul2008.com
Allows comments	Yes	Yes
Enables citizen-generated blog (start your own blog)	McCainSpace [http://www.johnmccain.com/ Connecting]: Provides tools to create your Web site.	No
Enables citizen-generated forums	See above	No
Calendar	On the Trail: http://www.johnmccain.com/ste	http://eventful.com/calendars/C0-001-000071019-7/events
Where is the candidate?	Yes	Yes
Fundraising Tools	Yes	Yes
Donations	Yes	Yes
Hold fundraising house parties	Sponsor a Tele-Town Meeting	Yes: http://www.ronpaul2008.com/get-involved/grass-roots-member-hosted-events-house-parties
Store	Yes: https://secure.donationreport.com/productlist.html	http://www.cafepress.com/RonPaul_2008
Grass-Roots Tools	Yes	Yes
Blog for candidate	Yes	No
Fundraising events	Yes	Yes
Internships for undergraduate college students	No	No
Meetup, door-to-door canvassing, phone calls, letter writing, community events	Yes	Yes: http://ronpaul.meetup.com
Voter registration	No	No
News About the Campaign	Yes: http://www.johnmccain.com/Informing/News	No
News alerts	Yes	Yes
Press releases	Yes: http://www.johnmccain.com/Informing/News/PressReleases	No
Speeches	Yes: http://www.johnmccain.com/Informing/News/Speeches	
On-Demand Access	Yes	Yes
Email alerts	Yes	Yes
Search	Yes	No
Mobile/wireless alerts	No	No
RSS feeds	Yes: http://www.johnmccain.com/Blog/RssFeedList.aspx	Blog only
Podcasts	No	No
Social Networking Sites	Yes	Yes
Facebook	http://www.facebook.com/person.php?id=2307258706	http://www.facebook.com/p/Ron_Paul/732025404
Flickr	No	http://www.flickr.com/groups/RonPaul2008
MySpace	http://www.myspace.com/johnmccain	http://www.myspace.com/RonPaul2008
YouTube	http://www.youtube.com/johnmccaindotcom	http://www.youtube.com/RonPaul2008dotcom
Others	Eventful: http://eventful.com/performers/P0-001- 000016098-5/demand	Digg: http://digg.com/search?s=%22Ron+Paul%22⊂ mit=Search§ion=news&type=both&area=all&sort=most Eventful: http://eventful.com/calendars/C0-001-000071019- 7/events Meetup.com: http://www.ronpaul2008.com/get-involved
Multimedia	Yes: http://www.johnmccain.com/Informing/Multimedia	Yes
Audio	Yes	No
Video	Yes	Yes
Photos	Scattered	Scattered. Link to Flickr.
Spanish Translation	No	No

Candidate	Mitt Romney	Tom Tancredo
Web Site	http://www.mittromney.com/HomePage	http://www.teamtancredo.org
Blog	Five Brothers Blog: The Romney Campaign Blog [http://fivebrothers.mittromney.com] features blogs from Mitt Romney, wife Ann, and their five sons.	http://teamtancredo.typepad.com
Allows comments	Yes	Yes
Enables citizen-generated blog (start your own blog)	No, but a Biogroli has many blogs.	No
Enables citizen-generated forums	No	No
Calendar	Calendar of Events: http://www.mittromney.com/ News/Events/index	Meet Tom Near You: List of campaign events
Where is the candidate?	Yes	Yes
Fundraising Tools	Yes	Yes
Donations	Yes: https://www.mittromney.com/contribution/form	Yes
Hold fundraising house parties	Join Team Mitt:Fundraising Opportunities [https://www.mittromney.com/FundraisingTools]	Join Team Tancredo. No specific fundraising options.
Store	Yes: http://www.romneyshop.com/cgi-bin/romneyshop	Yes: http://www.teamtancredo.com/tancredo_store.asp
Grass-Roots Tools	Yes	Yes
Blog for candidate	Individual blog is part of the Blogroll.	No
Fundraising events	https://www.mittromney.com/volunteer/form	Yes
Internships for undergraduate college students	Yes	No
Meetup, door-to-door canvassing, phone calls, letter writing, community events	Yes	Nothing specifically mentioned. Contact via email and to find out what is available in your area
Voter registration	No	No
News About the Campaign	MittWire: https://www.mittromney.com/News/index	Yes: http://www.teamtancredo.org/tancredo_news_news.asp
News alerts	Yes	Yes
Press releases	https://www.mittromney.com/News/Press-Releases/index	Yes: http://www.teamtancredo.org/tancredo_news_press.asp
Speeches	https://www.mittromney.com/News/Speeches/index	Yes: http://www.teamtancredo.org/tancredo_ meettom_speech.asp
On-Demand Access	Yes	Yes
Email alerts	Yes	Yes
Search	Yes	No
Mobile/wireless alerts	No	No
RSS feeds	Yes	Yes – blog only
Podcasts	No	Yes – available on blog
Social Networking Sites	Yes	Yes
Facebook	http://www.mittromney.com/facebook	http://www.facebook.com/profile.php?id=647005914
Flickr	http://www.flickr.com/photos/mittromney	No
MySpace	http://www.myspace.com/mittromney	http://www.myspace.com/thomasgtancredo
YouTube	http://www.youtube.com/mittromney	http://www.youtube.com/teamtancredo
Others	No	No
Multimedia	Yes	Yes
Audio	No	Yes
Video	Yes. MittTV: https://www.mittromney.com/Mitt-TV/index	Yes. TomTV: http://www.teamtancredo.org/ tancredo_tomtv_index.asp
Photos	https://www.mittromney.com/News/Photo-Albums/index	No
Spanish Translation	Yes: https://www.mittromney.com/Espanol/index	No



* * * * * Republica	an Party Candidates * * * * * *
Candidate -	Fred Dalton Thompson
Web Site	http://www.imwithfred.com
Blog	Yes. Campaign blog: FredFile: http://fredfile.imwithfred.com
Allows comments	Yes. Requires registration to make comments
Enables citizen-generated blog (start your own blog)	No
Enables citizen-generated forums	No
Calendar	No
Where is the candidate?	No
Fundraising Tools	Yes
Donations	Yes
Hold fundraising house parties	Yes
Store	No
Grass-Roots Tools	Yes
Blog for candidate	No
Fundraising events	Yes
Internships for undergraduate college students	No
Meetup, door-to-door canvassing, phone calls, letter	Letter writing, phone calls to talk radio
writing, community events Voter registration	Yes: http://www.imwithfred.com/PublicProfile/VoterReg.aspx
News About the Campaign	Yes
News alerts	Yes
Press releases	Yes
Speeches	Yes
On-Demand Access	Yes
Email alerts	Yes
Search	No
Mobile/wireless alerts	No
RSS feeds	Yes: http://www.imwithfred.com/Feeds/RSS.aspx
Podcasts	FedCast (audio)
Social Networking Sites	Yes
Facebook	http://www.facebook.com/person.php?id=2369087773
Flickr	http://flickr.com/photos/9313013@N04
MySpace	http://myspace.com/freddthompson08
YouTube	http://www.youtube.com/profile?user=freddthompson
Others	Twitter: http://www.twitter.com/fredthompson del.icio.us: http://del.icio.us/freddthompson
Multimedia	Yes
Audio	Yes. FredCast: http://www.imwithfred.com/FredCast/FredCastSummary.aspx
Video	Yes: http://www.imwithfred.com/FredCast/FredCastSummary.aspx
Photos	Yes: http://www.imwithfred.com/PhotoGallery.aspx
Spanish Translation	No

All candidate photographs were taken from their individual Web sites.



MAINSTREAM MEDIA

Campaign 2008 News Sites – Web Features

Table 2.

(Web sites surveyed July 28 - Aug. 5, 2007)

News Organization	CNN Politics and CNN Election Center 2008	CQ Politics.com
URL	http://www.cnn.com/POLITICS	http://www.cqpolitics.com
News	Top political stories	CQPolitics.com Headlines: Breaking News
Contact reporter	Reporter listed, no contact email	Yes. Two ways to communicate with CQPolitics: Directly to Contributing Editor Craig Crawford [ccrawford@cq.com] or click on the reporter's name. General email address and the title of the article will appear in the subject line of the email (for Outlook).
Comments on news pieces	No	Yes
Share with community sites	No	Yes. Bookmark this article on del.icio.us or Newsvine.
Email article	Yes	Yes
Tags	Yes	Yes
Blogs	CNN PoliticalTicker [http://politicalticker.blogs.cnn.com]: Provides latest political news. Can also have a twice daily email sent on political news and events.	CQPolitics.com is very much like a blog, with posts in chronological order. Multiple reporters contributing to the site.
Enable comments	Yes	Yes
On-Demand Access	Yes	Yes
From other blogs	Yes. Powered by Sphere Quick. List of blogs as it relates to the different news stories. Clicking on a story will give you a bottom link to "From Other Blogs."	Yes. Partnership with Craig Crawford's Trail Mix [http://www.crawfordslist.com/blog].
Email alerts	Yes, twice daily updates	Yes: http://www.cq.com/corp/show.do?page= products_cqpolitics
Mobile alerts	CNN.com has mobile options for multiple cellular phones. Breaking News Alerts – Verizon only [http://www.cnn.com/mobile].	No
RSS feeds	Yes: http://rss.cnn.com/rss/cnn_politicalticker.rss	Yes: http://www.cqpolitics.com/aboutrss.html
Podcast feeds	Race to 08 podcasts (main Politics page). Also has a video and podcasting page: http://www.cnn.com/services/podcasting	No
Video	Yes: http://www.cnn.com/video/#/politics	No
Customization	Yes	Yes
Search the site	Yes (powered by Google). Options: Search the Web (default); Search CNN; Search Video	Yes
News	Search CNN (news)	Yes. Limited to CQPolitics.com.
Blogs	No way to search blogs.	Includes Craig Crawford's Trail Mix.
Video	Yes	No
Podcasts	No	No
Audio and Video Features	Yes	No
Podcasts	Yes	No
Streaming video — live video	Yes, available on mobile.	No
Video	Yes	No
Tools	Yes: CNN Election Center 2008 [http://www.cnn.com/ELECTION/2008]. Separate section from the main CNN Politics page.	Yes
Election Guide — Candidates	Yes: http://www.cnn.com/ELECTION/2008/candidates. Provides information about the candidates: Bio, Career, and Other Facts. Also provides Money, Polls, Supporters, and Advisors (source: FEC).	Yes: http://www.cqpolitics.com/presidential_candidates.html
Tracking money for candidates	Yes: http://www.cnn.com/ELECTION/2008/money/dems.html, http://www.cnn.com/ELECTION/2008/money/gop.html. Also provides Money Raised, Money Spent, Total, as well as money raised and spent by the Republican and Democratic National committees.	Direct Link to CQ's Moneyline: http://moneyline.cq.com/pml/home.do
Issues	Yes. Section on issues such as abortion, immigration, laq, same-sex marriage, Social Security, taxes: http://www.cnn.com/ELECTION/2008/issues/issues.abortion.html.	No
Presidential debates	Yes: http://www.cnn.com/ELECTION/2008/debates. Includes dates and times, along with Scorecard, Analysis, Audience Questions, Behind the Scenes, Money, Debate Downloads, States to watch, and Debate Transcripts.	Yes: http://www.cqpolitics.com/2008_timeline.html
Calendar	No	No
Primaries and maps	Path to the Presidency: http://www.cnn.com/ELECTION/2008/path.presidency	Yes: http://www.cqpolitics.com/2008_timeline.html
Polls and surveys	Yes	No
States to watch	Yes: http://www.cnn.com/ELECTION/2008/states/iowa.html	No
Scorecard	CNN/YouTube debate. Provides users to rate the candidates in the debate: http://www.cnn.com/ELECTION/2008/debates/scorecard/youtube.debate	No

News Organization	MSNBC Politics: Politics Powered by NBC News and National Journal [http://election.nationaljournal.com]	NYTimes Politics
URL	http://www.msnbc.msn.com/id/3032553	http://www.nytimes.com/pages/politics/index.html
News	Headlines. Can be sorted by Importance, Title, Date, and Source.	Latest news
Contact reporter	No	Yes. Click on the reporter's name. Page will list other articles written by reporter. Form provided to email reporter.
Comments on news pieces	No	No
Share with community sites	No	Yes: Digg, Facebook, Newsvine
Email article	Yes	Yes
Tags	No	No (tag cloud on side bar)
Blogs	Bloglike. First Read is NBC News analysis of the day's political news [http://firstread.msnbc.msn.com]. Not called a blog.	Yes. The Caucus — Political Blogging from The New York Times [http://thecaucus.blogs.nytimes.com]. Video embedded directly in blog posts.
Enable comments	Yes	Yes
On-Demand Access	Yes	RSS: http://thecaucus.blogs.nytimes.com/rss2.xml Atom: http://thecaucus.blogs.nytimes.com/atom.xml
From other blogs	No. List of links to political links. Links to MSNBC's other blogs.	NYTimes Blogroll, general political blogs, Election 2008 political blogs, campaign cash
Email alerts	Yes: http://www.msnbc.msn.com/id/7422971	Yes. To sign up for political email news, click on a political story. Top right of page will allow you to sign up for daily email alerts of top news stories.
Mobile alerts	Mobile access for all of MSNBC. News not limited to political news: http://www.msnbc.msn.com/id/16192026.	No
RSS feeds	Yes. Multiple options for political news via RSS [http://www.msnbc.msn.com/id/5216556/?page=2&#Politics]. RSS feed also available for FirstRead Blog [http://firstread.msnbc.msn.com].	Yes. General RSS feeds, Washington, RSS feed for blog.
Podcast feeds	Yes. Podcasts are available. No one specifically identified as political: http://www.msnbc.msn.com/id/8132577.	Many podcasts. None completely focused on election 2008: http://www.nytimes.com/ref/multimedia/podcasts.html.
Video	Yes. Video is available for the different shows on NBC: http://www.msnbc.msn.com/id/3032553.	Yes. Dispersed throughout the site in both the news section and in the blog.
Customization	Yes	Yes
Search the site	Yes. Search is available for MSNBC and for Web.	Yes. Search All of NYTimes
News	Search available for MSNBC and the different shows on MSNBC.	Search US
Blogs	Search is available on FirstRead. Can search the blog, the Web, or MSNBC.	Search the blog
Video	Video is browsable.	Browseable video collection arranged by topic [http://video.on. nytimes.com/index.jsp]: Election 2008, Campaign Ad, Candidates
Podcasts	No	No
Audio and Video Features	Yes	Yes
Podcasts	Yes	Podcasts available but not searchable
Streaming video — live video	No	No
Video	Yes	Yes
Tools	Yes	Yes
Election Guide — Candidates	Yes. Page down to see the list [http://www.msnbc.msn.com/id/1897 0417] for news stories, biographical information, video, on the issues.	Yes. Links to who is running and links to candidate profiles: http://www.nytimes.com/ref/us/politics/2008candidates.html
Tracking money for candidates	No	Yes: http://www.nytimes.com/ref/us/politics/2008_EG_ FINANCES.html. Includes links to candidates and an interactive map showing where the money is coming from based on demographic information (source: FEC).
Issues	Critical Issues, Critical Races. Links to Chris Matthews' Blog, Hardblogger: http://hardblogger.msnbc.msn.com	Yes: Iraq [http://www.nytimes.com/ref/us/politics/IRAQPOSITIONS.html]; healthcare [http://www.nytimes.com/ref/us/politics/HEALTH_POSITIONS_2.html]; abortion [http://www.nytimes.com/ref/washington/ ABORTIONPOSITIONS.html]; immigration [http://www.nytimes.com/ref/washington/IMMIGRATIONPOSITIONS.html]
Presidential debates	Yes: http://www.msnbc.msn.com/id/18296908	No
Calendar	Yes: http://www.msnbc.msn.com/id/14708421	Yes. Limited weekly schedule: http://www.nytimes.com/ref/us/politics/2008-schedules.html
Primaries and maps	Minimal listing of primaries. No maps corresponding to where primaries to be held or when.	No
Polls and surveys	Yes. Wall Street Journal polls available by date (pdf).	Yes. New York Times Polls: http://www.nytimes.com/ref/us/polls_index.html
States to watch	No	No
Scorecard	Yes. Rating the Candidates: http://www.msnbc.msn.com/id/12304248	No
Miscellaneous	MSNBC News on your desktop — Yahoo! Widget http://widgets.yahoo.com/gallery/view.php?widget=40663	Politics Navigator: http://www.nytimes.com/ref/politics/POLI_NAVI.html; news from Congressional Quarterly

News Organization	Politico.com	USA Today Politics
URL	Main Page: http://www.politico.com Election 2008 Page: http://www.politico.com/politics08	Campaign 2008: http://www.usatoday.com/news/politics/default.htm
News	Yes	Yes
Contact reporter	Yes. Click on reporter's name. Your email is required to contact reporter.	No. Most of the stories are from AP.
Comments on news pieces	Yes	Yes
Share with community sites	Yes: Digg, del.icio.us, Technorati, Reddit, Recommendation Tool	Yes: Digg, del.icio.us, Newsvine, Reddit, Facebook
Email article	Yes	Yes
Tags	No	Yes
Blogs	Yes. Dems 08 — Ben Smith's Blog [http://www.politico.com/blogs/bensmith]. Provides Smith's blogroll of favorite political blogs. Republicans 08 — Jonathan Martin's Blog [http://www.politico.com/blogs/jonathanmartin]: Provides Martin's favorite political blogs.	Yes. On Politics: http://blogs.usatoday.com/onpolitics
Enable comments	Yes. Share blog posts: Digg This, del.icio.us, Reddit, Yahoo!, Facebook, Google, Technorati	Yes
On-Demand Access	Yes. RSS feeds for individual blogs: Ben Smith's Blog [http://www.politico.com/rss/bensmith.xml], Jonathan Martin's Blog [http://www.politico.com/rss/jonathanmartin.xml]	Yes. Election 2008 RSS Feed [http://asp.usatoday.com/marketing/rss/rss trans.aspx?feedld=news26]; Washington Feed [http://asp.usatoday.com/marketing/rss/rsstrans.aspx?feedld=news3]. Subscribe to On Politics (blog) feed: http://asp.usatoday.com/marketing/rss/rsstrans.aspx?feedld=news25.
From other blogs	Politico's map of the political blogosphere [http://www.politico.com/blogosphere]: Top stories from partners. Includes blogs and mainstream media.	Yes. Headlines from Politico.com and from Across the Web, which gives selected list of blogs and mainstream news on Election 2008. Read the editor's selection of feeds or make your own selections.
Email alerts	Yes. General Politico news. Scroll to bottom of page: http://dyn.politico.com/login.cfm. Sign up for email from Jonathan Martin's Blog [http://www.politico.com/blogs/jonathanmartin] and Ben Smith's Blog [http://www.politico.com/blogs/bensmith].	General email alerts not specifically for politics.
Mobile alerts	Yes: Daily Digest for your PDA.	Yes. General: http://www.usatoday.com/mobile/index.htm?POE=FOOTER
RSS feeds	Yes. General: http://www.politico.com/rss	Yes. Multiple RSS feeds.
Podcast feeds	No	No
Video	Yes. Politico and user-generated videos.	Yes: http://usatoday.feedroom.com/index.jsp?fr_chl= a93b9f5b1b99429de82a966023114bf83e1917c0
Customization	Yes. MyPolitico Profile. Requires registration.	Yes
Search the site	Yes. Search entire site.	Yes. Search USA Today political news and Web (search powered by Yahoo!).
News	See above	Latest news archives
Blogs	Yes. Can search specific blogs.	No
Video	Browseable collection of videos and user-generated video. Browseable collection of photographs.	Search photos and videos. RSS feed for videos: http://public-xml.feed room.com/public_rss/usatodaytv_feeds.html
Podcasts	No	No
Audio and Video Features	Video and live chat	Yes
Podcasts	No	No
Streaming video — live video	Live chat discussions	No
Video	Yes	Yes
Tools	Yes	Yes
Election Guide — Candidates	Yes. Republication Candidates: http://www.politico.com/candidates2008/gopcandidates/mitt_romney_candidate.html Democratic Candidates: http://www.politico.com/candidates2008/demcandidates/joe_biden_candidate.html	List of candidates. Click on drop-down list for candidates. Provides a candidate timeline.
Tracking money for candidates	No	No
Issues	No. Issues covered in articles.	No. Includes stories, photos, and videos of candidates.
Presidential debates	No	No
Calendar	Yes: http://www.politico.com/campaigncalendar/index.html	No No
Primaries and maps Polls and surveys	Yes: http://www.politico.com/campaigncalendar/index.html Yes. RealClearPolitics: Dems [http://www.realclearpolitics.com/epolls/2008/president/us/democratic_presidential_nomination-191.html]; GOP [http://www.realclearpolitics.com/epolls/2008/president/us/republican_presidential_nomination-192.html]	No No
States to watch	No	No
Scorecard	No	No
Miscellaneous	Political 08 links include The Living Room Candidate, RealClearPolitics, Politics1, Federal Election Commission, Taegan Goddard's Political Wire, Pew Research, Talking Points Memo, Election Law Blog, The Campaign Finance Institute	

News Organization	Wall Street Journal Politics	Washington Post Politics
URL	Politics and Policy: http://online.wsj.com/page/2_0008.html Election 2008: http://online.wsj.com/public/page/election2008.html. Requires subscription.	Main politics page: http://www.washingtonpost.com/ wp-dyn/content/politics Election 2008: http://projects.washingtonpost.com/ 2008-presidential-candidates/?nid=roll_08campaign Elections: http://www.washingtonpost.com/wp-dyn/content/ politics/elections
News	Yes	Yes
Contact reporter Comments on news pieces	Yes. Email address for reporter is provided. No	Yes. Form provided to contact reporter. Yes
Share with community sites	Related articles and blogs (powered by Sphere). Question of the Day.	Yes: Digg, del.icio.us, Reddit, Facebook, Google, Yahoo!
Email article	Yes	Yes
Tags	No	No
Blogs	Yes. Washington Wire: http://blogs.wsj.com/washwire. Tags included.	Yes. The Trail a Daily Diary of Campaign 2008: http://blog.washing tonpost.com/the-trail
Enable comments	Yes: Share, Facebook, del.icio.us, Digg	Yes
On-Demand Access	Yes. Politics and Policy [http://online.wsj.com/xml/rss/3_7087.xml]; Washington Wire RSS Feed [http://blogs.wsj.com/washwire/feed].	Yes. RSS feed for blog: http://blog.washingtonpost.com/ the-trail/index.xml
From other blogs	Yes. Links to other blogs that have posted on this topic or on this article (powered by Sphere).	Yes: Best of the Web, RealClearPolitics, Washington Wire, WSJ, Newsweek.com, The Gaggle
Email alerts	No	Yes: Political news and analysis, Federal Insider, breaking news alerts
Mobile alerts	Mobile services are provided: http://mobile.wsj.com	Yes: http://www.washingtonpost.com/wp-srv/contents/devices.htm Politics Alerts: Up to 7 alerts per week. The best and latest in politics news from The Post. Text POLITICS to WPOST (97678).
RSS feeds	Yes	Yes. Multiple RSS feeds: http://www.washingtonpost.com/wp-dyn/rss/index.html.
Podcast feeds	Yes	Yes: http://www.washingtonpost.com/wp-srv/mmedia/podcastfront.htm. Specific political podcast available: http://www.washingtonpost.com/wp-srv/mmedia/p3podcast.xml.
Video	No	Yes. Video podcasts available: http://www.washingtonpost.com/wp-srv/mmedia/podcastfront.htm
Customization	Yes	Yes
Search the site	Yes	Yes, search politics
News	Yes	Search news
Blogs	Yes	Use general search
Video	No	Use general search
Podcasts	Yes	Use general search
Audio and Video Features	Yes	Use general search
Podcasts	Yes	Use general search
Streaming video — live video	No	No
Video	Yes	Yes
Tools	Yes	Yes
Election Guide — Candidates	Yes. Candidate sites.	Yes: http://projects.washingtonpost.com/ 2008-presidential-candidates
Tracking money for candidates	Yes. The Money Race. 2008 Presidential Donor Database: http://online.wsj.com/public/resources/documents/info- donors07.html?s=90210&k=ZIP_CODE&c=all&n=50&q=all	Yes: http://projects.washingtonpost.com/2008-presidential-candi dates/finance/2007/q2. Browse totals by candidate, report, state.
Issues	No	No
Presidential debates	No	See calendar
Calendar	Yes. Link to Washington Post.com: http://projects.washington post.com/2008-presidential-candidates/tracker.	Yes: http://projects.washingtonpost.com/2008-presidential-candi dates/tracker. Browse events by candidate, date, state, RSS feeds
Primaries and maps	Link to Washingtonpost.com: http://www.washingtonpost.com/wp-srv/politics/interactives/campaign08/primaries.	Yes: http://www.washingtonpost.com/wp-dyn/content/graph ic/2007/03/16/GR2007031600173.html
Polls and surveys	Yes	Yes: http://www.washingtonpost.com/ wp-dyn/content/politics/polls
States to watch	No	No
Scorecard	Yes	No

Political Blogs

Table 3.

(Blogs surveyed July 28 – Aug. 5, 2007)

Blog	Daily Kos	The Huffington Post	Talking Points Memo
URL	http://www.dailykos.com	http://www.huffingtonpost.com	http://www.talkingpointsmemo.com
Founder	Markos Moulitsas Zúniga	Arianna Huffington is the co-founder and editor in chief of The Huffington Post.	Joshua Micah Marshall
Description	Started in 2002. One of the most important progressive/liberal blogs in the political blogosphere. Very active with a cast of writers. YearlyKos is the annual conference that has gained mainstream notice. This year's conference was held in Chicago and all but one of the Democratic presidential candidates attended [http://www.yearlykosconvention.org].	The Huffington Post was launched in 2005 and has become a popular site for news and opinion on political news and events. Many guest contributors to the site; never a dull moment from this site.	Talking Points Memo is the flagship blog of TPM Media LLC, which also published TPMmuckraker, TPM Election Central and TPMCafe. Josh Marshall began publishing Talking Points Memo in November 2000, during the Florida recount. TPM launched its second site, TPMCafe.com, in 2005 and TPMuckraker.com and TPM Election Central in 2006 [http://www.talkingpointsmemo.com/about.php].

Blog	Andrew Sullivan – The Daily Dish	Instapundit.com	Patrick Ruffini.com
URL	http://www.andrewsullivan.com	http://www.instapundit.com	http://www.patrickruffini.com
Founder	Andrew Sullivan started this blog in 2000 and teamed with <i>Atlantic Monthly</i> in February 2007 to post daily on a wide range of topics.	Site is run by University of Tennessee law professor Glen Reynolds. His chief interest is the intersection between technology and individual liberty.	Patrick Ruffini runs this blog.
Description	Thoughtful and interesting blog from a conservative perspective. Includes some commentary and links to news sites, articles, and other blogs.	solely on politics, but you will get a daily dose of	Ruffini has been actively involved in Republican politics and was the e-campaign director at the Republican National Committee from 2005 to 2007. He was responsible for overseeing the party's online strategy for the 2006 election cycle. His site is a combination of links to blogs, news sites, candidate news, and his own commentary on topics of interest.

Aggregator Tools and Blogs

Table 4.

TUNIO TI			
Name	Memeorandum.com	Teagan Goddard's Political Wire	RealClearPolitics.com
URL	http://www.memeorandum.com	http://www.politicalwire.com	http://www.realclearpolitics.com
Who Runs the Site	Gabe Riveria	Taegan D. Goddard is the creator of Political Wire, a political column updated around the clock with interesting news, buzz and commentary.	Founded in 2000 by John McIntyre and Tom Bevan. Publishes commentary, news, and polling data and provides tools and resources from around the political blogosphere and mainstream media.
Description	This is one of my favorite aggregator sites. It refreshes every 5 minutes, posting new news from blogs and mainstream media. Riveria set up this site in 2005 because he was having a hard time tracking blog posts on political topics. If you have only a few minutes to check up on political news via the blogosphere, this is the place to go.	This is also one of the sites that offers a really nice collection of breaking news, and news on Republicans (Wingers) and Democrats (South Paws). Links to polling data is also provided.	RealClearPolitics is another aggregator site that can help you filter through blogs, mainstream media, and other less-well-known sites.

Technology/Political Blogs

able 5.		
Blog	PrezVid.com	TechPresident.com
URL	http://www.prezvid.com	http://www.techpresident.com
Who Runs the Site	Jeff Jarvis and Peter Hauck run the site.	TechPresident was started by Andrew Rasiej and Micah Sifry as a new group blog that covers how the 2008 presidential candidates are using the Web and how content generated by voters is affecting the campaign.
Description	Jarvis and Hauck are interested in the role video can play in the upcoming presidential election. Jarvis firmly believes that video and YouTube can be important communication resources for both presidential candidates and for voters and citizens who want to participate in the election by making their questions heard.	The site provides commentary, links to news, and blogs. The list of contributors is clearly a who's who of bloggers, who have participated in the 2004 and 2006 campaigns. In the spirit of welcoming opposing viewpoints and opinions, TechPresident.com is one of those sites where thoughtful discourse and thoughtful debate happens. Completely and totally refreshing.

∃35 November/December 2007 www.infotoday.com/searcher



You can track the top presidential candidates on Hitwise.com.

(Text continued from page 21)

message to "friends" that the candidates cannot afford the time or resources or the site isn't very active. It remains to be seen if the social networking tools will have an impact on the primaries and the general election, but "presumably, social networking creates enthusiasm, drives traffic, and might translate into both fundraising and votes. In theory, it might be particularly helpful in caucus states, such as Iowa, where getting someone to actually turn out involves more than just going to a polling place for a few minutes to cast a quick vote."

In terms of grass-roots activity, the campaigns provide a quick way to donate money and other tools to help develop community involvement. Some campaigns provide tools to host fundraisers and house parties; others provide email form letters for supporters to send out. One underrepresented feature is helping citizens sign up to vote. Three Democrats (Clinton, Edwards, and Obama) provide a link for registering to vote; on the Republican side, only Fred Thompson has a register to vote link. This seems like a no-brainer, but most of the candidates — Republican and Democrat — clearly give it low priority. In terms of fundraising, several of the campaigns provide a "build your own" fundraising campaign with goals. Contributors agree to raise money on behalf of the candidate, set their own goals, and watch their progress right on the campaign site. This is a powerful motivator.

The top Democratic candidates appear to be doing well with the new tools. According to Hitwise.com [http://www.hitwise.com/political-data-center/key-candidates.php], a service that tracks the surfing behavior of 10 million Americans across 1 million sites, "online interest in Democrats is way ahead of the Republicans. For example, for the week ended Aug. 4, the Democrats drew a whopping 66 percent of all the traffic to candidate websites." Democratic candidates are raising record sums of money online and signing up thousands via social networking sites. In early August, Barack Obama "led the pack ... with

about 122,000 Facebook contacts — more than twice the combined total of all the Republican candidates combined — and more than 158,000 MySpace friends." In terms of raising money, the Democrats appear to be winning at this as well. "mall contributions via the Internet have given Obama, who is the fundraising leader, and Edwards about one-third of their funding. Candidates prefer small donors (usually defined as those giving less than \$200) because they can be tapped repeatedly without violating giving limits.

The tools are available; how well the candidates use them, incorporate them, and embrace them — only time will tell. Democratic consultant Zack Exley hit the nail on the head when he remarked, "Online politics will not reach its potential until overall campaign strategy is planned with the Internet in mind." Likewise, Patrick Ruffini, the former online strategist for the Republican National Committee and Webmaster for the 2004 Bush-Cheney campaign, put it this way, "The campaign manager should be the Internet director and understand the Internet as the essential platform for communication." ¹⁰ By 2012, the Internet will be so essential and mainstream to presidential politics, it probably won't even warrant an article like this.

Mainstream Media and the Presidential Campaign

These days mainstream media faces attacks from many directions. In its "State of the News Media 2007," the Project for Excellence in Journalism found that newspapers were suffering from declining circulation, flat revenues, dropping earnings, and deep newsroom cuts and layoffs. 11 Television news also has suffered from a declining audience and cable news "is beginning to lose its claim as the primary destination for what was once its main appeal: news on demand."12 To top it off, a recent Pew Research Center poll found that the American public has a negative view of the press. Many Americans criticize the press "for political bias, inaccuracy and failing to acknowledge mistakes." The Pew Research Center poll also found that "some of the harshest indictments of the press now come from the growing segment that relies on the Internet as its main source for national and international news." In fact, the poll found that "as many as 38% of those who rely mostly on the Internet for news say they have an unfavorable opinion of cable news networks such as CNN, Fox News Channel and MSNBC, compared with 25% of the public overall, and just 17% of television news viewers." ¹³ Coupled with the decline in readership of newspapers, the media has taken a hit in both its pocketbook and its credibility. Ouch!

The only bright spot, it would appear, is the Internet and online news. News organizations are moving the focus towards online and instant news. Online news sites have

begun offering a whole range of tools - RSS feeds, podcasts, online video, etc. But even with these cool new bells and whistles, "it is not clear if the Web will ever make enough money to support journalism as we know it in print."14 The Project for Excellence has identified one of the main criticisms of digital journalism as the failure of news sites to really tap into the power and depth of the Web - "to enrich coverage by offering links to original documents, background material, additional coverage and more."15 However, I think that with the upcoming presidential election, we will see a change — we already have. The online news sites are trying to reach out to those who spend most of their time on the Internet by offering useful, interesting, fun, and dynamic tools for the presidential campaign. These sites are trying to stay relevant and important for this campaign and, in so doing, have begun offering some pretty amazing Internet resources, ones that should appeal to just about any political/news junkie.

On July 23, 2007, CNN and YouTube teamed to hold the first ever presidential debate in which Democratic candidates were asked questions by YouTubers, questions submitted via video (CNN-YouTube questions for Democratic Candidates [http://youtube.com/democraticdebate]). The Republican version of the CNN-YouTube debate is tentatively scheduled for Nov. 28, 2007. Questions for the Republican debate are also available [http://youtube. com/republicandebate]. Many bloggers and political observers hailed this first attempt at a video debate as an innovative and creative use of technology and online video to give "real people" all over the country (well, all over the Net) to ask presidential candidates their questions. The debates were televised; CNN has made the complete transcript available [http://www.cnn.com/2007/POLITICS/ 07/23/debate.transcript/index.html and http://www.cnn. com/2007/POLITICS/07/23/debate.transcript.part2/inde x.html]. CNN and YouTube have also agreed, as have ABC and NBC, to allow the video footage to be used, blogged, remixed, and posted on the Internet. 16 What does this mean? As Greg Sterling blogged, "[T]his debate and the related videos and commentary will have a long afterlife that political debates have not had historically. Archiving of these questions and responses will allow millions of people who didn't tune in to watch CNN to see the video. We've entered the era of 'debates on demand.'"17

Not to be left out, The Huffington Post teamed with Yahoo! and Slate.com to host the first ever online-only presidential candidate mashup. The event was scheduled for Sept. 12, 2007, with moderator Charlie Rose. All the Democratic candidates have agreed to participate. A Republican candidate mashup is in the planning for Nov. 28. After the debates, the videos will be coded and made available on the Net. 18

These are some of the offerings mainstream media is serving up for viewers, political supporters, candidates,



Politico.com's Politics '08 also has extensive information on the presidential candidates.

and the voting public. What else is mainstream media doing to be relevant and useful in this upcoming presidential election of 2008? We have chosen eight news sites (CNN.com, CQPolitics.com, MSNBC.com, NYTimes.com, Politico.com, USAToday.com, WSJ.com, and Washingtonpost.com) to examine the tools offered in the daily coverage of the presidential campaigns. (See Table 2 beginning on page 31.) How well do the mainstream sites provide news, interactive tools (comments to the reporters, comments on news blogs), sharing tools (Digg, Newsvine, Facebook, del.icio.us), email, mobile, and RSS alerts, and election guide tools — information about the candidates (biographical information, careers), candidate fundraising activities, campaign issues, calendar of scheduled events, and polls and surveys of the candidates?

Findings

All of the news organization sites listed use what the Internet has to offer by providing their own blogs, on demand resources (RSS feeds, podcasts, email and mobile alerts), and lots and lots of video. CQPolitics.com, NYTimes.com, Politico.com, WSJ.com, and Washingtonpost.com let readers contact reporters with questions or comments; some (CQPolitics.com, Politico.com, USAToday.com, and Washingtonpost.com) allow comments on regular news pieces — not just blog entries. All the sites provide RSS feeds for both news and blog posts, and five of the eight offer podcasts of the campaign. The really interesting and useful tools come in the form of the election guides. The Washingtonpost.com has "Campaign Tracker" — a mashup up of the candidates' official schedules and Google Maps [http://projects.washingtonpost. com/2008-presidential-candidates/tracker]. Money and fundraising dominate the news; both The New York Times and *The Wall Street Journal* have provided innovative tools

to chart the fundraising race. *The New York Times* shows a map of the U.S. for each candidate and the amount of money raised for each candidate by ZIP code. An interactive time line (a slider) shows where the candidate has raised money across the U.S. [http://www.nytimes.com/ref/us/politics/2008_EG_FINANCES.html]. *The Wall Street Journal* has its own 2008 Money Race that provides a chart of the money raised by some of the candidates, the money spent, and cash on hand [http://online.wsj.com/page/politics_policy.html?mod=2_0008]. Combine this tool with its "Candidate Scorecard," an interactive tool that presents the candidates, the money they have raised, and a timeline of significant events relevant to each campaign.

If you really want to track the money race, take a look at CQ's Moneyline.com [http://moneyline.cq.com/pml/home.do] and The Center for Responsible Politics Open Secrets.org [http://www.opensecrets.org]. Both use Federal Election Commission (FEC) data, but in different and creative ways. Polling data is also provided by CNN.com, MSNBC.com, NYTimes.com, Politico.com, WSJ.com, and Washingtonpost.com.

I expect that you will see mainstream news sites using more and more user-generated mashups, videos, pictures, and audio incorporated into the very fabric of online news sites. The interested public is using these tools, and the news sites which take advantage of these resources will be the place to go. This is what mainstream media wants and needs.

Political Blogs

You know blogs have come a long way when all the Democratic candidates agree that, if elected, they will have an official White House blogger. Political blogs are increasingly an important staple for finding, sharing, learning, and reporting on political news. Out of all the many political blogs, we have selected links to a few (both conservative and liberal) to get you started. (See Table 3 on page 35.) Probably the best known of the political blogs is DailyKos.com, started by Markos Moulitsas Zúniga in 2002. Daily Kos is the top-rated political blog in NZ Bear's the Truth Laid Bear Blogosphere Ecosystem, averaging more than 500,000 visitors a day [http://truthlaidbear.com/ showdetails.php?host=http://dailykos.com. It ranks number three in Hitwise's Top Ten Political Web sites [http://www.hitwise.com/political-data-center]. This liberal/progressive blog shows its partisan nature clearly. Depending on the way you see the world, you might like or dislike its view points, but make no mistake, this blog, along with its followers, has had a tremendous impact on political discourse, political blogging, and the rising "netroots" movement. YearlyKos held its second convention in Chicago this year, and all the Democratic candidates save one attended and participated in the event.

Talking Points Memo (TPM), run by Josh Marshall, is a one of the most useful and interesting political blogs. It combines news, blog posts, investigative reporting, and campaign news. Though campaign news abounds at the main site, Marshall has provided TPM Campaign Central for news about the political campaigns. (If you want more investigative reporting check out TPM Muckraker. Marshall led the political blogosphere and the mainstream media with his reporting on the firing of the U.S. attorneys.)¹⁹

I particularly like (and highly recommend) Patrick Ruffini's political blog [http://www.patrickruffini.com] where he combines both blog posts and links to blogs and news stories. I find Ruffini's posts thoughtful and insightful for his take on the Republican and Democratic campaigns and their use of technology. His passion for politics is refreshing, and his commentary is valuable. Check out his "2008 Presidential Wire" [http://www.patrick ruffini.com/2008wire]. He has done a great job of providing a single place for political news.

Aggregator Tools

Following the candidates, the campaigns, the money race, the issues, the debates, the primaries, etc., can be a daunting task. Three aggregator tools have become essential when tracking political candidates, news, blog news, transcripts, documents, videos, and polling data: Memeorandum, Teagan Goddard's Political Wire, and RealClear-Politics (RCP) are valuable tools. (See Table 4 on page 35.) Each one has something useful to offer: Political Wire has political news divided into three categories — "Breaking News," "Southpaws," and "Wingers," and Goddard offers links to all the major polls and surveys. Memeorandum has links to both blogs and mainstream news, updates every 5 minutes, and covers political news from bloggers to experts to mainstream news sites. RCP provides links to both blogs and mainstream news, as well as editorials and commentary - all in one place. RCP also provides its own up-to-date polling information and data. No doubt, a political junkie's "died and gone to heaven" set of tools.

Technology/Election 2008 Blogs

Two important blogs cover the technology of politics specifically — TechPresident.com and Prezvid.com. (See Table 5 on page 35.) TechPresident.com, started by Andrew Rasiej and Micah Sifry, is a "new group blog that covers how the 2008 presidential candidates are using the Web, and vice versa, how content generated by voters is affecting the campaign." Prezvid.com, launched by Jeff Jarvis and Peter Hauck, tracks the 2008 presidential campaigns through the use of online video and YouTube. They plan

to use PrezVid to showcase the "videos we think that matter — from candidates, from citizens, and from remixers. We will look at how Internet video affects the campaign and the country." Together, these two blogs provide a valuable and essential window to how the campaigns use technology. The commentary challenges some pretty basic assumptions, provides stimulating discussion, and identifies new, innovative, and creative technologies used by the campaigns, the mainstream media, the blogosphere, and those individuals and organizations creating useful tools to monitor and track the upcoming election. If nothing else, you will see how innovation, creativity, and passion play out in this upcoming presidential election.

The 51st State: The State of Online

The presidential election of 2008 will be the first true "Internet election." Tools, resources, mainstream media sites, blogs, Web sites, mashups, video, podcasts, online debates, and social networking sites are all available for the interested citizen to learn as much as they can about the individuals running for president, their philosophies and vision, the problems they see and the solutions they offer. After all is said and done, we, the voting public, have the responsibility to cast our vote for that candidate who seems best suited to the difficult and exciting task of leading the nation through challenging and increasing complex situations. The technology tools can help us identify our next president — use them, embrace them, and then make your choice when you have the chance.

Future articles in this series will cover nonpresidential campaigns, political issues, and other aspects of the technological revolution in American politics.

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