

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

AGENDA for Thursday, July 13, 2010

- I. **Introductions/Announcements**
- II. **Presentations and Discussion:**

“Making Data Work For You”

TWITTER: #MFNDC

OUR GUEST SPEAKERS TODAY: Media Future Now will explore leading-edge examples and insights from the following panelists:

ERIC GUNDERSON, *Development Seed*

JASON HOEKSTRA, *US Department of Education*

JEFF MCCOY and NEIL FANTOM, *The World Bank*

DEREK WILLIS, *The New York Times*

Moderator: TROY SCHNEIDER, *New America Foundation, Director of Media and Communications*

We welcome participation and ideas from all members and guests. Thank you all for joining us today.

“Making Data Work For You”

Inside the Beltway, data has always been a vital, if often boring, commodity. Now, however, data sets are everywhere -- and being used in ways far more interesting than mining campaign finance reports or crunching congressional voting records.

From utilitarian tools like Google's public transit directions to New York Times investigative reporting to virtual-reality restaurant guides, huge sets of structured and largely open data are being combined, parsed and presented by organizations and individuals alike.

So what should YOU be doing with data? Does it make sense to share your own? Can you leverage others'? And what does the era of big, open data mean for the information economy as we know it?

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Media Future Now is ...

Alex Treadway, *The Daily Caller*, www.dailycaller.com

Andrew Mirsky, *Mirsky & Company, PLLC*, www.mirskylegal.com

Erica Anderson, *EricaAmerica*, www.ericamerica.com

Nick Yaeger, *Y Business Development*, www.YBizDev.com

Peter Cherukuri, *The Huffington Post*, www.huffingtonpost.com

Shana Glickfield, *Beekeeper Group, LLC*, www.beekeepergroup.com

Troy Schneider, *The New America Foundation*, www.newamerica.net

OUR GUEST SPEAKERS TODAY

NEIL FANTOM, The World Bank, Senior Statistician (www.worldbank.org, data.worldbank.org). Neil currently leads a team working to provide open access to the World Bank's data on development, and also leads a team that helps developing countries improve their own statistical data. Previously, Neil worked for the UK Department for International Development, the European Commission, and spent several years in Malawi and Botswana working directly with their national statistical agencies.

ERIC GUNDERSON, Development Seed, President and Co-Founder (developmentseed.org, developmentseed.org/sectors/data-visualization). Over the past seven years Eric has developed communications strategies and tools for some of the largest international development organizations in the world, in addition to working with US-based public health and education organizations. Eric is especially interested in improving information flows and efficiencies within large organizations, better integrating on-the-ground operations with those of their home bases, and visualizing information in actionable ways. Eric is a recognized expert on online communication technologies and open source software and has been featured in publications including the New York Times, Nightline, NPR, and Federal Computer Week. He is frequently invited to speak on topics including open data, web-based mapping tools, knowledge management, and open source business models and has presented at conferences such as SXSW, Web 2.0, Where 2.0, GOSCON, and DrupalCon. Eric is also a winner of the Federal 100 award for his contributions to government technology in 2009.

JASON HOEKSTRA, US Department of Education, Technology Solutions Advisor (www.ed.gov, data.ed.gov). Jason helps teams select and implement technology for internal data and process optimization and external presentation on the web. Prior to working at the Department of Education, Jason worked for 13 years as a software developer and architect.

JEFF MCCOY, The World Bank, Senior Web Producer (www.worldbank.org, data.worldbank.org). Jeff develops and manages products that enable greater access to the World Bank's rich repository of information. Jason oversaw the development of the Bank's API and Blog platform and was a part of the cross-functional team that developed the Open Data site.

DEREK WILLIS, The New York Times (open.blogs.nytimes.com, developer.nytimes.com, blog.thescoop.org). Derek is a member of the Interactive News Technologies group at The New York Times, where he works on data-driven Web applications and APIs mainly focused on government and political data. Derek maintains congressional and campaign finance data for nytimes.com and contributes to Open, a Times blog about open source software development and open data. Derek has worked at The Washington Post, The Center for Public Integrity and Congressional Quarterly, where the idea of building a votes database first occurred to him. He began his journalism career at The Palm Beach Post, and now lives in Silver Spring with his wife and daughter and online at thescoop.org.

Moderator: TROY SCHNEIDER, New America Foundation, Director of Media and Communications (febp.newamerica.net, statehealth.newamerica.net). Troy is responsible for New America's public presence – ensuring that New America is visible in traditional media outlets, an innovator with its own online efforts, and an active player in the larger media community. Prior to joining New America Foundation, Troy was Managing Director for Electronic Publishing at Atlantic Media Company, where he oversaw online operations of The Atlantic Monthly, National Journal, The Hotline and The Almanac of American Politics, among other publications. The founding editor of NationalJournal.com, Troy also helped launch the trailblazing political site PoliticsNow.com in the mid-1990s, and worked on the earliest online efforts of the Los Angeles Times and Newsday. Troy began his career in print journalism, and has written for a wide range of publications, including The New York Times, WashingtonPost.com, Governing, CongressDaily, Tikkun, Regardie's Power and many of the other titles listed above.