



**For Immediate Release  
Wednesday, January 29, 2014**

## **Doing Media Differently panel to explore independent content &community-based journalism**

**Hamilton, ON** – With over 90 attendees at a [launch party](#) in December, Hamilton's newest professional networking group – the [Hamilton Media Guild \(HMG\)](#), is gearing up for its first official event. Hamilton Media Guild will host a panel discussion called [Doing Media Differently](#) on Wednesday, February 12<sup>th</sup> from 6p.m. to 9p.m. at the Lincoln Alexander Centre in downtown Hamilton. The moderator will be The Hamilton Spectator's managing editor, [Jim Poling](#).

In less than a week upon announcing the event, over 70 guests began to RSVP to this free discussion; the #HamOnt Twittersphere was also a buzz:

"Signed up! This is EXACTLY for me, looking forward to it!" tweeted [@AndrewSpearin](#). "I'm honoured and excited to be a part of this upcoming event by [@ham\\_mediaguild](#)," wrote [@RyanMcGreal](#).

In this five-person panel, Poling will ask questions related to community-produced content. The group showcases some of Hamilton's local talent that is producing content independent from the traditional media outlets. The discussion will also revolve around new media trends and how Hamiltonians receive and share stories.

The featured panelists are Ryan McGreal of [Raisethehammer.org](#), Jamie "Gunner" Smith of [In the Neighbourhood](#) podcast, May-Marie Duwai-Sowa of [Illuminence e-magazine](#), Martinus Geleynse of [Urbanicity](#) and [Mathew Ingram](#) of Gigaom – formerly Globe and Mail's first online communities editor.

Community partners have already formed for this event. The [Lincoln Alexander Centre](#) has donated their space and come on as a venue sponsor. Gifts have been provided by The Hamilton Store as well as author, Thanh Campbell. [28 Lister](#) has been confirmed as the event's caterer. [FlyPrint](#) is the group's official print sponsor – they have donated a pop-up banner and business cards.

To build hype around the event, the group will release an article and short video about each of the panelists and the moderator in the weeks leading up to the event. The first has already been featured on the Hamilton Media Guild's website; you can read about Jim Poling [here](#).

The event will also feature local vendors in the media industry as well as opportunities to network and mingle with the panelists after the discussion has ended. This event is free to media industry professionals and members of the public interested in learning more. To RSVP to the event, please visit the [Eventbrite](#) invitation by going [here](#). Attendees of the launch can share the experience online by using the hashtag #HMGDifferent. For more information on the group, the group asks that you email [hamiltonmediaguild@gmail.com](mailto:hamiltonmediaguild@gmail.com).

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**About the Hamilton Media Guild (HMG):** The Hamilton Media Guild was originally inspired by discussions between YourHamiltonBiz.com's Community Manager, Margaret Lintott and Joey Coleman and the Hamilton Hive. HMG has been co-founded by community members and colleagues Alyssa Lai, Sherry Mousavi, and Margaret Lintott. The networking initiative is a local platform that aims to connect both emerging young professionals and media industry experts to explore and develop leadership potential in their field. HMG provides professional development opportunities by hosting workshops, collaborative projects, panel discussions, a mentorship program, keynote speakers, and networking events. The initiative hopes to inspire change and innovation in media. The group is supported by the Hamilton Hive, Hamilton's umbrella organization for young professional groups. For more information, visit [hamiltonmediaguild.net](http://hamiltonmediaguild.net), follow along on Twitter, [@ham\\_mediaguild](https://twitter.com/ham_mediaguild) or like the group on Facebook, [Facebook.com/HamiltonMediaGuild](https://Facebook.com/HamiltonMediaGuild).