

Digital Media Lunch Group
Reports, Discussion and Idea Exchange
AGENDA for Tuesday, September 18, 2007

I. Introductions/announcements

II. Reports on recent developments

Justin Waller of Atlantic Media and **Andy Mirsky** will kick things off with a quick survey of recent developments in the digital media landscape, "spanning the globe to bring you the constant variety of sport". (Thank you Wide World of Sports.)

Contact Justin: jwaller@theatlantic.com

Contact Andy: andy@mirskylegal.com

Michael Bassik, MSHC Partners' Vice President of Internet Strategy, will discuss developments in how the political community views the internet as a marketing medium. Michael will discuss the emergence of the web as a political communication medium and how that plays out for ad dollar spending. He will also discuss where politics lags way behind commercial marketers, and developments to anticipate including social networking and emphasis on direct response and away from branding.

Contact Michael: mbassik@mshcpartners.com

MSHC Partners, Inc., previously known as Malchow Schlackman Hoppey & Cooper, can be found on the web at www.mshcpartners.com.

Erin Byrne, Burson-Marsteller's Chief Digital Strategist and Managing Director of Marsteller Interactive. Erin will share her thoughts on how trends toward relationship-building are playing out in her interactions with traditional and new media. Erin's experience includes managing the interactive program for the Bureau of Engraving and Printing's "New Color of Money" program, a comprehensive digital strategy including a campaign Web site produced in 23 languages, interactive learning tools, e-mail marketing, search, and originated with a rich-media online advertising campaign.

Contact Erin: erin.byrne@bm.com

Erin's web presence can be found at a number of sites, including www.bm.com and www.marsteller.com. Please also see Erin's blog at www.digitalperspectiveblog.com.

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III. Our October meeting will be Tuesday October 23rd, 12:15pm to 1:45pm at Burson Marsteller, 1110 Vermont Avenue, NW, Suite 1100 (1 block north of McPherson Square). Please save the date.

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

Andy 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.