

# BLOG

WITH

## INTEGRITY

October 28, 2009

I write to request a position as a panelist at your December workshop on media, "From Town Criers to Bloggers: How Will Journalism Survive the Internet Age?"

Blog with Integrity is an organization created in 2009 around the concept that sound ethical practices should guide the work of bloggers. We believe that we have an important message to share at the workshop on December 1 and 2 about the role of bloggers in the new media landscape.

Social media has the power to inform and drive debate, and with that comes responsibility. We form relationships with our readers that go beyond the relationships that can be built in traditional media. To successfully meet their expectations, we must be fully transparent and treat our readers and other bloggers with respect.

It is also important to distinguish the blog form from the content. While most bloggers are not journalists, some are, following the same principles, standards and practices used in traditional media. An important part of our mission is to help bloggers and readers (consumers) understand the difference and successfully navigate the shifting digital media landscape.

The Blog with Integrity pledge was created in July 2009 to provide bloggers with a tangible and collective way to express our commitment to a simple code of blogging conduct. In an environment of polarizing debates about blogger compensation, sponsored posts and product reviews, an alarming increase in ethical lapses and idea theft, and a growing backlash against poor blogger relations practices, we believed it was time to refocus on integrity.

The Blog with Integrity pledge recognizes that there's no single right way to blog and more than enough room in the world for different approaches. What matters is the relationship with our readers. Meeting our commitment to them and to our community. Clear disclosure of our interests so they can evaluate our words. Treating others with respect. Taking responsibility for our words and actions.

Since the pledge was launched on July 22, 2009, more than 1600 bloggers have signed.

In Fall 2009, we extended the project with the creation of the Blog with Integrity Education Center. The Education Center will serve as an independent, informational resource for the blogging community. The first educational webinar, **Disclosure: What It Means, Why Bloggers Need It and How To Get It Right**, was held September 9, 2009; future sessions will include an update of the Disclosure session (November 10, 2009), Copyright & Fair Use and Responsible Blogging. Webinars are free to the blogging community through the generous support of sponsors.

The Blog with Integrity Education Center will also provide speakers for industry events, and work with government, individuals and organizations to promote the principles of the Blog with Integrity pledge.

My bio appears on the attached sheet. For more information about our organization, please visit [www.blogwithintegrity.com](http://www.blogwithintegrity.com) or feel free to contact me. Thanks so much for considering our participation and I look forward to hearing from you.

Sincerely,

Susan Getgood  
Managing Director and Co-Founder  
email [sgetgood@getgood.com](mailto:sgetgood@getgood.com)



## About Blog with Integrity

The Blog with Integrity pledge was created in July 2009 to provide bloggers with a tangible and collective way to express our commitment to a simple code of blogging conduct.

It is the direct result of a series of conversations among four bloggers - [Susan Getgood](#), [Liz Gumbinner](#), [Kristen Chase](#), and [Julie Marsh](#).

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For more information, contact [blogwithintegrity@gmail.com](mailto:blogwithintegrity@gmail.com) or [subscribe to our email update list](#).

## Biographies of Co-Founders

**Susan Getgood** has been involved in online marketing since the early 90s, witnessing first-hand the evolution of the web to the interactive communities we participate in today. She's passionate about helping brands and bloggers connect in mutually beneficial ways, which is the focus of her marketing practice and professional blog Marketing Roadmaps. She also writes a personal blog, Snapshot Chronicles and a family travel blog, Snapshot Chronicles Roadtrip, and is a contributing editor to BlogHer's Digital Parenting project.

**Liz Gumbinner** has made a career as an award-winning ad agency creative director, but in the blog world she's the author of the parenting blog Mom-101 and the publisher and editor in chief of the popular shopping blog Cool Mom Picks. She's been named on Nielsen's list of top 50 Power Moms online in 2009, and named one of 10 Mommyhood Gurus by Forbes.com.

**Kristen Chase** worked as a musician and college professor before becoming a mom, blogger, and irreverent sex columnist "Mominatrix" for Imperfectparent.com. She's appeared on the Today Show and NPR, and her blog, Motherhood Uncensored, was picked as one of the London Times' Top 10 Mom Blogs. Chase currently lives in Atlanta, Georgia with her husband and three kids.

**Julie Marsh** is a former Air Force officer and music industry IT project manager. She's converted her penchant for debate into an op-ed blog (The Mom Slant) and a political column (The Parental is Political). Marsh is an online jack-of-all-trades: she's a co-founder of the Parent Bloggers Network, Director of Ad Sales at Cool Mom Picks, and serves on the advisory board of Brand About Town.