

**Digital Media Lunch Group**  
**Reports, Discussion and Idea Exchange**  
**AGENDA for Tuesday, October 23, 2007**

**I. Introductions/announcements**

**II. Reports on recent developments**

**Larke Paul, an Account Manager at Threespot Media**, will open our October meeting with observations and thoughts on platform, product and marketing convergence. Larke will speak about how and why advertising exists at a whole new level in the current online and global marketplace. Larke works closely with clients to create and manage online/offline strategies and projects. Recently, she led a web network development project for the Service Employees International Union to empower SEIU's local chapters nationwide to set up websites using a custom designed WYSIWYG-based CMS.

Contact Larke: [larke.paul@threespot.com](mailto:larke.paul@threespot.com) & [www.threespot.com](http://www.threespot.com).

We welcome **Rob Kennedy, General Manager of C-SPAN**, who will continue our ongoing discussion of content models, particularly the debate between paid-content (i.e. subscription) models and "open source", wide-access distribution. Scott Karp and Troy Schneider introduced the topic at our July lunch, where Scott spoke about the "open" aggregation strategies of the NY Times and other leading publishers. C-SPAN is an unusual organization for many reasons, not least because of the seeming – and misleading – "public" nature of its content. Rob Kennedy grapples with this problem on a daily basis, and will share with us C-SPAN's innovative approach to this challenge.

Contact Rob: [RKENNEDY@c-span.org](mailto:RKENNEDY@c-span.org). C-SPAN can of course be found on television, and on the web at [www.c-span.org](http://www.c-span.org).

**Gene Slyman, founder of Gene Slyman Media Services**. At our first lunch, John Bell of Ogilvy PR and 360 Digital Influence highlighted successful user- and consumer-generated campaigns by commercial marketers, while Michael Bassik and Erin Byrne tied in the political experience. Gene Slyman will draw on his experience with his client American Apparel, the largest t-shirt manufacturer in the US with 145 retail locations, applying a "test-learn-optimize-expand" approach to display and search marketing online – but nonetheless remaining steadfastly focused on ROI's firm. Gene's firm specializes in Marketing Consulting, Media Strategy, Media Planning/Buying and Search Marketing for clients globally.

Contact Gene: [gene@geneslyman.com](mailto:gene@geneslyman.com) & [www.geneslyman.com](http://www.geneslyman.com).

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**III. Our next meeting will be Tuesday December 4<sup>th</sup>, 12:15pm to 1:45pm, location TBA. Please save the date.**

*Special thanks to Pat McMurray and Burson-Marsteller for hosting our monthly lunch meeting. We welcome participation and ideas from all members and guests. Thank you all for joining us today.*

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