

Media Future Now
BLOG HOME: www.mediafuturenow.com
Reports, Discussion and Idea Exchange
AGENDA for Tuesday, February 17, 2009

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

OUR GUESTS TODAY:

February brings us creative activism both online and offline, mobile campaigning insight and digital strategy dish from an established Washington media outlet. We are excited to welcome our February Media Future Now presenters and discussion leaders:

Shaun Dakin, The National Political Do Not Contact Registry, CEO and Founder
Jeff Lee, Distributive Networks, President
Adam Sharp, C-SPAN, Executive Producer, Digital Services
(Thank you to Peter Cherukuri of Roll Call for introducing us to Adam Sharp.)

Thank you to Amos Snead and his colleagues at FD Dittus for hosting our February event. We welcome participation and ideas from all members and guests. Thank you all for joining us today.

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- III. NEXT MEETING: Tuesday March 17th, 12:15pm to 1:45pm, Google, Inc., 1101 New York Avenue, NW, Second Floor, Washington, DC. Thank you in advance to Peter Greenberger and his colleagues at Google for hosting our March event.**

Media Future Now is ...

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OUR GUEST SPEAKERS TODAY

Shaun Dakin, The National Political Do Not Contact Registry, CEO and Founder (www.StopPoliticalCalls.org)

The National Political Do Not Contact Registry is the nation's only non-partisan non-profit organization working to rid the nation of Political Robocalls, which are currently exempt from the Do Not Call registry. During the 2008 election, Shaun appeared on CNN, MSNBC, FOX, ABC, CBS, NBC, NPR and XM Radio numerous times as the nation's only spokesperson for the privacy rights of all voters. The NPDNC Registry has over 85,000 members. Shaun has also testified in the US Senate on behalf of Sen. Diane Feinstein's Robocall Privacy Act. During the election he worked with @BigEasy to develop a Twitter / Google Map Mashup to display robocalls across the nation. The National Political Do Not Contact Registry won the Mashable Open Web Award for best Non-Profit. Shaun twitters about this issue at @EndTheRobocalls and Twitters about everything else at @IsCool. Shaun lives in Falls Church with his wife and son.

Jeff Lee, Distributive Networks, President (www.distributivenetworks.com)

Jeff Lee is President of Distributive Networks, a leading provider of mobile content and technology solutions. Prior to joining Distributive Networks, Jeff spearheaded the North American roll-out for iO Global, a British telecom specializing in mobile/converged content delivery. Until 2007, Jeff served as CEO of the mobile content distributor and wireless solutions provider Proteus Inc., directing the company's enterprise strategy and planning. During his tenure, Jeff oversaw Proteus's development of an elite roster of clients (including AT&T, Sprint, MasterCard, ABC, Discovery, HBO and Fox), its groundbreaking expansion into Latin America, and the sale of the company in 2006 to Zergo Ltd. Before joining Proteus in 1999, Jeff was a Senior Manager of Consulting Services for Ernst & Young. His thought leadership is frequently featured at wireless industry events and in the press (Business 2.0, Wired, Wall Street Journal, The Washington Post, TechTV), and he is an active member of the Mobile Marketing Association. Jeff received his Masters of International Management from the American Graduate School of International Management - Thunderbird and his BA from Bucknell University.

Adam Sharp, C-SPAN, Executive Producer, Digital Services (www.cspan.org)

Adam Sharp joined the senior management team of C-SPAN in February 2009 from the office of U.S. Senator Mary Landrieu, D-La., where he served as Deputy Chief of Staff, and previously, Director of Communications and Technology. In the newly created role of Executive Producer, Digital Services, Sharp oversees editorial content on the Internet for C-SPAN.org and the creation of enhanced daily public affairs programming on cable for C-SPAN 3. The position marks a return to television journalism for Sharp, who previously led newsgathering technology and online editorial teams at NBC News and MSNBC.com.