

Media Future Now (Digital Media Lunch Group) Reports, Discussion and Idea Exchange

AGENDA for Tuesday, January 15, 2008

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

Discussion and Panel

Old and New: What they're publishing and what they're buying. First of a multi-month series on the transition of old media to digital media.

Introduction

Peter Corbett, CEO of iStrategyLabs, will discuss how social media is affecting media consumption.

Panel

Jim Brady, Executive Editor of WashingtonPost.com
Kent Dellinger, Manager of Govt. Relations for Honda North America
Gerry Gunster, Senior VP and Executive Director at Goddard Clausen

Our panel will discuss the impact of shifts in media buying on traditional journalism and relations between media and advertisers. **Peter Cherukuri, VP/Associate Publisher of Roll Call**, will moderate the panel.

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Peter Corbett is CEO of iStrategyLabs, a consultancy focused on providing clients with integrated and interactive marketing strategy. Peter's true passion is working with clients to engage consumers using interactive tactics and fusing these methods with an integrated approach. From web site creation to online media campaigns, mobile marketing and social media, Peter has the experience and understanding to help marketers wrap their minds and business models around the interactive space. We are delighted that Peter can join us.

Contact Peter: peter@istrategylabs.com, www.istrategylabs.com.

Jim Brady, Executive Editor of WashingtonPost.com. Prior to his appointment, Jim served as a consultant for Washingtonpost.Newsweek Interactive, focusing primarily on product development and strategy. Jim served as sports editor and assistant managing editor for news from 1995 to 1999. Jim spent more than four years at America Online, serving as Group Programming Director, News & Sports; Executive Director, Editorial Operations; and Vice President, Production & Operations. Jim was as a sportswriter at The Washington Post from 1987 to 1995. Jim has also served as the Washington sports correspondent for UPI, interned as a sportswriter at Newsday and worked as a researcher for NBC during the 1992 Summer Games in Barcelona. We are delighted that Jim can join us.

Contact Jim: Jim.Brady@washingtonpost.com, www.washingtonpost.com.

Kent Dellinger is Manager of Govt. Relations for Honda North America. Kent manages Honda's Washington office and handles issue and corporate advocacy, while spending an even larger part of his time with responsibilities for state legislative and grass-roots advocacy. We apologize in advance to Kent for not having a fuller biography

to include in this Agenda, but hope to introduce him further to the group at today's lunch. We are delighted that Kent can join us.

Contact Kent: Kent_Dellinger@hna.honda.com.

Gerry Gunster, Senior VP and Executive Director at Goddard Clausen, manages national and state advocacy issues, directs statewide ballot measure campaigns and provides strategic counsel for Goddard Claussen. Gerry has a remarkable success record managing issue advocacy campaigns and ballot measures in over fifteen states and Washington, DC. Gerry was a Capitol Hill staffer for two members of Congress and has been a government affairs manager for Joseph E. Seagram & Sons, Universal Studios, Tropicana Orange Juice Company and The Grocery Manufacturers of America. Gerry was also the Associate Producer of the HBO film "Last Best Chance" and wrote "Our Land. Our Future," a documentary about the Shinnecock Indian Nation. We are delighted that Gerry can join us.

Contact Gerry: gerry@gcsa.com, www.gcsa.com.

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III. Our next meeting will be Tuesday February 26th, 12:15pm to 1:45pm, location TBA. Please save the date.

Special thanks to Troy Schneider and New America Foundation for hosting our monthly lunch. We welcome participation and ideas from all members and guests. Thank you all for joining us today.

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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.

***Please visit our blog, <http://mediafuturenow.blogspot.com>**