

**Media Future Now**  
BLOG HOME: [www.mediafuturenow.com](http://www.mediafuturenow.com)  
**Reports, Discussion and Idea Exchange**

**AGENDA for Thursday, May 27, 2010**

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

**“Why the Broadband Plan Matters – Really ... Why?”**

**TWITTER: #MFN**

**LIVE VIDEO FEED: [www.nextgenweb.com](http://www.nextgenweb.com)**

**OUR GUEST SPEAKERS TODAY:**

**SHANA GLICKFIELD, NextGenWeb and Beekeeper Group**

**ELISE KOHN, FCC Broadband Team, Adoption Director**

**SHIREEN MITCHELL, digital media, technology, and diversity analyst, “Digital Sista”.**

**Moderator: ALAN ROSENBLATT, Center for American Progress, Ass. Dir. for Online Advocacy**

*Thank you to **Troy Schneider of New America** and Troy’s colleagues at NAF for hosting our December event. We welcome participation and ideas from all members and guests. Thank you all for joining us today. Thank you also to our friends at **NextGenWeb** for providing the live video feed of today’s event, available on [www.nextgenweb.com](http://www.nextgenweb.com).*

**“Why the Broadband Plan Matters – Really ... Why?”**

We have good reason to believe that most Americans are NOT telecom lobbyists, FCC wonkies or lawyers, and it occurred to us to raise our collective hands and ask, "Why is a National Broadband Plan such a big deal?" Is it really rude to ask a question whose answer so often taken for granted: From many perspectives, including our members' perspectives of advocacy, modern publishing and the business of new media, Why Indeed Does Any of this Matter?

As business people in new media, broadband impacts so much of what we do. That is clear. What is not clear are at least 2 things:

(1) Why does broadband (and the National Broadband Plan) matter to a world beyond FCC lawyers, telecom lobbyists and Friends of Julius Genachowski?

(2) Why specifically does broadband matter to Internet advocacy, modern publishing and the business of new media?

Our Media Future Now members may view this as a no-brainer, but we also think that the idea of "digital literacy" is a troubling selling point when high schools in Washington, DC and nationwide boast 30% graduation rates. Media Future Now's May event is sure to be an enlightening discussion about the importance of broadband to our businesses and our community.

**Media Future Now is ...**

**Alex Treadway, The Daily Caller, [www.dailycaller.com](http://www.dailycaller.com)**

**Andrew Mirsky, Mirsky & Company, PLLC, [www.mirskylegal.com](http://www.mirskylegal.com)**

**Erica Anderson, EricaAmerica, [www.ericamerica.com](http://www.ericamerica.com)**

**Nick Yaeger, Y BizDev, [www.YBizDev.com](http://www.YBizDev.com)**

**Peter Cherukuri, The Huffington Post, [www.huffingtonpost.com](http://www.huffingtonpost.com)**

**Shana Glickfield, Beekeeper Group, [www.beekeepergroup.com](http://www.beekeepergroup.com)**

**Troy Schneider, The New America Foundation, [www.newamerica.net](http://www.newamerica.net)**

**Special Thanks to MFN’s Communications Coordinator: Amanda Pelletier**

## OUR GUEST SPEAKERS TODAY

**SHANA GLICKFIELD, NextGenWeb and Beekeeper Group ([www.nextgenweb.com](http://www.nextgenweb.com)) ([www.beekeepergroup.com](http://www.beekeepergroup.com)).** Shana Glickfield, a Partner with Beekeeper Group, is a leading communications and advocacy consultant in Washington, DC. Shana currently acts as the Online Community Director of NextGenWeb.org, USTelecom's multimedia website dedicated to exploring all of the innovative ways that broadband is improving our quality of life. Shana's efforts on the project landed USTelecom, the broadband association, on the list of the *Top 10 Organizations Using Social Media* by Personal Democracy Forum. When not advancing NextGenWeb, Shana advises clients on their Web 2.0 strategies, blogger relations, and strategic alliances.

Shana graduated from Michigan State University and has a law degree from Temple University. She is the founder and author of The DC Concierge, a renowned local blog, and is one of the top 100 independent Twitterers in Washington, DC. She was one of five women named "up and comers in technology" recently by The Washington Post and made Washington Life magazine's list of most creative people in new media.

**ELISE KOHN, FCC Broadband Team, Adoption Director ([www.fcc.gov](http://www.fcc.gov)).** Elise is currently Adoption Director for the FCC's Broadband Team, although she will shortly be starting in a new position with the Commission's Wireline Competition Bureau. Elise worked in the leveraged finance group of Merrill Lynch for almost four years assisting a number of high profile media and telecommunications clients access capital markets and assess risks associated with strategic acquisitions, divestitures and infrastructure investments. More recently, Elise worked with companies in the not-for-profit sector. She earned a JD/MBA from New York University, and a BS from Indiana University, Bloomington.

**SHIREEN MITCHELL, "Digital Sista", a digital media, technology, and diversity analyst, who consults in areas of multimedia and social networks ([www.shireenmitchell.com](http://www.shireenmitchell.com)).** As an early adopter and one of the few women of color web designers in the early 90's, Shireen has been involved with tech and networks for over 20 years. Shireen founded Digital Sisters/Sistas Inc. and a web multimedia management firm (MHG). In her various roles, Shireen was the web goddess (the original creator of the term) for Politically Black.com, a site that was sold to Netivation (NTVN) as one of the web transactions in the late 1990s that later went public. NTVN's Votenet division was later sold to Politics.com.

As an organizer, Shireen arranges and is on the planning committee for various tech events including the Digital Community, Techno Rodeo, Feminism 2.0, Shes Geeky, TechAdventure DC, Nonprofit 2.0, Computers, Freedom and Privacy, Gov20 Expo, TEDx Potomac and a few others. Shireen created the game TechnoDemic, a multimedia competition to help youth learn technology and programming terms. Shireen has spoken and provided trainings on topics that include the impact of apps designs, technology and social software on communities across the country, appearing on WETA, KPFA, NPR, Women's Radio and Grit TV. She has been awarded the Social Citizen Award: Apps for Democracy DC, Rising Star: Woman of Color in Technology, Heroine in Technology, Community Technology Leader, Black Twitterati and Finalist of the Shorty Awards & a Young Woman of Achievement. Shireen is on national and local boards including Vice Chair of the National Council of Women's Organizations and Chair of the Media and Technology Task Force. Shireen and her family reside in Washington, DC.

**MODERATOR: ALAN ROSENBLATT, Center for American Progress, Associate Director for Online Advocacy ([www.americanprogressaction.org](http://www.americanprogressaction.org)).** Alan is Associate Director for Online Advocacy at CAP's Action Fund. Alan is a frequent speaker and author on digital media, advocacy, and politics, including social networking, blogging, grassroots, and mobile advocacy strategies. He is founder of the Internet Advocacy Center and the Internet Advocacy Roundtable; an adjunct professor at Georgetown, Johns Hopkins, and American Universities, where he teaches Media and Politics in the Digital Age, Internet Politics, Digital Political Strategies, and Internet Advocacy Communications; a blogger at Huffington Post, TechPresident.com and DrDigiPol.com; and a former fellow at George Washington University's Institute for Politics, Democracy, & the Internet.

Alan is also a founding team member of Media Bureau Networks (MBN), a pioneer in streaming media services; a contributing editor to PoliticsOnline.com; serves on the editorial boards of several scholarly journals dedicated to the study of the Internet, politics, and government; and is a member of the Board of Directors for E-Democracy.org. Alan taught Political Science at George Mason University for nine years, where, in 1995, he launched the first-ever cyberpolitics course. With MBN, he webcasted live coverage of the 2000 presidential conventions. Alan has a PhD in Political Science from American University, an MA in Political Science from Boston College, and a BA in Political Science and Philosophy from Tufts University. He lives in Arlington, Virginia.