

Media Future Now
BLOG HOME: www.mediafuturenow.com
Reports, Discussion and Idea Exchange
AGENDA for Monday, October 19, 2009

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

“Privacy: Mobile and Social Media”
TWITTER: #mfn

OUR GUESTS TODAY:

KAREN NEUMAN, a partner with **St. Ledger-Roty Neuman & Olson LLP**.
MATTHEW MAHAN, director of nonprofit relations and business development at **Causes on Facebook** (the largest application on Facebook).
Moderator: ANDREW MIRSKY of **Mirsky & Kong PLLC**.

Karen Neuman’s practice focuses on telecommunications and related privacy & information security issues. Karen will discuss how the unprecedented deployment of new technologies, applications and devices in mobile communications is outpacing the efforts of courts and regulators to strike a balance between preserving an environment that continues to foster innovation in services and products – including new business models for supporting those services and products – and protecting privacy and individual data.

Moving along to social media, **Matthew Mahan**, of **Causes on Facebook**, will discuss how Causes leverages social networks for philanthropy, offline action, cause marketing and campaigns. While perhaps a stretch, we will attempt to segue privacy from mobile to social media, particularly with the breadth and depth of data coursing through Causes’ 85 million users, 300,000 user-created “causes” (online grassroots communities) and 65,000 nonprofit beneficiaries.

*Thank you to **Troy Schneider of New America** and Troy’s colleagues at NAF for hosting our October event. Adult beverages have been furnished through the generosity of the new media law wiz kids at **Mirsky & Kong PLLC**. We welcome participation and ideas from all members and guests. Thank you all for joining us today.*

* * *

Media Future Now is ...

Andrew Mirsky, Mirsky & Kong PLLC: andy@mandklegal.com, (202) 339-0303.
Larke Paul, New Media Politburo: larkerachel@gmail.com, (202) 669-9944.
Troy Schneider, New America Foundation: schneider@newamerica.net, (202) 986-2700.
Peter Cherukuri, Vandelay Industries: petercherukuri@gmail.com, (202) 680-2119.
Richard Parker, Parker Media: rparker@mediuscom.net, (512) 638-5234.
Nicholas Yaeger, Y Business Development: nick@ybizdev.com, (202) 615-4418.
Diana West, Capital Briefings: diana_west@comcast.net, (703) 933-0663.
Alex Treadway, New York Yankees: alexander.treadway@gmail.com, (202) 441-9462.
Shana Glickfield, NextGenWeb: www.NextGenWeb.org, (202) 577-8802.

*Join Media Future Now’s Facebook group (Search for “Media Future Now” under Groups). **Please also visit Media Future Now’s blog home, www.mediafuturenow.com.***

* * *

OUR GUEST SPEAKERS TODAY

MATTHEW MAHAN, Causes on Facebook (www.causes.com) (director of nonprofit relations and business development), directs nonprofit relations and business development at Causes, which provides organizing tools for anyone who wants to change the world. As the largest application on Facebook, Causes supports over 85 million users, 300,000 user-created causes, and 12,000 official non-profit partners. Causes users have raised over \$14 million dollars for nonprofits in just over two years. Matthew joined Causes after teaching middle school through Teach for America building irrigation systems in Bolivia through a Rockefeller Fellowship. Matthew graduated magna cum laude from Harvard University, where he served as student body president. He is a native of Watsonville, a farming town on California's Central Coast.

KAREN L. NEUMAN is a founding partner of **St. Ledger-Roty Neuman & Olson LLP, (www.slrno.com)**, a Washington, DC law firm that focuses on regulation of information technologies and communications law, including privacy & data security, mobile communications, the Internet, media, telecommunications and related transactional matters. Karen's practice has focused on regulatory compliance and complex litigation in the context of information technology and telecommunications. She has appeared before state regulatory bodies and in state and federal courts on behalf of her clients. More recently her practice has focused on privacy and data security involving online databases and behavioral advertising. Additionally, Karen has developed expertise in federal initiatives to deploy and promote innovative uses of wireless communications platforms and technologies for uses that include the smart grid and delivery of health care services as well as funding opportunities presented by the federal broadband stimulus program. All of these matters involve the jurisdiction of the Federal Communications Commission, the National Telecommunications Information Agency, the Department of Justice, the Federal Trade Commission, and various state regulatory agencies.

Karen currently advises private companies and nonprofit organizations about improvements to their privacy policies and terms of use agreements and data security programs. She also has been instrumental in forging coalitions and developing effective strategic communications to regulators and policy makers on such matters as broadband nondiscrimination and open networks, competition issues raised by mergers and acquisitions involving large Internet and software companies, and antitrust investigations associated with innovative product launches.

* * *

Moderator:

ANDREW MIRSKY, Mirsky & Kong PLLC (www.mandklegal.com). **Mirsky & Kong PLLC** is a Washington, DC-based law firm with clients in media and technology, including publishers, nonprofits, traditional small businesses and individuals. Andy has 16 years' experience as a business and commercial lawyer, including 5 years' experience in company management of media and technology enterprises. Andy began his law career in New York City at the corporate law firm of Kaye Scholer LLP, focusing on corporate and finance transactions and advising clients in media, healthcare, securities, finance, manufacturing, and real estate. Andy moved to Washington in 1999 and worked in Advertising Operations at The Washington Post Company, before joining Atlantic Media Company as Director of Business Development and Legal Affairs. Andy has his law (1993) and undergraduate degrees (1990) from the University of Pennsylvania, in Philadelphia.