

Media Future Now
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Reports, Discussion and Idea Exchange
AGENDA for Tuesday, June 25, 2008

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

Presentations and Discussion

Who Owns What?

Exploring Intellectual Property from the "new media economy" angle

Our speakers:

Jennifer Cortner, EFX Media, President and Co-owner
Contact Jennifer: jcortner@efxmedia.com, www.efxmedia.com

Colin Delany, Epolitics.com, Founder and Editor
Contact Colin: cpd@epolitics.com, www.epolitics.com

Lawrence Swiader, US Holocaust Memorial Museum, Chief Information Officer
Contact Lawrence: lswiader@ushmm.org, www.ushmm.org

Introduction and Legal Background: Andrew Mirsky, Esq., Mirsky and Company
Contact Andy: andy@mirskylegal.com, www.mirskylegal.com

"Who Owns What?" The internet makes it possible for anyone to create IP and make it available to anyone who cares to access it. Therefore, we as business owners, publishers, advertisers, PR mavens, lawyers and communicators need to concern ourselves with its use, license and sale agreements and how IP influences the world around us from the political sector to impacting cultural and social trends. How have the rules changed and how do our business models and strategic thinking need to change?

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III. Next meeting: Tuesday July 22nd, 12:15pm to 1:45pm, Location TBA.

Thank you to Gloria Dittus, Amos Snead, Lyn Stout and their colleagues at FD Dittus for hosting our event today. We welcome participation and ideas from all members and guests. Thank you all for joining us today.

Media Future Now is ...

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<http://mediafuturenow.blogspot.com>.*

OUR GUEST SPEAKERS TODAY

Colin Delany

Colin Delany is founder and editor of Epolitics.com, a site that focuses on the tools and tactics of Internet politics and online advocacy. Launched in July of 2006, Epolitics.com received the Golden Dot Award as "Best Blog – National Politics" at the 2007 Politics Online Conference. The site also features an "Online Politics 101" e-book, a new release of which was issued just last week.

Colin started in politics in the early '90s in the Texas Capitol (where public service is considered a contact sport) and moved into the online political world in 1995. In 1999, during the first Internet boom, he helped to start a targeted search engine for politics and policy, which lasted about as long as you would expect. Since then, Colin has worked as a consultant to help dozens of political advocacy campaigns promote themselves in the digital world, and between 2003 and 2007 was the Online Communications Manager at the National Environmental Trust. He also plays bass in a rock and roll band.

Jennifer Cortner

Jennifer Cortner is President and co-owner of EFX Media, a marketing and media communications firm in Arlington, VA. EFX Media specializes in designing memorable creative design and connecting clients with the right mix of media technology to effectively market their message – from online and mobile videos to traditional advertising.

Jennifer leads a team of 30 incredibly talented and seasoned creative veterans, and has helped EFX Media grow from a small boutique shop to an award-winning marketing agency. She has been instrumental in creating long-term relationships with some of Washington's leading organizations, including AOL, ExxonMobil, Orbital Sciences, Sallie Mae, US Marshal's Service, Freddie Mac and many others.

Jennifer currently is on the Board of Directors for the Washington Area Women's Foundation which invests in over 100 non-profits dedicated to helping underserved women and girls in the Washington DC region. She is a Past President of the DC Chapter of Women in Film and Video and serves as the Chair of the Advisory Board. In 2006, Jennifer was recognized by Women in Technology with a "Heroine in Technology" award for strategically leading EFX Media to work with local area non-profit organizations. Jennifer was also recognized by the Washington Business Journal as a member of the 2006 "Women Who Mean Business" class. In May of 2005, Jennifer was awarded a Woman of Vision Award from Women in Film and Video for her leadership contributions to the DC film and video industry.

Jennifer is a graduate of Lafayette College where she double majored in International Affairs and French. She lives with her husband, Bruce Scallon, in Alexandria, VA.

Lawrence Swiader

Lawrence Swiader is Chief Information Officer at the United States Holocaust Memorial Museum. Lawrence joined the United States Holocaust Memorial Museum in 1998 and established an award-winning Web presence for the Museum that reflects its status as a national and international institution, and sees many millions of visitors every year from over 100 countries a day.

As CIO, Lawrence oversees programs in managed change, technology, media, and instructional development, and supports the Museum's educational mission through effective knowledge management, proven communications strategies, and technology enablement. Lawrence discussed many of these issues in his recent contribution of a chapter to "The Digital Museum: A Think Guide", a book published by the American Association of Museums.

In his second home of Athens, Greece, Lawrence has worked on various multimedia projects including kiosks for the Athens Metro, and the Foundation of the Hellenic World's Web sites on Greek history. Lawrence graduated from the S.I. Newhouse School of Public Communications at Syracuse University in 1989 with a degree in Television, Radio, and Film and in 1993 earned a Masters degree in Instructional Design, Development and Evaluation from Syracuse University's School of Education.