

Media Future Now
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Reports, Discussion and Idea Exchange

AGENDA for Tuesday, May 1, 2008

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

Welcome

Regina Hopper, USTelecom, Executive Vice President.

Discussion and Panel

Innovation: Developments in New Media Advertising. A large topic, touching on video, evolving advertising metrics and innovative measurement practices, PR and New Media; buying and packaging. We have introduced these topics in prior meetings. We hope today to drill down on topics of specific interest. New Media is about many things, very much including innovation in business thinking and business strategy. Today we begin to look at how it all plays out on different traditional aspects of the media world.

Panel

Ernie Mosteller, Blattner Brunner, VP, Interactive Creative Director
Contact Ernie: emosteller@blattnerbrunner.com, www.blattnerbrunner.com.

Jeff Mascott, Adfero Group, Managing Director
Contact Jeff: jmascott@adfero.com, www.adfero.com.

David Haase, Virilion, Senior Consultant and Director, Editorial Services
Contact David: dhaase@virilion.com, www.virilion.com.

Moderator: Tim Hartman, GovExecutive.com/NextGov.com, Dir. Digital Publishing.
Contact Tim: thartman@govexec.com, GovernmentExecutive.com | NextGov.com.

- III. Next meeting: Tuesday May 20th, 12:15pm to 1:45pm, Burson-Marsteller, 1110 Vermont Avenue, NW, Suite 1100 (McPherson Square Metro stop).**

Special thanks to Regina Hopper and Rachel Eason and their colleagues at USTelecom for hosting our lunch, and to Shana Glickfield of Amplify Public Affairs for coordinating. 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.
Larke Paul, Threespot Media: larke.paul@threespot.com, (202) 471-1009.
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:
nick@themagazinegroup.com, (202) 721-1443.

****SPECIAL EVENT** NEXT THURSDAY MAY 8th**
COCKTAILS WITH MEDIA FUTURE NOW – CONTINUE THE CONVERSATION!
NEXT THURSDAY MAY 8th: 5:30pm to 7:50pm. Beacon Bar & Grill, 1615 Rhode Island Avenue, NW. Thank you to Larke Paul of Threespot Media for coordinating.

David Haase

David Haase heads Virilion's Editorial Services practice, which advises organizational clients on effective messaging and content as well as reputation management, crisis control and social media and networking. David started writing about the Internet in 1996, long before blogging, when he launched a pioneering newspaper column called Plugged-in Politics that was distributed nationwide by Knight Ridder/Tribune News Service. Plugged-in Politics examined how government organizations and campaigns were using the fledgling technology of the World Wide Web and email to deliver messages and sway opinion.

David became executive editor of National Journal Group's Greenwire online daily briefing in 1999. He then served as Editor in Chief/Director of Publications for Executive Compensation Resources before joining Virilion. Earlier, David spent 12 years covering Congress, politics and the White House as a Washington correspondent for Indianapolis Newspapers Inc., owner of The Indianapolis News and The Indianapolis Star.

A 20-year member of the National Press Club, David has chaired its online awards subcommittee for the last three years. David graduated from Antioch College. He lives with his wife in suburban Virginia.

Tim Hartman

Tim Hartman is Director of Research and Digital Publishing at Government Executive Media Group. Tim oversees new product development and advertising operations for all of Government Executive's online products. Most recently, he managed the launch of Nextgov.com, a new community site focusing on the federal IT community that launched in March 2008. Tim has been with Atlantic Media Company for six years, working in a variety of roles at the company. He joined Government Executive in May 2007.

Jeff Mascott

Jeff Mascott is Managing Director of Adfero Group. He specializes in strategy development, as well as the creation of integrated campaigns for clients, including associations, interest groups and Fortune 500 companies. Some of the clients Jeff works closely with include the U.S. Chamber of Commerce, AARP, Mazda, CTIA and NFIB. A frequent speaker and often interviewed expert on the intersection of public affairs and the Internet, Jeff's insights have been featured by the USA Today, The Washington Post, The Chicago Tribune, CNN.com, National Public Radio, and other prominent media outlets. Jeff is an adjunct instructor at the Georgetown University School of Continuing Studies and teaches a course on interactive public relations.

Prior to Adfero, Jeff served as the primary online communications consultant at the House Republican Conference under former Chairman U.S. Rep. J.C. Watts, Jr. He has the distinction of designing the original GOP.gov web site praised by The Congressional Management Foundation as "pushing the boundaries of what is possible for Congress on the web." Jeff also organized efforts to improve online communication between members of the House of Representatives and their constituents. A native of the Washington, D.C. area, Jeff is an alumnus of the University of Maryland. He and his wife, Jenn, reside in the Washington, D.C. area.

Ernie Mosteller

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.