

Media Future Now
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Reports, Discussion and Idea Exchange

AGENDA for Tuesday, May 20, 2008

- I. Introductions/announcements**
- II. Reports on recent developments**

Presentations and Discussion

Video: Walled garden versus open web.

Video: The business.

Video: Tools.

Video: User perspective – social networking and video.

Neil Hare, Global Vision Communications, President

Contact Neil: nehare@globeviz.com, www.globeviz.com, www.isupportthismessage.com

Dan Manatt, PoliticsTV.com, CEO and Executive Producer

Contact Dan: dan@politicstv.com, www.PoliticsTV.com

Thom Wallace, emPivot, Co-Founder

Chace Warmington, emPivot, Co-Founder

Contact Thom and Chace: thom@empivot.com, chace@empivot.com, www.empivot.com

Moderator: Ken Sands, Congressional Quarterly, Executive Editor for Innovation

Contact Ken: ksands@cq.com, www.cq.com

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- III. Next meeting: Tuesday June 24th, 12:15pm to 1:45pm, Location TBA.**

Thank you to Rob Philips of Burson-Marsteller for hosting, and thank you also to Rob's former Burson colleagues Pat McMurray (now of Quinn Gillespie) and Katie King (now of Microsoft in London) – good luck to Pat and Katie in their new gigs. Yes, we at Media Future Now liberally use the word "gigs" to be trendy, especially when we're talking about hipsters like Pat and Katie! 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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OUR GUEST SPEAKERS TODAY

Neil Hare

Global Vision Communications, President, www.globeviz.com, specializing in strategic communications for trade associations, coalitions and corporations. Global Vision has a specific expertise in the interactive space, developing cutting edge websites and generating online grassroots support for issue advocacy campaigns. Hare also recently founded www.isupportthismessage.com, a video sharing website for politicians, interest groups, and the public to test, broadcast and garner support for their political messages. And, its private label application www.Isupport.tv. Previously, Hare served as vice president of Corporate Communications at the U.S. Chamber of Commerce. Hare is on the Board of D.C. Scores, a non-profit offering after school soccer and literacy programs for elementary school children in DC.

Dan Manatt

PoliticsTV.com, CEO and Executive Producer, www.PoliticsTV.com, a YouTube Channel and video blog. PTV's YouTube videos have been viewed nearly 4 million times, and boasts more subscribers than the channels of all Members of Congress combined. A 10-year veteran in the Internet Video field, Dan produced the first campaign video blog ever in 2003, and founded the first ever political Web video consulting firm, PoliticsTVConsulting.com, in 2003. Dan is a regular commentator on Web Video and politics in the Washington Post, TechPresident.com and elsewhere. Dan's latest venture is CongressionalVideo.com, a web video news service.

Ken Sands

Congressional Quarterly, Executive Editor for Innovation. Ken Sands is also is on the board of directors of the Online News Association and previously served as the first-ever online representative elected to the Associated Press Managing Editors Association board of directors.

Thom Wallace

emPivot, Co-Founder. Thom leads emPivot's strategic partnerships, site functionality, and business communications efforts. His efforts are focused on building an authentic and diverse community and offering the best services for visitors and members. Thom brings over eight years of experience working with non-profit organizations that prided themselves on cross cultural collaboration in the social enterprise, renewable energy, and environmental sector. During the past two years he has spearheaded the sustained growth of Ecofusion, as the Managing Principal of the Company. Now Thom serves as a Principal of Ecofusion, overseeing the Strategic Communications Consulting Division. Prior to founding Ecofusion Thom worked for Northwest SEED as the organization's Communications Director.

Chace Warmington

emPivot, Co-Founder. Chace is emPivot's primary lead regarding the development of the business and focuses on managing the day-to-day operations of emPivot.com. Chace has more than a decade of experience working in television production, political campaigns, multimedia development, and media relations for social enterprise and policy-related organizations. Chace is also a Principal of Ecofusion, a communications and media company, as principal of Ecofusion's New Media Venture Division. Chace served as field producer for CNBC's "Equal Time;" an instructor and researcher for George Mason University Program on Peacekeeping Policy and community building facilitator for the Seeds of Hope Conference in Belfast, Northern Ireland; the Citizen Peace-Building Conference through the University of California at Irvine in 2000 and 2001; and the Citizen Summit II, a Washington, DC, government event, in 2003. Most recently, Chace served for three years as a senior associate at the Hoop Dreams Scholarship Fund.