

HAPPY ST. PATRICK'S DAY!!!

Media Future Now

BLOG HOME: www.mediafuturenow.com

Reports, Discussion and Idea Exchange

AGENDA for Tuesday, March 17, 2009

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

"Tough Times: Finding Talent, Advancing a Career, and Building Diversity in New Media in a Troubled Economy".

OUR GUESTS TODAY:

Onica Makwakwa, UNITY: Journalists of Color, Inc. (Executive Director).

Chris Murphy, Atlantic Media Company (GC & Executive Director for HR).

Harry Weiner, ON-Ramps (CEO and Founder).

Mark Williams, KnowMeNow (Founder).

Moderator: Peter Cherukuri, Roll Call (Publisher).

Thank you to Peter Cherukuri of Roll Call for leading our planning for our March event. And thank you to Peter Greenberger and his colleagues at Google for hosting our March event. 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

Onica N. Makwakwa, UNITY: Journalists of Color, Inc., Executive Director (www.unityjournalists.org)

Onica N. Makwakwa, a native South African, joined UNITY: Journalists of Color, Inc. as Executive Director in September 2006 where she has led the organization through a number of successful events and partnerships. Most notably, Onica oversaw UNITY '08, the organization's fourth quadrennial convention, which drew over 7,500 to Chicago. Under her leadership, UNITY has carried out several initiatives, including completion of Building UNITY, a booklet chronicling the organization's history, mission and vision, an update of the Washington Press Corps Study with Arizona State University, a diversity survey with The Loop 21, and the Retention through Reinvention project funded by The Ford Foundation.

Onica has over 10 years of professional experience in the nonprofit sector – specifically in association, events and project management, fundraising, and board development. Her experience includes serving as

Director of Development for the national office of the YWCA USA, the Black Women's Health Imperative (formerly the National Black Women's Health Project), and the National Low Income Housing Coalition.

A graduate of The University of Iowa where she earned a Masters degree in Education and a Bachelor of Science in Psychology, she also attended Grinnell College in Iowa.

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Chris Murphy, Atlantic Media Company, General Counsel and Executive Director for Human Resources (www.atlanticmediacompany.com)

Chris is General Counsel and Executive Director for Human Resources of Atlantic Media, whose print and online publications include The Atlantic, National Journal, Government Executive, CongressDaily, and The Hotline. Chris manages the company's diverse legal work and oversees employee recruitment, training, benefits, and organizational culture.

For the eight years prior to joining Atlantic Media, Chris founded and led City Year Washington, DC, the local chapter of the AmeriCorps national service program that unites diverse 17-24 year olds for a demanding year of full-time community service, leadership development, and civic engagement. Since 2000, the program has made a difference in the lives of 45,000 DC children and developed more than 300 young leaders, many of whom have gone on to assume leadership roles in the DC community.

Prior to founding City Year Washington, DC, Chris was an attorney at Hogan & Hartson with a practice focused on commercial litigation and antitrust law. Chris is an honors graduate of Harvard University and received his JD from the Georgetown University Law Center where he served as an Editor on the Georgetown Law Journal. Chris lives in Washington, DC with his wife Georgetown University Law Professor Laurie Kohn and their sons Aidan and Caleb.

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Harry Weiner, ON-Ramps, CEO & Founder (www.on-ramps.com)

On-Ramps is a creative new full-service search firm that helps companies fill flex-force positions. On-Ramps performs customized assessments focused on attracting and retaining top talent. Previously, Harry worked for eight years at the nation's largest alternative asset recruiting firm, Glocap Search, where he was a Partner and Managing Director. Harry is also a co-founder and Director of the Kalai Foundation (www.kalai.org), a not-for-profit organization that raises money for education in Africa. In addition, he serves on the Board of Advisors of R.I.S.E. (www.RISEnetwork.org), a not-for-profit organization focused on improving teacher retention in the U.S. by providing resources to quality teachers in low-income communities.

Harry earned an MBA from the Wharton School of Business and a BA in Paleobiology from the University of Pennsylvania. He resides on the Upper West Side of Manhattan with his wife, daughter and son.

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Mark Williams, KnowMeNow, Founder (www.markusworks.com)

Mark is the Founder of MarkusWorks. Mark has led the creation of a wide range of new and traditional media products that have been the basis of civic, corporate and individual campaigns and initiatives. Mark has provided consultation for a wide variety of clients, including Exxon Corporation, AT&T, the US Department of Defense, Colgate Palmolive, the Agency for International Development, the Central Intelligence Agency, Microsoft, and Harvard Medical School.

For nearly ten years, Mark was the worldwide diversity consultant for the Marriott International family of companies, coordinating all aspects of their diversity strategy and education programs. Before his tenure with Marriott, Mark was a consultant with the CIA, working with top leaders to analyze shifting political and social conditions and help the intelligence community respond to the impact of the post-Cold War era.

Mark is the author of the bestselling book "*The 10 Lenses: Your Guide to Living and Working in a Multicultural World*", which offers new thinking on understanding and managing cultural diversity. Mark's recently published book and research, "*Your Identity Zones*", expands on The 10 Lenses approach, outlining a practical, dynamic framework for personal growth as well as cross-cultural group and community understanding. Mark holds a Master's degree in organizational psychology from The American University and is a faculty member of the NTL Institute for Applied Behavioral Science.