



## 2010: the first new media election?

*A joint City University London-Media Society event, with [Media Trust](#) and [journalism.co.uk](#)*

Evan Davis, BBC (Chair)

DJ Collins, Google/YouTube's Director of Communications and Public Affairs, EMEA

Prof Ivor Gaber, City University London

Rupa Huq, blogger

Matthew McGregor, Blue State Digital (Obama's social media/web advisors)

Nick Robinson, BBC Political Editor

Date:

Tuesday 2 March 2010

Time:

6:30 PM

Location:

Oliver Thompson Lecture Theatre, City University London, Northampton Square,  
London EC1V 0HB

[Google Map](#)

**In association with the [Media Society](#), with the support of [Media Trust](#) and [journalism.co.uk](#)**

When the last UK General Election was fought in 2005, no one was Tweeting or YouTubing, blogging and Facebook were in their infancy, and WebCameron had not been thought of (but then neither had David Cameron as Conservative leader).

The Obama US election campaign vividly demonstrated the fantastic potential of the web and social media as political tools.

So will the 2010 election be the first British new media campaign? And what will the new role of new media mean for television, radio and the press?

To discuss these fascinating and knotty issues – and to mark the launch of City University's new **MA in Political Journalism** – we have assembled an expert and entertaining panel under the sharp eye of **Evan Davis**, presenter of the BBC Today Programme and Dragon's Den.

### **Event partners**

Media Trust is a national charity that believes everyone should have a voice and the opportunity to be heard. It works with media organisations and charities to enhance their communications and enable communities to find their voice. It also runs Community Channel, the UK's only national channel to be run by a charity.