



# SO YOU WANT TO JOIN US ON #ANNTOURAGE ...

## WHAT IS #ANNTOURAGE?

Many of us already get most of our news and views through people we know on social media, rather than in the paper, on TV or even by going to a news website. So we started to wonder how an old-fashioned print magazine could leverage such a phenomenon. The idea is simple: Gather a handful of Washtenaw County people, take them to an event — could be a government meeting, a protest, a concert, a tour of a neighborhood — and record their raw reactions and see what we can learn through their fresh eyes. We'll do it immediately through social media, and take a more thoughtful turn in print.

## HOW IT WORKS

It's so simple, a newsman could do it. We get together as a group and go experience a noteworthy event. You express your thoughts and experience of the event through social media using the hashtag #ANNTourage. We also take you to dinner to get to know each other better, and debrief over drinks afterward. We ask you to share other observations in writing, and then we pull the whole thing together for print.

## WHAT ARE WE HOPING FOR?

We have a couple of goals for ANNTourage. One is to break down the walls between journalist and reader. Another is to gain fresh perspectives and insights on our community that journalists and their go-to sources might miss or ignore. Finally, we hope to get readers more involved in determining what is (or should be) news, and in their community.

## CAVEATS

We're not trying to turn you into "citizen journalists," nor are we absolving ourselves of journalistic responsibilities. We don't expect you to conduct interviews or do a bunch of homework. You don't even have to be super serious, though we do promote a civil tone. If you experience something that offends you, we ask you to explain what it is that bothers you, but please don't set your phasers to snark; plenty of that on the interwebs already.

## BEFORE WE START

**Name** as you'd like it in print/online:

**Email** where we can reliably reach you:

Social media you give us permission to repost and/or use in print:

**Twitter** handle:

**Facebook** handle:

**Instagram** handle:

Other (**Snapchat, LinkedIn, Pinterest, Tumblr**, etc.):

I totally agree to make at least 10 social media posts today about today's experience using the #ANNTourage hashtag. And it's totally cool for *The Ann* to share and/or publish anything I post online using **#ANNTourage** or referencing **@theannmag**.

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(Signature)