

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

AGENDA for Tuesday, October 21, 2008

I. Introductions/announcements

II. Presentations and Discussion

SPEAKER: David Almacy, VP of Waggener Edstrom Worldwide's Studio D Group for the North American region, previously White House Director of Internet and E-Communications.

ROUNDTABLE: The State of the (New Media) Economy

Moderator: Peter Cherukuri, Roll Call Group, Publisher.

Ben Coffey Clark, Fleishman-Hillard.

Ernie Mosteller, Blattner Brunner, VP, Interactive Creative Director.

Sarah Romer, Washingtonian, Director of Sales & Marketing, Washingtonian.com.

DEMO: Paul Brigner of Verizon has offered to give us a not-to-be-missed FiOS demo of 20megs up, 50megs down. We may follow that with a discussion of opportunities for content and marketing (i.e. growth of video entertainment options on the Internet, streaming movies).

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III. Next meeting: Tuesday November 18th, 12:15pm to 1:45pm, Location TBA.

Our guests next month (tentative):

Anthony Long, AOL, Director, Search Engine Visibility

Eddie Mercado, Discovery Communications, Senior Search Analyst/SEO Lead

*Thank you to **Paul Brigner and his colleagues at Verizon** as well as to **Shana Glickfield of Amplify Public Affairs** for arranging for our venue and for hosting our event this month. We welcome participation and ideas from all members and guests. Thank you all for joining us today.*

Media Future Now is ...

Andrew Mirsky, Mirsky and Company: andy@mirskylegal.com, (202) 339-0303.

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Troy Schneider, New America Foundation: schneider@newamerica.net, (202) 986-2700.

Peter Cherukuri, Roll Call Group: petercherukuri@rollcall.com, (202) 824-6804.

Richard Parker, Medius Communications: rparker@mediuscom.net, (202) 641-6535.

Nick Yaeger, The Magazine Group and Publisher, Washington Flyer:

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Please also visit Media Future Now's NEW blog home, www.mediafuturenow.com.*

OUR GUEST SPEAKERS TODAY

David Almacy, Waggener Edstrom Worldwide, VP, Studio D Consulting (www.WEStudioD.com)

David Almacy has spent the past 15 years at the intersection of government, public relations, marketing, politics and digital communications. As vice president of Waggener Edstrom Worldwide's Studio D Group for the North American region, David has worked as a lead digital strategist for numerous global brands and organizations including the United Nations, Microsoft, Chevron, T-Mobile, MasterCard, BMC Software, DHL and Cognizant.

Prior to joining Waggener Edstrom, David worked at the White House as Internet and E-Communications director. In that role, he managed online communications strategy, and served as a press spokesperson and lead contact for digital influentials. In addition, David was the primary owner of the White House Web site and spearheaded WhiteHouse.gov's comprehensive redesign in March 2007. David's personal blog, CapitalGig, is a forum dedicated to examining how technology is changing the way we live, work, communicate, connect, campaign and govern in a capital city.

Moderator:

Peter Cherukuri, Roll Call Group, Publisher (www.rollcall.com)

Peter Cherukuri is Publisher of Roll Call. He previously served as Vice President of Marketing at The Magazine Group overseeing Washington Flyer magazine and other branded content/custom publishing initiatives. Prior to that, he worked in branding and product development capacities at Congressional Quarterly and National Journal Group.

Benjamin Coffey Clark, Fleishman-Hillard, Washington DC (www.fleishmanhillard.com)

Ben Clark works in the digital group of Fleishman-Hillard's Washington, DC office, where he develops and executes online strategies for different brands in business, political and media spheres. Expertise includes: new media platforms such as blogs and social networking sites; website design and web writing, and online community outreach and partnership strategies. As a consultant at The Harbour Group, he helped clients develop effective online communications strategies, and conducted media outreach, issue analysis and investigative research to complement lobbying, legislative, legal, and crisis communication team operations. Initially a staffer of Howard Dean's presidential campaign, following Sen. John Kerry's 2004 primary victory, Ben served as the Director of Communications and Operations for the Running for Change Political Action Committee.

Ben also served as the first Editorial Director for the Washingtonian magazine's website, where he was responsible for creating the overall tone and content of the online publication and email newsletters, as well the site's current design which was launched in August 2007. He orchestrated a variety of business development, marketing and public relations strategies to grow the digital publication's yearly ad inventory by 39%, visitors a month by 80%, and page views month by 63%.

Ernie Mosteller, Blattner Brunner, VP, Interactive Creative Director (www.brunnerdigital.com, www.brunnerworks.com)

Ernie Mosteller, who describes himself as a "Southern farm boy with an education," embraces and embodies advertising's transition from traditional to new media. His award-winning work as a creative director jump-started a successful 15-year run as a nationally-known commercial director. Energized by the endless possibilities of a changing media landscape, he combined his strategic, creative, narrative and digital skills to found a hybrid digital/traditional boutique, release an early eBook on the changes agencies face today, and cultivate a loyal following of weekly blog readers. His current position as VP, Interactive Creative Director at BBdigital, and VP, Creative Director for Blattner Brunner's DC office, complete the circle – finding him back on the agency side, helping clients, creatives, and agency management understand the possibilities of digital, and create compelling messages across all media. His personal blog is erniemosteller.com.

Sarah Romer, Washingtonian, Director of Sales & Marketing (www.Washingtonian.com)

Sarah Romer is Director of Sales & Marketing for Washingtonian.com. Since 2006, she has enjoyed working with the Web site's advertisers, who range from condo developers to health clubs to local boutiques. Sarah majored in journalism at Penn State. She worked at the Atlantic Media Company, which publishes The Atlantic and other publications, and then at SmartBrief, an online business-news publisher. A native of Wilmington, Delaware, she lives in DC's Mount Pleasant with her husband and enjoys dining out, golf, movies, and online shopping.