

Media Future Now
BLOG HOME: www.mediafuturenow.com
Reports, Discussion and Idea Exchange

AGENDA for Thursday, June 4, 2009

I. Introductions/Announcements

II. Presentations and Discussion: "Behavior Targeting: Advertising Where it Counts"

OUR GUESTS TODAY:

LEE BRENNER, FastFWD Group (Founding Principal); and **MySpace** (Political Director & Executive Producer of Political & Non-Profit Engagement Programming).

ANDY HUNN, Resonate Networks (Chief Operating Officer).

ERNIE MOSTELLER, Blattner Brunner (VP, Interactive Creative Director).

MICHAEL ZANEIS, Interactive Advertising Bureau (Vice President, Public Policy).

Moderator: SHANA GLICKFIELD, Independent Communications Consultant, Washington, DC.

"Behavior Targeting: Advertising Where it Counts"

Strategic, marketing, consumer and policy issues, including value to publisher and marketer, value to consumer, consumer control, policy and legal issues, and more. The Interactive Advertising Bureau recently reported that internet advertising in the U.S. grew 10.6 percent to \$23.4 billion, and is outpacing growth of TV. The Internet offers a whole new way of reaching consumers and is revolutionizing the entire industry. Not only are Internet ads appealing because people are spending more and more time online, but they are able to do low-cost targeting and reach consumers when they can take immediate action on the ads. And online targeting is not just location-based; advertisers can now learn about users interests, choices, and attitudes. **And pinpoint advertising based on those behaviors.**

III. Media Future Now's Next meetings:

(1) LUNCH EVENT: Tuesday June 23rd, 12:15pm to 1:45pm, Corporation for Public Broadcasting, 401 Ninth Street, NW, Washington, DC 20004

(2) MFN SUMMER SOLSTICE COCKTAILS: Wednesday June 24th, 6:30pm, location TBA.

*Thank you to **Shana Glickfield** for planning our today's lunch event, and to **Troy Schneider and his colleagues at New America Foundation** for hosting our lunch. We welcome participation and ideas from all members and guests. Thank you all for joining us today.*

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OUR GUEST SPEAKERS TODAY

LEE BRENNER, FastFWD Group (Founding Principal); **MySpace** (Political Director & Executive Producer of Political & Non-Profit Engagement Programming). **Lee** is a founding principal at **FastFWD Group**, a strategic communications firm dedicated to promoting online web 2.0 communication strategies. Lee is also currently the Political Director & Executive Producer of Political & Non-Profit Engagement Programming at **MySpace**. At **MySpace**, Lee directs all political, civic and social engagement marketing activities for the nation's most trafficked social portal. As a social media expert, Lee has appeared regularly on CNN, MSNBC, and NPR, and has been featured in a plethora of print publications, radio programs and blogs.

At **MySpace**, Lee developed partnerships with NBC News, FOX News and many other major news providers, as well as continually counseled business, faith, political and non-profit leaders on best practices for online marketing and fundraising campaigns. Lee was executive producer for the series of 2007-08 MySpace/MTV Presidential Dialogues. He also forged the landmark 2008 partnership between MySpace and the Commission on Presidential Debates and is currently the Internet Adviser to the Commission. Lee is a graduate of Tufts University and received a Masters at the University of Hong Kong.

ANDY HUNN, Resonate Networks (Chief Operating Officer). As Chief Operating Officer for **Resonate Networks**, **Andy** wrote the initial business plan for this online ad network focused on the public affairs and political markets. Andy's more than 15 years of leadership experience covers numerous aspects of the technology industry, including Internet security, network infrastructure services and software development.

Prior to joining **Resonate Networks**, Andy was Vice President of Corporate Business Development for Cybertrust, the nation's largest global security services company. At Cybertrust, Andy was responsible for business development and strategic alliances and played an instrumental role in the company's sale to Verizon in June 2007. Prior to Cybertrust, Andy was Vice President, Business Development at Aptix, a leading provider of 'Software as a Service' messaging offerings based on Microsoft technologies. Prior to Aptix, Andy was Senior Director, Business Development at Digex, where he was responsible for business development, strategic planning and corporate development activities.

ERNIE MOSTELLER, Blattner Brunner (VP, Interactive Creative Director). **Ernie**, who describes himself as a "Southern farm boy with an education," embraces and embodies advertising's transition from traditional to new media. Ernie's award-winning work as a creative director jump-started a successful 15-year run as a nationally-known commercial director. Energized by the endless possibilities of a changing media landscape, he combined his strategic, creative, narrative and digital skills to found a hybrid digital/traditional boutique, release an early eBook on the changes agencies face today, and cultivate a loyal following of weekly blog readers. Ernie's current positions as VP, Interactive Creative Director at **BBdigital**, and VP, Creative Director for **Blattner Brunner's DC office**, complete the circle – finding him back on the agency side, helping clients, creatives, and agency management understand the possibilities of digital, and create compelling messages across all media. Ernie's personal blog is erniemosteller.com.

MICHAEL ZANEIS, Interactive Advertising Bureau (Vice President, Public Policy). **Mike** is Vice President of Public Policy for the **Interactive Advertising Bureau (IAB)**. Mike joined IAB in January of 2007 and is the head of the Washington, DC office, a role in which he develops and manages the interactive advertising industry's legislative, regulatory and policy-making agendas. Mike runs IAB's Public Policy Council, comprised of over 60 leading internet and media companies, and serves as the Treasurer for the IAB Political Action Committee. He represents the industry before the US Congress, federal regulatory agencies, state legislatures and at public conferences.

Prior to joining IAB, Mike served as Executive Director of Technology and E-Commerce at the US Chamber of Commerce. As the chief technology and telecommunications lobbyist, Mike oversaw issues affecting the business community pertaining to online and consumer privacy, data security, telecommunications, intellectual property, counterfeiting, piracy and e-commerce. He received his bachelors degree from Michigan State University and both his Juris Doctor and Masters in Public Policy from Georgetown University.

SHANA GLICKFIELD (Moderator), Independent Communications Consultant, Washington, DC. **Shana** is an independent communications consultant in Washington, DC, focusing on social media. Prior to going out on her own, Shana was Director of Strategic Communications at Amplify Public Affairs, where she advised a wide variety of corporate and nonprofit clients on their communications strategies. Shana spent several years working on various legislative issues for nonprofits before attending law school at Temple University. She received her undergraduate from Michigan State University. Shana is the founder and author of renowned local blog, The DC Concierge, and stays active in the DC technology community through Twitter, unconferences, and blogging.