

Media Future Now
mediafuturenow.blogspot.com
Reports, Discussion and Idea Exchange
AGENDA for Tuesday, February 26, 2008

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

Welcome

Peter Greenberger, Elections & Issue Advocacy I, Google.

Discussion and Panel

"Old and New", the transition of old media to digital media. Is there a way to successfully combine the "walled garden" and the "read-write web" in Washington? Second of a series on the transition of old media to digital media.

Panel

Charlie Mitchell, Editor, Roll Call
Contact Charlie: charliemitchell@rollcall.com, www.rollcall.com.

Michael Petruzzello, Partner, Qorvis Communications
Contact Michael: mpetruzzello@qorvis.com, www.qorvis.com.

Jack Quinn, Founder and Co-Chairman, Quinn Gillespie and Associates
Contact Jack: jquinn@quinn-gillespie.com, www.quinn-gillespie.com.

Alan Rosenblatt, Associate Director of Online Advocacy, Center for American Progress and Founder, Internet Advocacy Roundtable
Contact Alan: arosenblatt@americanprogressaction.org,
www.americanprogressaction.org/events/IAR.html.

Nancy Wright, Senior Vice President, TenCapitol
Contact Nancy: nwright@tencapitol.com, www.tencapitol.com.

Moderator: Troy Schneider, New Media Editor at the New America Foundation and former Editor & Associate Publisher of NationalJournal.com.

Our panel will discuss the following challenges facing Washington publishers: (a) changed reader expectations, (b) challenges for advertising and competition from advertisers' direct outreach to decision makers, (c) challenges of subscription-only ("walled garden") versus open-site publications trying to reach and influence decision makers, and (d) questions of how web 2.0 impacts all of this and whether web 2.0 even matters in DC.

III. Next meeting: Tuesday March 25th, 12:15pm to 1:45pm, location TBA.

Special thanks to Peter Greenberger and Google for hosting our lunch. 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.