

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

AGENDA for Wednesday, September 24, 2008

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

Our speakers:

Mari Kuraishi, Global Giving Foundation, President
Contact Mari: mkuraishi@globalgiving.com, www.globalgiving.com

Pete Snyder, New Media Strategies, CEO
Contact Pete: psnyder@newmediastrategies.net, www.newmediastrategies.net

Moderator: Alex Treadway, National Journal Group, Managing Director, Strategic Client Services
Contact Alex: atreadway@nationaljournal.com, www.nationaljournal.com

HOW DOES NEW MEDIA MAKE MONEY?

Or: How do you think about and run successful for-profit and not-for-profit media ventures? What are winning ideas and strategies that are successful models for both for-profit companies and not-for-profit organizations? Since founding **New Media Strategies** in 1999, **Pete Snyder** has run winning online marketing campaigns for major brands, including Boston Beer Company, Burger King Corporation, Coca-Cola, Disney, EA, Ford Motor Company, HBO and McDonald's. **Mari Kuraishi** is President of the **Global Giving Foundation**, supporting a platform that's been called the "e-Bay of non-profits", and creating an online media marketplace connecting people who have community and world-changing ideas with people and organizations that can support them. **Alex Treadway, National Journal Group's** Managing Director, Strategic Client Services will lead a discussion with two leaders with insights for people in publishing, new media, advertising, marketing, non-profits, politics and other fields.

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- III. Next meeting: Tuesday October 21st, 12:15pm to 1:45pm, Location TBA.**

Thank you to Alex Treadway and his colleagues at National Journal Group and Atlantic Media for hosting our event today. 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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Please also visit Media Future Now's NEW blog home, www.mediafuturenow.com.*

OUR GUEST SPEAKERS TODAY

Mari Kuraishi, GlobalGiving Foundation, President

(www.globalgiving.com)

Mari Kuraishi heads up the GlobalGiving Foundation, which works with the hundreds of organizations working in the field who use the GlobalGiving platform. The Foundation's mission is to identify, vet, and support as many social entrepreneurs as possible to use the GlobalGiving platform successfully. Mari joined the World Bank in 1992 where she managed and created some of the Bank's most innovative projects. Along with GlobalGiving co-founder Dennis Whittle and their teams, Mari organized the first series of strategic forums with the World Bank's president and senior management, and the first ever Innovation and Development Marketplaces. She also designed a range of investment projects in the Russia reform program, including a residential energy efficiency project, structural adjustment loans, and legal reform project. In addition to her native Japanese, Mari also speaks Russian, Italian, and French. She has an undergraduate degree in history from Harvard University and did graduate work in Russian and Japanese history and politics at Harvard and Georgetown Universities. Mari also completed the Advanced Management Program at Harvard Business School.

Pete Snyder, New Media Strategies, Founder and CEO

(www.newmediastrategies.net)

New Media Strategies is the industry pioneer and market leader in Online Intelligence and Word of Mouth marketing, headquartered in Arlington, Virginia. Drawing on his background as a nationally-known pollster and a media consultant, Pete founded New Media Strategies in 1999, and in doing so created an entirely new industry segment in market research, online marketing and communications. For the past three years in a row, New Media Strategies was named to the "Inc. 500 Fastest Growing Companies in America," by Inc. Magazine. Proving that a company can focus on fast growth, profitability, and a winning corporate culture, both Washingtonian Magazine and Washington Business Journal twice named New Media Strategies as one of the area's "Best Places to Work." Additionally, Pete was recently honored by Fortune Small Business for his innovative management-style when they named him "2006 Best Boss."

A former political media consultant and a pollster to New York Mayor Rudy Giuliani, Pete regularly appears as a commentator on the Fox News Channel and has served as a marketing and political expert on CNBC, The News with Brian Williams, the CBS Evening News, Fox News Channel's Your World with Neil Cavuto, Hannity and Colmes and Fox and Friends.

Moderator:

Alex Treadway, National Journal Group, Managing Director, Strategic Client Services

(www.nationaljournal.com)

For the past ten years Alex has worked with corporations, associations and their ad agencies to successfully implement inside Washington, DC communications goals through the use of new media. And throughout this decade, Alex has represented The National Journal Group and its web site NationalJournal.com through many panel discussions and speaking engagements on the topic of new media and specifically online advocacy.

We wish we could say more about Alex, but he's shy and won't open up.