

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

AGENDA for Thursday, June 23, 2009

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

“Redskins, Twitter, SocialTimes, Facebook and Community”
TWITTER: #iranianelection/mfn (nah ... just #mfn)

OUR GUESTS TODAY:

CINDY BOREN, The Washington Post (Redskins and NFL Editor),
... in conversation with **JEFF MASCOTT, Adfero Group** (Managing Director).
NICK O’NEILL, Social Times and AllFacebook,
... in conversation with **ERICA ANDERSON, Spectrum** (Senior Digital Strategist) and
EricaAmerica.

Cindy Boren, The Washington Post (Redskins and NFL Editor), in conversation with **Jeff Mascott, Adfero Group** (Managing Director). Cindy is in charge of all pro football content across any and all means of distribution for the Post: The newspaper, the Redskins insider blog, the Redskins insider twitter feed, mobile texting, video and (in Cindy’s words) “whatever else comes next”. **Jeff Mascott** has worked with Cindy in developing some of these capabilities and spurred on much innovation.

Nick O’Neill, Social Times/AllFacebook (Founder), in conversation with **Erica Anderson, Spectrum** (Senior Digital Strategist), a communications firm that focuses on health, and multimedia blogger on **EricaAmerica**. Nick will discuss community in social media from his perch atop the AllFacebook and Social Times punditocracy. In particular, we will flesh out the exploding growth of community-building as vehicle for advertising and marketing, with secondary discussion on the never-far-behind privacy issues. **Erica Anderson** will also touch on Facebook’s impact on fundraising and as a resource for e-patients in healthcare.

*Thank you to **Vinnie Curren and his colleagues at Corporation for Public Broadcasting** for hosting our lunch. We welcome participation and ideas from all members and guests. Thank you all for joining us today.*

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OUR GUEST SPEAKERS TODAY

ERICA ANDERSON, Spectrum (Senior Digital Strategist), a communications firm that focuses on health, and multimedia blogger on **EricaAmerica**. By day, Erica is Senior Digital Strategist at Spectrum, a communications firm that focuses on health and science. By night, she is a multimedia blogger on EricaAmerica, which elevates the youth voice while looking at the intersection of web 2.0, politics and the media. And of course, the former MTV DC correspondent for election 08.

CINDY BOREN, The Washington Post (Redskins and NFL Editor). Cindy is in charge of all pro football content across any and all means of distribution for the Post: The newspaper, the Redskins insider blog, the Redskins insider twitter feed, mobile texting, video and (in Cindy's words) "whatever else comes next".

From Cindy: "I came to the Washington Post nine years ago after stops at The Kansas City Star, Hartford Courant, The [short-lived-but-greatly-beloved-although-I-prefer-"ahead-of-its-time"] National Sports Daily and New York Daily News. I'm a graduate of Southeast Missouri State University and have steadfastly, successfully and happily resisted my rare impulses to move to a different department. Sports isn't life and death -- it's much more important than that (said with apologies to the soccer manager who originally said that)."

JEFF MASCOTT, Adfero Group (Managing Director). Jeff is responsible for Adfero's long-term vision and strategic planning to guide the fast-growing firm's continued success in the public affairs industry. Jeff's unique blend of political experience, business savvy and communications expertise has helped Adfero become a public relations leader that is consistently recognized for staying ahead of the latest industry trends. Jeff provides strategic guidance on the development of communications and grassroots campaigns for Adfero's clients, combining traditional public relations tools with new media tactics to leverage the full range of available solutions. Jeff currently oversees the strategic direction and execution of MyWireless.org's grassroots advocacy efforts, which to date have mobilized over 1 million consumers to take action on issues affecting their wireless service.

As an adjunct instructor at the Georgetown University School of Continuing Studies, Jeff regularly shares his public relations and public affairs experience and vision. His course on interactive public relations teaches peers and future industry leaders about emerging trends and how to use the Internet to optimize PR campaigns. Jeff has been at the forefront of interactive public relations in the government sector for more than a decade. At a time when most representatives were just beginning to host individual web sites, Jeff created some of the earliest applications of grassroots lobbying using online communications. Jeff also designed the original GOP.gov web site that allowed representatives to quickly and directly connect with constituents through the Internet.

Jeff is a Washington, D.C., native and a graduate of the University of Maryland. He lives with his wife, Jenn, and their young daughter, Avery, in the Washington, D.C. area

NICK O'NEILL, Social Times and **AllFacebook** (Founder). Nick is the Founder of Social Times, Inc., a digital media company focused on leveraging social technology to build social capital. He is the social networking industry expert, providing no holds bar commentary and insightful analysis on social networking and social media. Nick also speaks at conferences nationwide and has been written about in multiple national publications. With the opening of the Facebook platform, Nick saw a huge opportunity and has become fully dedicated to covering the social networking phenomenon via AllFacebook.com, eventually expanding beyond with SocialTimes.com.

Nick currently runs Social Times Inc. full-time and oversees daily content production as well as hosting events around the country. Nick graduated cum laude from American University in 2005 with a Bachelor's degree in Finance. While Nick spends a lot of time writing content for sites, he is a passionate coder, building tools to help readers track the rapid growth of the social networking space.