

# Digital Media Lunch Group Reports, Discussion and Idea Exchange

## AGENDA for Tuesday, July 31, 2007

### **I. Introductions/announcements**

### **II. Reports on recent developments**

#### **Scott Karp, [Publishing 2.0](#), The (R)evolution of Media, Editor and Publisher.**

Scott will discuss content distribution, and particularly, publishers' "open source" approach to content branding and other responses to destruction of content distribution monopolies. Scott will draw on his industry experience and insights, including publishers' difficulty in moving away from seeing branding "as a function of controlling the distribution channel".

Contact Scott: [scottkarp@gmail.com](mailto:scottkarp@gmail.com)

Publishing 2.0, The (R)evolution of Media, can be found at <http://publishing2.com>.

**John Bell, Ogilvy Public Relations, Managing Director and head of Ogilvy PR's [360 Degree Digital Influence](#) Team.** John's work with marketers involves user-generated content, and particularly consumer-generated advertising. John will discuss how marketers and advertisers are reaching and seeking to reach online influencers, as well as the impact of consumer-generated advertising on media buying for traditional and new media.

Contact John: [John.Bell@ogilvypr.com](mailto:John.Bell@ogilvypr.com), (202) 729-4166

The 360° Digital Influence blog can be found at <http://blog.ogilvypr.com>.

**Troy Schneider, New America Foundation, Director of New Media (formerly Managing Director for Electronic Publishing at Atlantic Media Company).** Like Scott Karp, Troy strongly advocates that publishers think of new media as an integrated community relationship of resources and brands. Troy will discuss innovative new media thinking in the nonprofit sector – using a major new resource that New America will soon debut as an example – and explore the potential implications (and opportunities) with regard to for-profit publishers.

Contact Troy: [schneider@newamerica.net](mailto:schneider@newamerica.net), (202) 986-2700

New America's Federal Education Budget Project can be found at [http://www.newamerica.net/education\\_budget\\_project](http://www.newamerica.net/education_budget_project).

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### **III. Please come, fax, e-mail or call to claim or propose topics for the September, 2007 meeting and beyond**

*Special thanks to Atlantic Media Company for hosting our first monthly lunch meeting, and to Troy Schneider and the New America Foundation for offering to do the same.*

We welcome participation and ideas from all members and guests. The Digital Media Lunch Group was organized by Andrew Mirsky of Mirsky and Company, a Washington, DC law firm, and Larke Paul of Threespot Media, a Washington, DC interactive agency specializing in branding, design, web strategy and application development.

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Contact Larke: [larke.paul@threespot.com](mailto:larke.paul@threespot.com), (202) 471-1009.