

# Blurred Lines



## Advertising or Content?

An FTC Workshop on Native Advertising

## Bios

### Laura Brett

Laura Brett is a staff attorney at the National Advertising Division of the Advertising Self-Regulatory Council, which is part of the Council of Better Business Bureaus. Since she joined NAD in April 2012, Ms. Brett has handled a variety of cases involving advertising in potentially deceptive formats, reviewing the adequacy of disclosures in digital formats, including native advertising. Ms. Brett's article, "Publishers – And Marketers – Must Meet Ethical Standards in Native Advertising: Both Have Responsibility to Ensure Consumers Aren't Deceived" was published in Advertising Age in June 2013. Previously, Ms. Brett specialized in litigation matters in her own private practice and at Willkie Farr & Gallagher.

### Jamie Cole

Jamie Cole is Creative Director for Advanced Content/Red Barn Media Group in Birmingham, Alabama. He is a 20-year media veteran with extensive experience in custom publishing and brand journalism. Mr. Cole has received design awards from Folio, the American Society of Business Press Editors, and the National Agri-Marketing Association,

and writing and reporting honors from the Society of Professional Journalists and the Associated Press. He recently conducted a study that focused on credibility in brand journalism, published by Journalism and Mass Communication Quarterly, for which he received the University of Alabama's Outstanding Research award in 2013.

### Michelle De Mooy

Michelle De Mooy is Senior Associate for National Priorities with Consumer Action, a national nonprofit that empowers under-represented consumers to assert their rights in the marketplace and prosper financially. Her work focuses primarily on enhancing consumer privacy online by advancing pro-consumer policy and legislation, and by building dialogue between industry and other stakeholders to create innovative technology solutions. Ms. De Mooy sits on the advisory board of the Washington, D.C.-based think tank, the Future of Privacy Forum. She also has prior experience in managing corporate communications, brand advertising, marketing, and software engineering.

## David J. Franklyn

David J. Franklyn is a law professor at the University of San Francisco and the Director of the McCarthy Institute for Intellectual Property and Technology Law and the Center for the Empirical Study of Trademark Law. He writes and teaches about consumer perceptions of Internet advertising and is engaged in a multi-country study exploring how consumers interpret and process Internet advertising, labels, and icons. Professor Franklyn is Editor in Chief of McCarthy's Desk Encyclopedia of Intellectual Property Law. He spent several years in private practice at Mayer Brown, a Chicago-based law firm. Professor Franklyn regularly serves as an expert witness in consumer protection and intellectual property matters.

## Bob Garfield

Bob Garfield is a columnist for MediaPost and the Guardian. He is co-host of "On the Media", produced by WNYC and heard on more than 300 National Public Radio stations. Mr. Garfield is also the author of two books about the digital revolution's effects on media and marketing: "The Chaos Scenario" and, with co-author Doug Levy, "Can't Buy Me Like."

## Tessa Gould

Tessa Gould is The Huffington Post Media Group's Director of Native Ad Product, managing all aspects of The HuffPost's native offerings, including product strategy and development, as well as the in-house brand creative agency she pioneered, HuffPost Partner Studio, which is a team of

writers, editors, designers, and social media strategists dedicated to helping brands create quality branded content on The Huffington Post. She previously worked in Strategy & Operations for AOL Inc., where she was part of a team tasked with executing AOL's turnaround strategy and transforming the company into a major player in the digital media and online advertising space.

## Dan Greenberg

Dan Greenberg is the founder and CEO of Sharethrough, a software company that powers in-feed, native ads for premium publishers like Hearst, People, and Time, Inc., and brand marketers like Pepsi and Procter & Gamble. He also acts as the co-chair of the Interactive Advertising Bureau's Native Advertising Committee. Named to the 2012 Forbes "30 under 30" list and a regular contributor to TechCrunch and AdAge, Mr. Greenberg comes from a research background in persuasive technology at Stanford and regularly teaches classes in brand content and viral engineering.

## Todd R. Haskell

Todd R. Haskell is the Senior Vice President – Chief Revenue Officer of Hearst Magazines Digital Media. He is responsible for driving the sales and marketing revenue for Hearst Magazines Digital Media's 24 sites, including Cosmopolitan.com, Elle.com, Esquire.com, and GoodHousekeeping.com and pure-play digital brands, including RealBeauty.com. Previously, Mr. Haskell served in a variety of leadership roles at The New York Times, including Group Vice President for

Advertising, where he was responsible for all sales activities on NYTimes.com, including the development of The Times' Idea Lab, which took storytelling techniques and leveraged them on behalf of advertisers.

## Sid Holt

Sid Holt is the Chief Executive of the American Society of Magazine Editors, the principal organization for magazine journalists in the United States. ASME sponsors the National Magazine Awards in association with the Columbia University Graduate School of Journalism and publishes the ASME Guidelines for Editors and Publishers. Mr. Holt has nearly 30 years of experience in magazine publishing, including more than a decade at Wenner Media, where he was Managing Editor of Rolling Stone and Editorial Director of Us Magazine. He was also Editor in Chief and Executive Vice President of Adweek Magazines and Editorial Director of Nielsen Business Media, which published 40 titles, including Billboard and The Hollywood Reporter.

## Chris Jay Hoofnagle

Chris Jay Hoofnagle is a lecturer in residence at the University of California, Berkeley, School of Law, where he has taught computer crime law, Internet law, privacy law, and a seminar on the FTC's regulation of advertising. His research focuses upon the structure of legal and economic relationships that lead to tensions between firms and individuals, manifested through information privacy problems, gaps in understanding of legal protections, deficits in consumer law

protections, and the problem of financial fraud. He has written extensively in the fields of information privacy, the law of unfair and deceptive practices, consumer law, and identity theft.

## Jeff Johnson

Jeff Johnson is Principal Consultant at UI Wizards, Inc., a product usability consultancy (uiwizards.com). He also is a principal at WiserUsability.com, a consultancy focused on elder usability and accessibility. Mr. Johnson has worked as a user interface designer and implementer, engineer manager, usability tester, and researcher at Cromemco, Xerox, US West, Hewlett-Packard Labs, and Sun Microsystems. He has taught at Stanford University, Mills College, and the University of Canterbury. He has authored many articles and chapters on Human-Computer Interaction, and five books on the topic, including "Designing with the Mind in Mind" and "Conceptual Models: Core to Good Design."

## Lisa LaCour

Lisa LaCour is Vice President of Global Marketing at Outbrain, where she oversees the corporate brand, communications, and global marketing efforts worldwide. She joined Outbrain in 2010, and is part of the senior management team, responsible for driving the company's corporate positioning, branding, public relations, and customer acquisition efforts. Previously, Ms. LaCour served as Director of Marketing at fashion and lifestyle brand DailyCandy, where she built, and managed the company's first marketing

team. Prior to her work for DailyCandy, she led audience development and branding efforts for AOL's network of content sites.

### **Chris Laird**

Chris Laird is a Marketing Director in the Procter & Gamble Company's Brand Operations organization, leading a number of projects to better integrate P&G's digital marketing operations, enabling a seamless consumer journey "from content to commerce." Over his 19 years at P&G, Mr. Laird has held a variety of sales and marketing positions across the majority of P&G's portfolio, in both North American and global capacities. His marketing experience spans from selling directly to Walmart, to developing consumer segmentation models, to transforming digital marketing models. He has marketed brands as diverse as Braun, Tide, Gillette, Bounty, Old Spice, and Swiffer.

### **Nicholas Lemann**

Nicholas Lemann is a Professor of Journalism at the Columbia University Graduate School of Journalism, where he served as the Dean from 2003 to 2013. His areas of expertise include journalism ethics, trends in journalism, and the history of communications. He contributes to The New Yorker as a staff writer, has published five books, and has written widely for publications such as The New York Times, The New York Review of Books, and Slate. Professor Lemann has served on numerous boards, including those of the Authors Guild, the National Academy of Sciences' Division of Behavioral and Social Sciences and Education, and the Academy

of Political Science. He has also worked as a writer or editor, including at The New Yorker, The Atlantic Monthly, The Washington Post, and Texas Monthly.

### **Amy Ralph Mudge**

Amy Ralph Mudge is a partner in Venable LLP's Advertising & Marketing practice group in the Washington, D.C. office. Her practice focuses on counseling national advertisers, and she regularly appears on their behalf before the FTC and the National Advertising Division of the Council of Better Business Bureaus. She chairs the ABA Antitrust Section's Consumer Protection committee and is co-editor of a blog about advertising and consumer law issues entitled [allaboutadvertisinglaw.com](http://allaboutadvertisinglaw.com).

### **Ash Nashed**

Ash Nashed is the Founder and CEO of Adiant, a pioneer and leader in online content-style advertising. Adiant's Adblade and IndustryBrains networks place their NewsBullet® ads on the Web's largest news and financial portals and reach more than 250 million unique users monthly. Dr. Nashed is a frequent author of articles about digital media and marketing. He previously founded and was CEO of The HealthCentral Network, which was the world's second largest digital health information publisher when he sold it in 2005. Prior to entering the media world, Dr. Nashed was an emergency medicine physician and educator at the Morristown Medical Center Emergency Medicine Residency Program in New Jersey.

## Adam Ostrow

Adam Ostrow is the Chief Strategy Officer of Mashable, where he is responsible for defining and implementing strategic initiatives across the organization. As part of his role, he leads Mashable's Branded Content team, which develops content marketing programs on Mashable for a diverse group of clients. Mr. Ostrow joined Mashable as its second employee and Editor in Chief in 2007, a role in which he directed day-to-day news coverage, authored more than 2,500 articles, and built the editorial staff from three to 25 employees. Since moving into an executive position in 2011, Mr. Ostrow has led the development of Mashable's video program, publisher platform, native advertising solutions, and distribution strategy.

## Chris Pedigo

Chris Pedigo is the Vice President of Government Affairs for the Online Publishers Association, a not-for-profit trade organization dedicated to representing some of the most well-respected, online content providers before the advertising community, the press, the government, and the public. OPA members include Bloomberg.com, CBS Interactive, Condé Nast, Disney, Forbes.com, Fox News.com, Gannett, Meredith, Time, Inc., and Washington Post Digital. He previously founded a consulting firm and advocated on behalf of a variety of clients. Mr. Pedigo got his start in Washington, D.C. working for several different Members of Congress, including then-Representative Roger Wicker (R-MS) and Representative Ken Calvert (R-CA).

## Robin Riddle

Robin Riddle recently joined The Wall Street Journal as Global Publisher for the Custom Publishing and Special Advertising Sections department. Prior to joining The Wall Street Journal, he worked for 15 years at The Economist, most recently as Vice President of Custom Publishing and Events. Mr. Riddle started his career in print and digital advertising before moving into content marketing. He is active with the Custom Content Council, where he and his team at The Economist won three Pearl Awards for work on innovative programs for BMW, BNY Mellon, and T. Rowe Price. Mr. Riddle writes regularly on why people are changing their media consumption habits and how that is radically altering where marketing dollars are spent.

## Steve Rubel

Steve Rubel is Chief Content Strategist for Edelman, the world's largest public relations firm. He is responsible for advancing Edelman's thinking on the entire media ecosystem and helping clients develop new marketing communications strategies that leverage a broad spectrum of channels. Mr. Rubel writes a monthly column for Advertising Age and was recently named by PR Week as one of 20 innovators with the greatest impact on communications. He represents Edelman on the World Economic Forum's Media, Entertainment and Information Industry Partnership. Mr. Rubel previously worked in a variety of marketing communications positions in corporate, non-profit and small/mid-sized public relations firms.

## Jon Steinberg

Jon Steinberg is the President & Chief Operating Officer of BuzzFeed and is responsible for all business management, company operations, finance, and social advertising operations. He joined BuzzFeed in 2010, growing the company from 15 employees to more than 300. Under Mr. Steinberg's leadership, BuzzFeed has grown into a global and profitable social advertising business that works with more than half of the top 100 brands. Mr. Steinberg was named one of AdAge's Media Mavens in 2012. He was previously Strategic Partner Development Manager on Google's SMB (Small Medium Business) Partnerships team and the Director of Business Development at Majestic Research.

## Robert Weissman

Robert Weissman is President of Public Citizen, a nonprofit consumer advocacy organization. Prior to joining Public Citizen, he worked with the corporate accountability organization Essential Action, the publication Multinational Monitor, and Commercial Alert. Commercial Alert, which aims to protect communities from excessive commercialism, has been merged into Public Citizen.

## Mike Zaneis

Mike Zaneis is the Senior Vice President and General Counsel for the Interactive Advertising Bureau, which represents more than 500 leading media and marketing companies involved in the digital advertising industry, including CBS, Disney, Facebook, Google, Microsoft, The New York Times, Twitter, and Yahoo. Mr. Zaneis heads the IAB's public policy office, developing and managing its legislative, regulatory, and policy-making agenda, and representing the industry before Congress, federal agencies, state legislatures, and at public conferences. He previously served as Executive Director of Technology and E-Commerce at the U.S. Chamber of Commerce. Mr. Zaneis is an adjunct professor at Georgetown University's McCourt School of Public Policy.

