

Media Future Now
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Reports, Discussion and Idea Exchange
AGENDA for Tuesday, January 13, 2009

- I. Introductions/announcements**
II. Presentations and Discussion

"Government Data, the Public Interest ... and Private Profit?"

Government-published information -- be it census data, the Congressional Record or the local police blotter -- generally is in the public domain, and can be put to use by publishers of all stripes. Historically, that availability has been more legal than actual -- often requiring cost-prohibitive data entry or reformatting to make it useful. Of course, the Washington of 2009 is all about change, and information is no exception -- thanks to new data standards, changing attitudes among the governments creating the information, and the constructive pressures and criticisms of outside organizations.

As a result, the river of government data is deeper, more valuable, and more readily accessible than ever. Publishers who already tap these resources can do more, and more easily -- but this also means that barriers to entry are falling fast. And in some cases, there is the very real possibility that the government itself will essentially step in as the ultimate competitor.

OUR GUESTS:

Sheila Campbell, US General Services Administration (GSA), Office of Citizen Services, Team Leader, USA.gov Web Best Practices Team and Co-Chair, Federal Web Managers Council

Eric Gunderson, Development Seed, President

Arnie Thomas, Roll Call Group, Senior Vice President, Customer Relationships

John Wonderlich, Sunlight Foundation, Policy Director

Troy K. Schneider (Moderator), New America Foundation, Director, Media & Communications

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- III. Next meeting: Tuesday February 17th, 12:15pm to 1:45pm, Location TBA.**

Thank you to Terry Ross of Gibson Dunn for hosting our January event. Thank you also to Troy Schneider for his hard labor in organizing this event. We welcome participation and ideas from all members and guests. Thank you all for joining us today.

Media Future Now is ...

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OUR GUEST SPEAKERS TODAY

Sheila Campbell, US General Services Administration (GSA), Office of Citizen Services, Team Leader, USA.gov Web Best Practices Team and Co-Chair, Federal Web Managers Council (www.usa.gov)

Sheila is Manager of USA.gov Web Best Practices at the GSA, whose mission is to dramatically improve government online communications. Sheila's team advocates for citizen-centric web content by providing training, a web best practices clearinghouse, collaboration tools, and advocacy for over 1,400 federal, state, and local web managers. (Thank you to Alan Rosenblatt for introducing us to Sheila.)

Eric Gunderson, Development Seed, President (developmentseed.org)

Eric is president of the Washington, DC- based online strategy shop Development Seed, which recently took an active role in the DC Government's Apps for Democracy contest (www.appsfordemocracy.org/). Eric's other recent projects include mapping food security projects in Africa, developing the intranet at the World Bank for its international communications team, and building decentralized data collection tools to survey public health organizations' capacity to respond to bird flu outbreak on the ground in Southeast Asia.

Arnie Thomas, Roll Call Group, Senior VP, Customer Relationships (gallerywatch.com)

Arnie is a founder of -- and longtime innovator at -- GalleryWatch, the legislative and regulatory tracking service that is now part of Roll Call Group. A veteran of the Washington Post Co.'s Legislate, Arnie has driven GalleryWatch's growth as a web-based, highly customized service based on a rich mix of government and proprietary data. (Thank you to Peter Cherukuri for suggesting to us Arnie's participation in today's event.)

John Wonderlich, Sunlight Foundation, Policy Director (sunlightfoundation.com).

Before joining the Sunlight Foundation, John started the Congressional Committees Project, a collaborative wiki-based committee watchdogging group. He is currently organizing the Open House Project, to work with Congress and the public to encourage accessibility in the federal legislature.

Moderator:

Troy K. Schneider, New America Foundation, Director, Media & Communications (www.newamerica.net)

Troy directs all new media efforts at the New America Foundation, a DC-based think tank, which last year unveiled two government-data-driven sites, focusing on health reform (statehealth.newamerica.net) and education funding (newamerica.net/education_budget_project). Founding editor of National Journal Group's NationalJournal.com and a onetime campaign finance reporter, Troy has long worked with public-domain data in both the commercial publishing and not-for-profit sectors.