

bios

[Bill Adair](#)

Bill Adair is the creator and editor of PolitiFact.com, which won the Pulitzer Prize for National Reporting this year. He also serves as the Washington Bureau Chief for the *St. Petersburg Times*. He has worked in Washington since 1997 and has covered Congress, the White House, the Supreme Court, national politics, and aviation safety. Adair is the author of *THE MYSTERY OF FLIGHT 427: INSIDE A CRASH INVESTIGATION*, a behind-the-scenes account of how the National Transportation Safety Board solved one of the biggest mysteries in aviation. He is the winner of the Everett Dirksen Award for Distinguished Coverage of Congress and the Society of Professional Journalists' Sigma Delta Chi Award.

[Christopher Ahearn](#)

Christopher Ahearn is President of Reuters Media at Thomson Reuters, where he oversees the publishing and distribution of news and information services to media and business professionals. Reuters Media is a global division, which includes the News Agency and Publishing business lines. Prior to his current appointment in 2002, Ahearn was the Executive Vice President of the Reuters Research & Advisory business, where he developed the Reuters Knowledge product line. Ahearn joined Reuters in 2001 from J.P. Morgan, where he held positions in LabMorgan, the technology, media and telecommunications group, and the financial institutions group. Before that he worked in the financial institutions group at Credit Suisse First Boston.

Ahearn is a board member of ChinaWeb, the owner of Hexun, a provider of financial information to individual investors in China, and a member of the business advisory council of the BlackBerry Partners Fund. A passionate friend of the arts, Ahearn is also a board member at The Kitchen, a non-profit organization dedicated to providing opportunities to artists in the media, literary and performing arts. He is a graduate of the Wharton School of the University of Pennsylvania, with a Bachelor of Science in Economics.

[Bill Allison](#)

Bill Allison is the Editorial Director at the Sunlight Foundation. A veteran investigative journalist and editor for nonprofit media, Allison worked for the Center for Public Integrity for nine years, where he co-authored *THE CHEATING OF AMERICA* with Charles Lewis, and was senior editor of *THE BUYING OF THE PRESIDENT 2000*, and co-editor of the *New York Times* bestseller *THE BUYING OF THE PRESIDENT 2004*. He edited projects on topics ranging from the role of international arms smugglers and private military companies in failing states around the world to the rise of section 527 organizations in American politics. Prior to joining the Center for Public Integrity, Allison worked for eight years for the *Philadelphia Inquirer*—the last two as researcher for Pulitzer Prize-winning reporters Donald L. Barlett and James B. Steele.

[Joaquin Alvarado](#)

Joaquin Alvarado is the Senior Vice President for Diversity and Innovation at the Corporation for Public Broadcasting, where he provides strategic guidance and leadership for innovation and inclusion within public media and for broadening the reach and diversity of its audience. In 2004, Alvarado established the National Public Lightpath as a framework for public media, education, and community leadership in the future of the Internet. In 2005 he formed San Francisco's Digital Media Advisory Council and founded the Digital Sister Cities initiative to connect leading communities worldwide in efforts to stimulate economic development, innovation, and diversity. In 2008 he launched CoCo Studios to develop media collaboration and information platforms for fiber networks.

Alvarado holds a BA in Chicano Studies from U.C. Berkeley and an MFA from the UCLA School of Film, Television, and Digital Media. He serves on the Board of Directors for the Bay Area Video Coalition, the California Council for the Humanities, CineGrid, TechSoup Global, and Latino Public Broadcasting.

[Susan Athey](#)

Susan Athey is a Professor of Economics at Harvard University. She received her Bachelor of Science degree from Duke University and her PhD in Economics from Stanford University's Graduate School of Business. She joined the Harvard faculty in 2006, after teaching at MIT for six years and at Stanford for five. Her current research focuses on auction theory, the design of auction-based markets, and the statistical analysis of auction data. She is an expert in several fields of economics — including industrial organization, econometrics, and microeconomic theory — and has used game theory to examine firm

strategy when firms have private information. She advises governments and businesses on the design of auction-based marketplaces, and currently serves as a consultant to Microsoft Corporation in the role of Chief Economist, focusing on online advertising markets.

In 2007, Athey became the first female recipient of the American Economic Association's prestigious John Bates Clark Medal, awarded every other year to the most accomplished American economist under the age of 40. She is a fellow of the American Academy of Arts and Sciences and the Econometric Society, and she serves as an elected member of the Council of the Econometric Society and the Executive Committee of the American Economics Association.

[Paul Bass](#)

Paul Bass has covered New Haven and Connecticut as an award-winning reporter and editor for 30 years. He is currently the executive director of the not-for-profit Online Journalism Project and the editor of its daily news site, *the New Haven Independent*. He is also a lecturer in the political science department at Yale University, teaching courses on new media and politics and on New Haven's urban renewal experience. He is the co-author of *MURDER IN THE MODEL CITY: THE BLACK PANTHERS, YALE, & THE REDEMPTION OF A KILLER* (Basic Books 2006).

[Mark Bide](#)

Mark Bide is the Project Director of the Automated Content Access Protocol project (ACAP), and a Director of Rightscom, the specialist London-based media consultancy. He is also the Executive Director of EDItEUR, the global trade standards organization for the book and journal supply chains. He has worked in and around the publishing industry for

nearly 40 years, and was a Director of the European subsidiaries of both CBS Publishing and John Wiley & Sons, before becoming a consultant early in the 1990s. Since that time, Bide has been closely involved in media standardization strategies and the design and management of standards for identification and metadata, with a particular focus on the management of copyright on the network. He is a Visiting Professor of the University of the Arts London.

[Mike Bloxham](#)

Mike Bloxham has worked in media research and consulting for 20 years, advising multi-national corporations, media owners and government agencies on strategic marketing and communications issues. His clients have included Microsoft, Cablevision, BSkyB, Le Monde, Procter & Gamble, MTVEurope and the British Government. He has extensive attitudinal and behavioral research experience, and has worked on key projects in iTV, interactive marketing and advertising, user segmentation, usability, and media lifestyle profiling with an emphasis on interactive and emerging media platforms.

In 2003, Bloxham became Director, Insight & Research (I&R) at Ball State University's Center for Media Design, a consumer and content-oriented Digital Media R&D facility. His I&R team has become known for ground-breaking work in observational research into consumer media consumption and measurement, and is currently working in emerging media research, eye tracking and advanced usability testing. He has been a featured speaker at marketing, new media and research conferences internationally. He also writes regularly for *Media* magazine and for *MediaPost*.

[Jim Brady](#)

Jim Brady currently is working to launch a local, Washington, D.C. news web site for Allbritton Communications. Most recently, he was a consultant for Guardian American. Brady served as Executive Editor of [washingtonpost.com](#) from November 2004 to January 2009. During his tenure as Executive Editor, [washingtonpost.com](#) won a national Emmy award for its Hurricane Katrina coverage, a Peabody Award for its "Being a Black Man" series, an Editor & Publisher award for Best Overall Newspaper-Affiliated Web Site, two Digital Edge awards for Best Overall News Site, a Knight-Batten Award for Innovations in Journalism, two Scripps Howard Foundation National Journalism Awards, four Edward R. Murrow Awards for Best Non-Broadcast Affiliated Web Site, and more than 100 White House News Photographers video awards. Brady began his online journalism career at The Post's Digital Ink new media subsidiary in April 1995, and was on [washingtonpost.com](#)'s launch team in 1996. After serving as the Web site's Sports Editor and Assistant Managing Editor for News, he moved to America Online in 1999.

He spent four years at AOL, serving as Group Programming Director, News and Sports, Executive Director, Editorial Operations, and Vice President, Production & Operations. Prior to his first stint at [washingtonpost.com](#), he was a sportswriter at *The Washington Post* from 1987 to 1995.

[Steven Brill](#)

Steven Brill was the CEO of Verified Identity Pass, an airport security fast pass provider, until he stepped away from an active role in the company to lay the groundwork for Journalism Online, LLC. For the last eight years, Brill has also taught a seminar for aspiring journalists at Yale College. In 2006, Brill

and his wife Cynthia expanded that seminar by endowing the Yale Journalism Initiative, an array of non-fiction writing activities, career counseling services and supported internships aimed at channeling Yale students into the profession. Since 2007, Brill has provided significant support to a grant from the Knight Foundation aimed at establishing a similar journalism program at Yale Law School, and in 2009 Brill began teaching (with First Amendment attorney Floyd Abrams and *New York Times* reporter Adam Liptak) a seminar covering modern media law issues, including how the Internet has affected journalism and the media industry.

Bill Buzenberg

Bill Buzenberg became executive director of the Center for Public Integrity in December 2006. He has been a journalist and news executive at newspapers and in public radio for more than 35 years. Most recently, as Senior Vice President of news at American Public Media / Minnesota Public Radio, Buzenberg launched such programming initiatives as *American Radio Works*, public radio's major documentary and investigative journalism unit, and *Speaking of Faith*, public radio's signature program on religion. He also began Public Insight Journalism, an innovative use of technology to draw knowledge from the audience. Buzenberg was Vice President of News and Information at National Public Radio from 1990 to 1997. He was responsible for launching *Talk of the Nation*, as well as the expansion of *All Things Considered* and the extension of NPR's newscast services to 24 hours a day. During his tenure, the NPR News Division was honored with 9 DuPont-Columbia Batons and 10 Peabody Awards. Buzenberg joined NPR in 1978 as the first reporter to help start *Morning Edition* and also served as a foreign affairs correspondent.

Christopher Callahan

Christopher Callahan is the founding Dean of the Walter Cronkite School of Journalism and Mass Communication at Arizona State University. He came to ASU in August 2005 from the University of Maryland's Philip Merrill College of Journalism, where he served as Associate Dean. Callahan has brought to ASU the Donald W. Reynolds National Center for Business Journalism, the Carnegie-Knight News21 digital journalism initiative, and the Society of American Business Editors and Writers. He also created the Knight Center for Digital Media Entrepreneurship, the Cronkite Institute for High School Journalism, and the New Media Innovation Lab. He expanded ASU's student television newscast, led the design of a new undergraduate curriculum, developed a new intensive professional master's program, and is establishing a doctoral program. He also launched Cronkite News Service, started a multimedia reporting program with The Arizona Republic, created a minority fellowship program with the Meredith Corp., and established the Cronkite New Media Academy to provide multimedia and Web training to working professionals.

Callahan is currently leading the national News21 initiative, a 12-university program aimed at transforming journalism education, and is overseeing the creation of specializations in business journalism and Latino issues coverage at the Cronkite School. Callahan is the author of *A JOURNALIST'S GUIDE TO THE INTERNET*, now in its third edition. Before entering journalism education, Callahan was a correspondent for the Associated Press in Washington, D.C., and other bureaus in the Northeast. He is a graduate of Harvard University's John F. Kennedy School of Government and Boston University's School of Public Communication.

[Marcia Chambers](#)

Marcia Chambers is a Journalist-in-Residence and Research Scholar-in-Law at the Yale Law School and the editor of the *Branford Eagle*, an online newspaper. She launched the *Eagle* in 2006 through the Online Journalism Project. An award-winning journalist, Chambers is a former reporter for *New York Times* and the Associated Press in New York, a former columnist for the *National Law Journal*, and a contributing editor at *Golf Digest* magazine. She is the author of the book, *THE UNPLAYABLE LIE: THE UNTOLD STORY OF WOMEN AND DISCRIMINATION IN AMERICAN GOLF*. Her coverage of discrimination in America's private country clubs earned her a Silver Gavel award from the American Bar Association. She recently became a member of the Board of Directors of the Connecticut News Project, which will launch *ctmirror.org* in January. *Ctmirror* is an online news site whose reporters will cover state government in Hartford.

[Jeff Chester](#)

Jeff Chester is executive director of the Center for Digital Democracy (CDD), a Washington, D.C. non-profit group, which aims to foster democratic expression, civic engagement, and consumer protection in the digital media era. His book, *DIGITAL DESTINY: NEW MEDIA AND THE FUTURE OF DEMOCRACY*, provides an in-depth examination of threats to the public interest from both old and new media consolidation. U.S. journalist Bill Moyers has called Chester the "Paul Revere" of the media reform movement. Chester is currently writing a book about global interactive marketing and its impact on society.

A former investigative reporter and filmmaker, Chester received his MSW in Community Mental Health from UC Berkeley in 1978 and his BA in

psychology from California State University, San Francisco in 1975. He has been engaged in public interest policy advocacy for more than two decades. In the 1980s, he helped direct the successful campaign to establish the Independent Television Service for public television. In the 1990's, he and Kathryn Montgomery co-founded the Center for Media Education, spearheading a three-year effort that led to congressional passage of the 1998 Children's Online Privacy Protection Act and rules requiring children's educational programming for broadcasting. In 1996, *Newsweek* magazine named Chester one of the Internet's fifty most influential people. He was named a Stern Foundation "Public Interest Pioneer" in 2001. Chester played a key role in organizing the unprecedented grassroots opposition to the FCC's proposed media ownership rules in 2003. Under his leadership, CDD has pressed the FTC and other regulators to investigate how new digital marketing practices threaten consumer privacy.

[Gustav Chiarello](#)

Gus Chiarello is an Attorney Advisor in the FTC's Office of Policy Planning. His work focuses on competition and consumer protection regulatory policy, advocacy, and analysis. Starting in 2010, Chiarello will also serve as an adjunct professor at the Georgetown University Public Policy Institute, teaching courses on the interplay between antitrust and public policy. Prior to joining the FTC, Chiarello was in private practice at White & Case and Whiteford Taylor & Preston. Chiarello earned his JD from George Mason University, a Master of Public Policy from Georgetown University, and a BA in Economics from the Catholic University of America.

[Aneesh Chopra](#)

Aneesh Chopra is the Chief Technology Officer and Associate Director for Technology in the White House Office of Science & Technology Policy. He was sworn in on May 22, 2009. Prior to his appointment, he served as Secretary of Technology for the Commonwealth of Virginia from January 2006 until April 2009. He previously served as Managing Director with the Advisory Board Company, a publicly-traded healthcare think tank. Chopra was named to *Government Technology* magazine's Top 25 in their Doers, Dreamers, and Drivers issue in 2008. Chopra received his BA from The Johns Hopkins University and his MPP from Harvard's Kennedy School.

[Mark Contreras](#)

Mark Contreras joined the E. W. Scripps Company in 2005, as Vice President of newspaper operations. He was promoted to his current position of Senior Vice President/Newspapers in March, 2006. Contreras oversees the day-to-day operations and strategic direction of the Scripps daily and community newspapers in 13 markets, its innovative Web-based information services, and other related businesses. Before joining Scripps, Contreras was Senior Vice President at Pulitzer Inc., with oversight responsibilities for Pulitzer Newspapers Inc. and Pulitzer's 50 percent interest in the Tucson Newspaper Agency. Before joining Pulitzer, Contreras was president and publisher of the *Times Leader* in Wilkes-Barre, PA. He began his newspaper career with Capital Cities/ABC, Inc. as a marketing services manager at the *Oakland Press* in Pontiac, Michigan, after working as a legislative assistant to U. S. Senator Paul Simon on the U.S. Senate Judiciary Committee.

Contreras earned a BA from The University of Chicago and an MBA from Harvard Business

School. He is a graduate of the Advanced Executive Program of The Newspaper Management Center at Northwestern University and was selected by the Aspen Institute as one of 20 Henry Crown Fellows. In addition to serving as Chairman of the American Press Institute, Contreras is a member of the Executive Committee of the Newspaper Association of America and serves as its Vice Chairman. He is a board member of the National Hispanic Foundation for the Arts as well as Cincinnati Public Radio, a trustee of the Scripps Howard Foundation, and a member of the National Association of Multicultural Media Executives.

[Josh Cohen](#)

Josh Cohen, as the Senior Business Product Manager for Google News, is responsible for global product strategy, marketing and publisher outreach for Google News, which is currently available in 30 languages and nearly 60 countries. Prior to joining Google, Cohen was Vice President of Business Development for Reuters Media, the world's largest news agency. While there, he led business development for Reuters' Consumer Media team, working with major strategic partners. He was responsible for agreements with AOL, Google, MSN, Yahoo! and numerous media companies around the world for content distribution, revenue generation, and strategic investments. Before joining Reuters, Cohen was Director of Business Development for SmartMoney.com where he led business development and licensing activities for the site, a joint venture between Dow Jones and Hearst. Cohen holds degrees from the University of Michigan and Columbia Business School.

[Bill Densmore](#)

Bill Densmore is an expert on Internet information technologies and Internet-related business models.

He was a 2008-2009 Donald W. Reynolds Fellow, and now consults to the Institute at the Missouri School of Journalism. He heads the Media Giraffe Project at the University of Massachusetts-Amherst. He has been an editor/writer for the Associated Press, *ComputerWorld Magazine*, the *Boston Globe*, and trade publications in business and law; he has been a publisher of weeklies, and co-founded two Internet startups, Clickshare Service Corp. and CircLabs Inc.

Susan DeSanti

Susan DeSanti has been Director of the FTC's Office of Policy Planning since May 2009. She previously held that position from 1995-2001, and was Deputy General Counsel for Policy Studies at the FTC from 2001-2006. In those positions, she has organized hearings and written reports about topics as diverse as health care competition, patent reform to better incorporate a competition perspective, and new competition issues in the twenty-first century. She was a primary author of the *FTC/DOJ Competitor Collaboration Guidelines*. She served as Senior Counsel to the Antitrust Modernization Commission and was a primary author of the AMC's Report. In addition to her time in government, she was a partner at the law firms of Sonnenschein, Nath & Rosenthal and Hogan & Hartson.

Ken Doctor

As news industry analyst for Outsell, and through his own Content Bridges blog, Doctor covers the transformation of the news media, as it moves from print and broadcast to digital. In his work, he focuses on what's being lost, what's being gained, and how sustainable models of contemporary journalism can be built. His book, *NEWSONOMICS: TWELVE NEW TRENDS THAT WILL SHAPE THE NEWS YOU GET*, will be published in February 2010.

A veteran of the digital news industry, Doctor combines deep experience as an executive in news strategy, revenue models, and journalism. His experience includes 21 years with Knight Ridder, as well as time spent in the worlds of magazines, alternative journalism, and syndication.

Len Downie

Len Downie served as Executive Editor of *The Washington Post* for 17 years, from 1991 to 2008, during which time *Post* News staff won 25 Pulitzer Prizes, including three Pulitzer Gold Medals for Public Service. He is now a Vice President at Large at the Washington Post Co., and Weil Family Professor of Journalism at the Walter Cronkite School of Journalism and Mass Communication at Arizona State University. He also is a founder and board member of Investigative Reporters and Editors, Inc., a board member of the Center for Investigative Reporting in Berkeley, California, and Chairman of the Board of Advisors of Kaiser Health News in Washington.

Downie joined *The Post* as a summer intern in 1964 and soon became an award-winning local investigative reporter, specializing in crime, courts, housing, and urban affairs. He worked on the Metropolitan staff as a reporter, then editor for 15 years, including Assistant Managing Editor for Metropolitan news from 1974 until 1979. As Deputy Metropolitan Editor, Downie helped supervise *The Post's* Watergate coverage. He was named London correspondent in 1979 and returned to Washington in 1982, as National Editor. In 1984, he became Managing Editor.

Downie received BA and MA degrees in journalism and political science from Ohio State University. He is the author of five books: *JUSTICE DENIED* (1971), *MORTGAGE ON AMERICA* (1974), *THE NEW MUCKRAKERS* (1976), *A STUDY OF INVESTIGATIVE*

REPORTING; (with Robert G. Kaiser) *THE NEWS ABOUT THE NEWS: AMERICAN JOURNALISM IN PERIL* (2002); and a novel, *THE RULES OF THE GAME* (2009). He was a major contributor to *TEN BLOCKS FROM THE WHITE HOUSE: ANATOMY OF THE WASHINGTON RIOTS OF 1968*. In 2003, *THE NEWS ABOUT THE NEWS* won the Goldsmith Award from Harvard University's John F. Kennedy School of Government. Downie also is the author, with Columbia University professor Michael Schudson, of a major report on the future of news, *The Reconstruction of American Journalism*, published by Columbia in 2009.

[Karen Dunlap](#)

Karen Dunlap has devoted more than 30 years to the education of journalists and aspiring journalists. She is President and a Trustee of The Poynter Institute, where she has been since 1989. She is also a member of the Board of Directors of the (St. Petersburg) Times Publishing Company, the board of the Newspaper Association of America Foundation and Eckerd College Board of Trustees. She has led seminars on writing throughout the nation and abroad, and is co-author of *EFFECTIVE EDITOR* (with Foster Davis) and of *THE EDITORIAL EYE* (with Jane Harrigan). Dunlap was Editor of the Poynter Institute's "Best Newspaper Writing" series and has served three times as a Pulitzer Prize jurist. She was a reporter for the *Macon News* and the *Nashville Banner* and served stints as a staff writer at the *St. Petersburg Times*.

Dunlap has taught journalism at Tennessee State University in Nashville and at the University of South Florida in Tampa. Dunlap is a graduate of Michigan State University and Tennessee State University, and received her PhD from the University of Tennessee. She has been recognized with the Gerald M. Sass Distinguished Service Award from the Association of Schools of Journalism and Mass

Communications in 2005, an honorary doctorate from Eckerd College in St. Petersburg in 2006, and the Missouri Honor Medal from the University of Missouri School of Journalism.

[Rick Edmonds](#)

Rick Edmonds is media business analyst for the Poynter Institute where he has done research and writing for the last ten years. His commentary on the industry appears in *The Biz Blog* on Poynter Online. He is the co-author of the newspaper chapter in all six editions of the Project for Excellence in Journalism's State of the News Media report. He is frequently quoted in articles on newspaper economic issues and new business models and has provided comment in the *New York Times* and on numerous NPR reports. He was a co-author of Poynter's *EYETRACK 2007* book and has contributed to *BEST NEWSPAPER WRITING* anthologies. At Poynter he has helped coordinate conferences on emerging non-profit news alternatives and the future of advertising.

Edmonds spent 11 years with the *St. Petersburg Times* organization in various editor and publisher roles, including two years as managing editor of the paper's Tampa edition. Earlier in his career he was James Reston's assistant at the *New York Times* and a reporter at the *Philadelphia Inquirer*, where he was a finalist for the Pulitzer Prize in national reporting in 1982. He earned a BA from Harvard College in 1969.

[David Evans](#)

David Evans is an economist with positions at the University of Chicago Law School, where he is a Lecturer, and at University College, London, where he is Executive Director of the Jevons Institute for Competition Law and Economics and Visiting

Professor. He is also a Managing Director at LECG, LLC. He is a specialist on the economics of high-technology businesses and two-sided markets. His recent work has focused on web-based industries, online advertising and media, and the payments industry.

Evans is the author or editor of seven books, including *INVISIBLE ENGINES: HOW SOFTWARE PLATFORMS DRIVE INNOVATION AND TRANSFORM INDUSTRIES* (with Hagiu and Schmalensee) which won the American Publishers Association Best Book Award for 2006 in the Professional/Scholarly Publishing Competition. His articles have appeared in the *American Economic Review*, *Antitrust Law Journal*, *Foreign Affairs*, *Journal of Economic Perspectives*, *Journal of Political Economy*, and the *University of Chicago Law Review*, among other places. In addition to his academic work, Evans is involved in several media and online advertising businesses. He is on the Board of Directors of *pymnts.com* which is a joint venture of Business Wire, a Berkshire Hathaway Company, and Market Platform Dynamics. He is also on the Advisory Board of Cardlytics, an advertising network for financial services firms. Evans has a PhD in Economics from the University of Chicago.

[Lauren Rich Fine](#)

Lauren Rich Fine is the Research Director for ContentNext Media. Her work includes research on the digital media industry as it continues to change and evolve. She is also a Practitioner in Residence at Kent State University's College of Communication and Information. Until recently she was a Managing Director at Merrill Lynch in Equity Research. She joined the department in 1988 and covered the publishing, information, advertising, and online industries. She has been a ranked member of the

Institutional Investor All-American Research Team since 1994. She has an MBA from the Stern School of Management at NYU and a BA in Psychology/Economics from Tufts University.

[Jim Gaines](#)

Jim Gaines, former Corporate Editor of Time Inc. and managing editor of *People*, *Life* and *Time* magazines, is the editor in chief of FLYP, a web site for digital multimedia journalism at *flypmedia.com*. A graduate of the University of Michigan, he began his writing career at *Saturday Review* and *Newsweek*. He joined Time-Life at *People* magazine and was made the editor of the magazine in 1987. In 1989, Gaines went to *Life* magazine where he spearheaded its reinvention as a weekly newsmagazine for the first Persian Gulf War. His success led him to *Time*, the company's flagship, where he led the way in extending the *Time* brand into both new magazines and online. In 1996 Gaines became corporate editor of Time Inc. After leaving Time, Inc., Gaines created and launched a luxury men's magazine called *Travel & Leisure/Golf* for American Express Publishing and consulted for media companies in the U.S. and abroad on magazine startups, strategy, redesign, repositioning, and general management issues.

[Matthew Gentzkow](#)

Matthew Gentzkow is Professor of Economics and Neubauer Faculty Fellow at the University of Chicago Booth School of Business. He studies empirical industrial organization and political economy, with a specific focus on media industries. Gentzkow's work has been published in the *Journal of Political Economy*, the *Quarterly Journal of Economics*, the *American Economic Review*, and *Econometrica*, and has been covered in major national media. Gentzkow received an Alfred P. Sloan Research Fellowship in 2009. He has also been awarded a National Science Founda-

tion grant for research on media bias, and a Faculty Excellence Award for teaching. Gentzkow was educated at Harvard University, where he earned a bachelor's degree in 1997, a master's degree in 2002, and a PhD in 2004 in economics.

[Lisa George](#)

Lisa George is an empirical applied economist specializing in the fields of industrial organization and political economy. She is particularly interested in the economics of media markets, and her current work examines factors that shape the production of differentiated content and the role of media in social networks, product consumption, and political participation. Recent papers include the effect of ownership concentration on product variety in daily newspaper markets, the role of the internet in newspaper consumption across demographic groups, and the effect of television on the market for local beer. George has been actively involved in the policy debate on the changing nature of media markets, presenting her work at the FCC, the FTC, and the World Bank. George completed her PhD at the University of Pennsylvania in 2001. She spent two years in the economics department at Michigan State University before joining the economics department at Hunter College in 2003.

[Christopher Grengs](#)

Christopher Grengs is an Attorney Advisor in the FTC's Office of Policy Planning. He works with staff across the Commission to coordinate research and advocacy efforts on a wide variety of complex legal and economic policy issues. In particular, he has made significant contributions to the Commission's research and policy activities in the areas of telecommunications, including broadband Internet access, and mortgage disclosure reform, among others. Grengs earned his JD from the University

of Minnesota Law School and his BA in Economics and Political Science from the University of Wisconsin-Madison.

[James Hamilton](#)

James Hamilton is the Charles S. Sydnor Professor of Public Policy at Duke University and Director of the DeWitt Wallace Center for Media and Democracy. Hamilton's scholarly work and numerous publications reflect his interests in the economics of regulation, public choice/political economy, environmental policy, and the media. He has written or coauthored eight books, including *ALL THE NEWS THAT'S FIT TO SELL: HOW THE MARKET TRANSFORMS INFORMATION INTO NEWS*, *CHANNELING VIOLENCE: THE ECONOMIC MARKET FOR VIOLENT TELEVISION PROGRAMMING*, and *REGULATION THROUGH REVELATION: THE ORIGIN AND IMPACTS OF THE TOXICS RELEASE INVENTORY PROGRAM*.

For his accomplishments in teaching and research, Hamilton has received awards such as the Center for Advanced Study in the Behavioral Sciences Fellowship (2007), Frank Luther Mott Book Award, David N. Kershaw Award from the Association for Public Policy Analysis and Management, the Kennedy School of Government's Goldsmith Book Prize from the Shorenstein Center (1999), and Trinity College's (Duke) Distinguished Teaching Award (1993). Hamilton earned a BA in economics and government in 1983 and a PhD in economics in 1991, both from Harvard University.

[Jessica Hoke](#)

Jessica Hoke is a legal intern in the FTC's Office of Policy Planning. She is currently attending George Mason University School of Law and will graduate with her Juris Doctor in December 2009. She is actively involved with the American Bar Association

Law Student Division, where she served as the Law Student Division Liaison to the Section of Antitrust from 2008 to 2009.

[Pam Horan](#)

Pam Horan was appointed President of the Online Publishers Association in June 2006, after having served as Vice President of Marketing and Membership for two years. Prior to joining the OPA, Horan worked at Zinio Systems Inc., where she was the Vice President of Marketing and oversaw the marketing and distribution partnerships for the digital magazine publishing system.

Before her time at Zinio, Horan served as Vice President of Sales Marketing at Women.com Networks, a leading consumer web site for women acquired by iVillage. Additionally, she has held numerous sales and marketing management positions for a variety of organizations, including International Data Group (IDG), Pretty Good Privacy (PGP) and Symantec Corporation. Horan is a graduate of Boston College.

[Arianna Huffington](#)

Arianna Huffington is the co-founder and editor-in-chief of *The Huffington Post*, a nationally syndicated columnist, and author of twelve books. She is also co-host of *Left, Right & Center*, public radio's popular political roundtable program, and is a frequent guest on television shows such as *Charlie Rose*, *Real Time with Bill Maher*, *Larry King Live*, *Countdown with Keith Olbermann*, and *the Rachel Maddow Show*. In May 2005, she launched *The Huffington Post*, a news and blog site that has quickly become one of the most widely-read, linked to, and frequently-cited media brands on the Internet. In 2006, she was named to the Time 100, Time Magazine's list of the world's 100 most influential people. In 2008, she

was named Media Person of the Year by I Want Media, and wrote the introduction to *THE HUFFINGTON POST COMPLETE GUIDE TO BLOGGING*. Originally from Greece, she moved to England when she was 16 and graduated from Cambridge University with an MA in economics. At 21, she became president of the famed debating society, the Cambridge Union.

[Reed Hundt](#)

Reed Hundt has been a director of Intel since 2001 and is a member of the Compensation Committee of the Board. He is a principal of REH Advisors LLC, a business advisory firm, and Charles Ross Partners, an investment firm. He served four years as Chairman of the Federal Communications Commission (FCC), from 1993 to 1997. Hundt is the author of: *YOU SAY YOU WANT A REVOLUTION: A STORY OF INFORMATION AGE POLITICS* (Yale University Press 2000); and *IN CHINA'S SHADOW: THE CRISIS OF AMERICAN ENTREPRENEURSHIP* (Yale University Press 2006). He has also been Co-Chairman of The Forum on Communications and Society at The Aspen Institute.

Hundt is a magna cum laude graduate of Yale College, earning a Bachelor of Arts with Exceptional Distinction in History (1969). He is also a graduate of Yale Law School (1974), where he was a member of the executive board of the *Yale Law Journal*. He clerked for the late Chief Judge Harrison L. Winter of the U.S. Court of Appeals for the Fourth Circuit, and is a member of the District of Columbia, Maryland, and California bars.

[Benjamin Todd Jealous](#)

Benjamin Todd Jealous became the youngest national leader of the NAACP on September 1, 2008, and currently serves as its President and CEO. During his career, he has served as president

of the Rosenberg Foundation, director of the U.S. Human Rights Program at Amnesty International, and Executive Director of the National Newspaper Publishers Association, a federation of more than 200 black community newspapers. From his early days of organizing voter registration drives up until his nomination and election as NAACP President, Jealous has been motivated by civic duty and a constant need to improve the lives of America's underrepresented. A graduate of Columbia University in New York, Mr. Jealous is also a Rhodes scholar, holding a master's degree in Comparative Social Research from Oxford University.

[Jeff Jarvis](#)

Jeff Jarvis, author of *WHAT WOULD GOOGLE DO?*, blogs about media and news at Buzzmachine.com. He is Associate Professor and Director of the Interactive Journalism program at the City University of New York's new Graduate School of Journalism. He is consulting editor and a partner at Daylife, a news startup. Jarvis writes a new media column for *The Guardian* and is host of its Media Talk USA podcast, and consults regularly for media companies. Until 2005, he was president and creative director of Advance.net, the online arm of Advance Publications. Jarvis has been creator and founding editor of *Entertainment Weekly*, a Sunday editor and associate publisher of the *New York Daily News*, a TV critic for *TV Guide* and *People*, a columnist on the *San Francisco Examiner*, an assistant city editor and reporter for the *Chicago Tribune*, and reporter for *Chicago Today*. Jarvis holds a BSJ from Northwestern University's Medill School of Journalism.

[Elizabeth Jex](#)

Elizabeth Jex is an attorney advisor in the FTC's Office of Policy Planning. She recently was one of the primary authors of the FTC's "Follow-On Biologic

Drug Report" (June 2009). She also authored two recent articles with Michael Wroblewski, *The Promise of Follow On Biologics to Spur Both Biologic Drug Innovation and Competition*, *Journal of Generic Drugs*; and *Follow-on Biologic Drug Competition — No Need For New Marketing Exclusivities*, *Journal of Commercial Biotechnology*. In 2009, the FTC awarded her the Paul Rand Dixon Award. From 1990 to 2009, Jex was an attorney in the FTC's Bureau of Competition, where she investigated pharmaceutical, biotechnology, and medical device mergers, acquisitions, and intellectual property licensing agreements. She is a graduate of Williams College and earned her JD from Georgetown University.

[Martin Kaiser](#)

Martin Kaiser has been Editor & Senior Vice President of the Milwaukee *Journal Sentinel* since 1997. Previously he was Managing Editor of the *Journal Sentinel* and *Milwaukee Journal*. Before coming to Milwaukee in 1994, he worked for the *Baltimore Sun* in a variety of news positions and was Associate Managing Editor when he left. He also worked for the *Chicago Sun-Times*, the *Sarasota Herald-Tribune*, and the *Clearwater Sun*.

Under Kaiser's leadership, the *Journal Sentinel* won the 2008 Pulitzer Prize for Local Reporting for a series revealing pension eligibility irregularities in Milwaukee County government. In 2008-2009, his newsroom won awards in almost every major national reporting and writing competition, including the Polk Award, the John N. Oakes Award for Distinguished Environmental Journalism, three National Headliner awards, a Scripps Howard award, the APME Innovation Award, and honors as Pulitzer Prize finalists for three years. Editor and Publisher magazine named Kaiser "Editor of the Year" for 2009.

Kaiser is President of the American Society of News Editors. He is a frequent speaker on journalism issues and a judge for journalism competitions, including two years as a Pulitzer Prize juror. He earned his BA from George Washington University, and completed Northwestern University's Kellogg Graduate School of Management Executive Program.

Srinandan Kasi

Sri Kasi was named Vice President, General Counsel and Secretary of the Associated Press in 2006. He is responsible for the AP's legal affairs globally, overseeing several strategic initiatives involving media law, intellectual property rights, and the corporate governance of a digital cooperative of AP members. Kasi is leading the AP's efforts to have a news registry serve as the framework for new digital business models. He joined AP in 2004 as vice president of Global Business and Deputy General Counsel. Prior to joining the AP, he was with the law firms of Dewey Ballantine LLP and Rogers & Wells. He was previously a scientist at IBM Corporation. A graduate of the University of Madras, India, Kasi holds a PhD in the physical sciences from the University of Houston, and a JD from Columbia University.

Scott Klein

Scott Klein directs news application development and production at ProPublica. Klein is co-founder of Document Cloud. He previously worked at *The Nation*, directing editorial and business application development for the TheNation.com. Earlier in his career, Klein worked at the *New York Times*.

Jonathan Knee

Jonathan Knee is a Senior Managing Director at Evercore Partners and a professor at the Columbia School of Business. Knee teaches Media Mergers and Acquisitions and co-teaches Strategic Manage-

ment of Media with Professor Bruce Greenwald. Before joining Evercore in 2003, Knee was a Managing Director and Co-head of Morgan Stanley's Media Group. He was previously Publishing Sector Head in the Communications, Media, and Entertainment Group at Goldman Sachs. Prior to becoming an investment banker, he was Director of International Affairs at United Airlines and served as Adjunct Professor of Law at Northwestern University. His writing has appeared in the *Wall Street Journal*, *New York Times*, *Washington Post*, and the *Los Angeles Times*, and he is the author of *THE ACCIDENTAL INVESTMENT BANKER: INSIDE THE DECADE THAT TRANSFORMED WALL STREET* (Oxford 2006) and *THE CURSE OF THE MOGUL: WHAT'S WRONG WITH THE WORLD'S LEADING MEDIA COMPANIES* (Portfolio 2009).

Tom Krattenmaker

Thomas Krattenmaker is a consultant to the Director of the Bureau of Competition, FTC. He has held previous positions at the Supreme Court, the FCC, the DOJ, and the FTC. He also spent 30 years as a law school professor and dean, and has published widely on the First Amendment and on antitrust and telecommunications law.

Joe Laszlo

As the Interactive Advertising Bureau's Director of Research, Joe Laszlo plays a key role in driving the thought leadership among members and across the industry at large. Laszlo manages most IAB research initiatives, provides guidance and advice for IAB members with research questions, and oversees the IAB's Research Council. Among his IAB achievements, Laszlo spearheaded a major research project on the economic value of the advertising supported Internet. He wrote an IAB white paper on the state of mobile advertising and completed an IAB case

study on online video ad effectiveness. He has also overseen the completion of major IAB guideline initiatives around click measurement and audience reach measurement.

[Jon Leibowitz](#)

Jon Leibowitz was designated to serve as Chairman of the Federal Trade Commission on March 2, 2009, by President Barack H. Obama. Leibowitz was previously sworn in as a Commissioner in September 3, 2004, following his nomination by the President and confirmation by the U.S. Senate. In joining the Commission, Leibowitz resumed a long career of public service. He was the Democratic chief counsel and staff director for the U.S. Senate Antitrust Subcommittee from 1997 to 2000, where he focused on competition policy and telecommunications matters. He served as chief counsel and staff director for the Senate Subcommittee on Terrorism and Technology from 1995 to 1996 and the Senate Subcommittee on Juvenile Justice from 1991 to 1994. In addition, he served as chief counsel to Senator Herb Kohl from 1989 to 2000. Leibowitz worked for Senator Paul Simon from 1986 to 1987. In the private sector, Leibowitz served most recently as vice president for congressional affairs for the Motion Picture Association of America — from 2000 to 2004 — and worked as an attorney in private practice in Washington from 1984 to 1986.

A Phi Beta Kappa graduate of the University of Wisconsin with a BA in American History (1980), Leibowitz graduated from the New York University School of Law in 1984. He is a member of the District of Columbia Bar, and has co-authored amicus briefs before the U.S. Supreme Court on issues ranging from gun control to the census.

[Tom Leonard](#)

A native of Detroit, Tom Leonard attended that city's public schools and received his BA from the University of Michigan in Ann Arbor. He took his PhD in History from Berkeley. Leonard taught American History at Columbia University and, since 1976, has taught courses on the historical development of media at Berkeley's Graduate School of Journalism, where he was Associate Dean and headed the Mass Communications group major. Among other works, he is the author of *THE POWER OF THE PRESS: THE BIRTH OF AMERICAN POLITICAL REPORTING* (1987) and *NEWS FOR ALL: AMERICA'S COMING-OF-AGE WITH THE PRESS* (1995). After being named University Librarian at Berkeley in 2001, he has served on several national boards in this field and is now Past President of the Association of Research Libraries (ARL), the top research institutions in North America.

[Charles Lewis](#)

Charles Lewis is a Professor and the founding Executive Editor of the new Investigative Reporting Workshop at the American University School of Communication. The Workshop has been established to do significant, original, national and international investigative reporting for multimedia publication or broadcast, and also serve as a laboratory "incubator" to develop new models for conducting and delivering investigative journalism. A national investigative journalist for 30 years, Lewis is a bestselling author who has founded or co-founded four nonprofit organizations in Washington, including the Center for Public Integrity. He left a successful career as an investigative producer for ABC News and the CBS News program *60 Minutes* and began the award-winning Center, which under his leadership published roughly 300 investigative reports, includ-

ing 14 books, from 1989 through 2004. Lewis was awarded a MacArthur Fellowship in 1998 and he received the PEN USA First Amendment award in 2004.

[Nina Link](#)

Since joining MPA as President and CEO in 1999, Nina Link has concentrated her efforts on behalf of the consumer magazine industry in several key areas: government affairs, advertising/marketing, consumer marketing, and training for magazine employees. She has been particularly focused on helping magazines leverage their brands in the digital age and better understand the power of disruptive technologies and transformative business models. Under Link's guidance, MPA has held five "Magazines 24/7" digital conferences and launched an annual awards program that honors excellence on magazine digital platforms. In the fall of 2009, she led MPA in the development of the magazine industry's first Innovation Summit, a conference devoted exclusively to innovation in the publishing space.

Previously, Link served as Group President, Publishing and Interactive for Sesame Workshop, formerly Children's Television Workshop. Prior to that, Link headed her own consulting firm, The Link Group, Inc. She currently serves on the Boards of the Ad Council, Advisors for the New York University's Center for Publishing, and International Federation of Periodical Press (FIPP). She is the recipient of two National Magazine Awards.

[Lem Lloyd](#)

Lem Lloyd is Vice President of Channel Sales for North America, responsible for managing Yahoo!'s sales relationships with some of the nation's largest publishing partners, including Yahoo!'s network of advertising resellers. As local businesses shift their

advertising spend to online, capturing more of the local ad market is a major focus for Yahoo!. Lloyd manages the company's reseller marketplace, which includes both online-only and traditional media partners, such as directory and broadcast companies. He also manages the Yahoo! Newspaper Consortium, the company's pioneering partnership with more than 800 local U.S. newspapers. The multi-faceted partnership includes a range of components, from ad-serving solutions and content distribution services, to the cross sales of both publisher and Yahoo! behavioral targeted ad inventory.

Prior to joining Yahoo!, Lloyd was Vice President of Sales and Business Development at Oodle, a local listings company that powers the local classifieds marketplaces for such companies as AOL and Yell. Lloyd spent 12 years at Knight Ridder, becoming its Vice President and Corporate Director of Classifieds responsible for the company's print and online classified businesses across its 30 newspapers, and for its sales relationships with CareerBuilder and Classified Ventures. Prior to this, Lloyd ran The Real Cities Network, a national advertising network. A graduate of Columbia University's Graduate School of Journalism, Lloyd started out as a reporter covering Capitol Hill, later writing for *The Philadelphia Inquirer*.

[Mark MacCarthy](#)

Mark MacCarthy is currently teaching and doing research at Georgetown University's Communication, Culture, and Technology Program. He teaches courses on the economics of network industries and public policy toward network industries. He is also an adjunct member of Georgetown University's Department of Philosophy, where he teaches courses in political philosophy. He does research and consults in the areas of information privacy and security,

future of the media, open standards, electronic and mobile commerce and other technology policy issues.

MacCarthy was Senior Vice President for Global Public Policy at Visa Inc, responsible for policy initiatives affecting electronic commerce, new technology and information security and privacy. Prior to that, he was a manager with the Wexler-Walker Group, a Washington public policy consulting firm, and directed the Washington office of Capital Cities/ABC. He was a staff member on the U.S. House of Representative's Committee on Energy and Commerce, where he handled communications policy issues. Prior to that, he worked as an economist at the U.S. Occupational Safety and Health Administration. He has a PhD in philosophy from Indiana University and an MA in economics from the University of Notre Dame.

Josh Marshall

Josh Marshall is editor and publisher of TalkingPointsMemo.com, what *Time Magazine* calls "the prototype of what the successful Web-based news organization is likely to be in the future." Marshall spent his early journalistic career in traditional media, writing for such respected publications as *The New Yorker*, *The Atlantic Monthly*, *The New Republic* and *The New York Times*. In 2000, during the presidential election recount in Florida, Marshall launched the one-man blog TalkingPointsMemo. Dedicating himself to the business full time, Marshall grew the site to reach millions of users, hired editorial and business staffs and opened two news bureaus. TPM is now considered one of the most innovative journalistic organizations in the country, marrying the latest web technologies to the highest standards of journalism.

Marshall received a George Polk Award in 2008 for reporting on the 2007 US Attorney firing scandal that led to the resignation of Attorney General Alberto Gonzales and a Sidney Hillman award in 2006 for reporting on President Bush's attempt to phase out Social Security. TPM also won the IPI award recognizing free and independent media in 2008. In fall 2009 Marshall was named among the most influential commentators in the nation by *The Atlantic Monthly* and one of the most powerful people in DC by *GQ Magazine*. Marshall graduated from Princeton in 1991 and holds a doctorate in American history from Brown.

Jon McTaggart

Jon McTaggart is Senior Vice President and Chief Operating Officer for the American Public Media group, including Minnesota Public Radio (Saint Paul/Minneapolis) and Southern California Public Radio (Los Angeles), and is president of Classical South Florida (Miami). American Public Media is the nation's largest owner and operator of public radio stations, also producing and distributing premier national programming, including *A Prairie Home Companion* and *Marketplace*, and reaching 16 million listeners weekly. McTaggart has been deeply involved in APM's growth since 1982, serving as General Manager of station groups, Senior Vice President for New Media, Vice President of Business Development, and Senior Vice President of Content and Media. In addition, McTaggart has led strategic planning, fundraising and business development for a private hospital group, and was executive director of a hospital foundation, in Reading, PA. Prior to returning to Minnesota in 1995, he was Vice President for Advancement and University Relations of a liberal arts university in Riverside, CA. He holds a master's degree in public administration and a bachelor's degree in journalism communications.

[John Meyer](#)

John Meyer has been with WTOP his entire 13 year career. He is currently responsible for all of the station's digital initiatives including WTOP.com, all streaming applications as well as its mobile strategy. In early 2000, Meyer helped launch FederalNewsRadio.com, an internet-only, all-news radio station which covers the business of government. Profitable since day one, this station can now be heard on 1500 AM in the Washington, DC area.

[Suzanne Michel](#)

Suzanne Michel is Deputy Director for the FTC's Office of Policy Planning. She focuses on the patent and patent/antitrust issues that arise in the FTC's enforcement and policy work. Michel is currently heading the FTC's project on the "Evolving IP Marketplace." The FTC awarded her the Paul Rand Dixon award in 2002 and the Excellence in Supervision award in 2008. Before joining the FTC ten years ago, she worked in the Civil Division of the Department of Justice as a patent litigator.

Michel received her BS with honors from Northwestern University and her PhD in Chemistry from Yale University. She graduated from Boalt Hall School of Law (University of California at Berkeley). Following law school, she served as a law clerk to the Honorable Paul R. Michel at the Court of Appeals for the Federal Circuit.

[Alisa Miller](#)

Alisa Miller, president and CEO of Public Radio International (PRI) since January 2006, is a respected innovator, leader and spokesperson in public media who is helping transform the way journalism is created and people receive news, information and entertainment. Under her direction, PRI reaches more than 13 million listeners each week through

its well-known content such as *BBC World Service*, *PRI's The World*, *This American Life* and *Studio 360*, heard on public radio stations nationwide, on-demand through podcasts and online at station sites and PRI.org. PRI's content, with its on-going focus on critical topic areas including global health and development, economic security, science and the arts, provides context and furthers Americans' understanding of global events and cultural perspectives. Prior to her tenure at PRI, she led business development efforts at SesameStreet.com and corporate partnerships at the Sesame Workshop.

[Jonathan Miller](#)

Jonathan Miller is Chief Digital Officer, and Chairman and CEO of the Digital Media Group, for News Corporation, a role in which he helps drive the Company's overall digital strategy, while also directly overseeing all of News Corp.'s standalone digital businesses. Prior to News Corporation, Miller was a founding partner of Velocity Interactive Group, an investment firm focusing on digital media and the consumer Internet space. Previously, Miller was Chairman and CEO of AOL, where he led the company to a record annual profit growth of 21 percent, and increased online advertising growth -- the centerpiece of its new business model -- by 46 percent in 2006.

Earlier in his career, Miller was CEO and President of USA Information and Services -- now IACI and Expedia -- and also served as Managing Director of Nickelodeon International, a unit of Viacom's MTV Networks. From 1987-1993, Miller was Vice President, Programming and Co-General Manager of NBA Entertainment, where he was responsible for league-wide brand management and programming. Miller is member of the Board of Directors of the American Film Institute and Ticketmaster, and serves

on the Board of Trustees of Emerson College and WNYC Public Radio in New York. He resides in New York and holds a BA from Harvard College.

[Barbara Bacci Mirque](#)

Barbara Bacci Mirque is Executive Vice President, Communications and Best Practices, for the Association of National Advertisers. She joined the ANA as a Senior Vice President in December 2000 to manage special projects, including the Family Friendly Programming Forum (now ANA Alliance for Family Entertainment), and digital and industry marketing initiatives. She is also responsible for ANA's communications and marketing, ANA Magazine, ANA's marketing accountability efforts and is co-CEO of Ad-ID. Bacci Mirque brings extensive marketing experience to her post at the ANA, which she developed as a product manager and brand marketer at a number of major companies, including Frito-Lay, Nestlé Foods, Avon, Weight Watchers and Carvel Corporation. In these posts, she launched new products and repositioned mature products, created package designs, developed distribution strategies, directed public relations campaigns and established e-commerce channels.

[Bryan Monroe](#)

Bryan Monroe, a Visiting Professor at Northwestern University's Medill School of Journalism and the CEO of The Monroe Media Group, has been the Vice President and Editorial Director of *Ebony* and *Jet* Magazines at Johnson Publishing Company, and has contributed to ongoing coverage for CNN. Formerly the Assistant Vice President/News of Knight Ridder and the president of the National Association of Black Journalists (NABJ), Monroe helped lead the team that won the 2006 Pulitzer Prize for coverage of Hurricane Katrina. He also conducted the last

major interview with Michael Jackson, for a cover story in *Ebony*.

For the past three years Monroe led efforts to transform *Ebony* and *Jet* magazines and developed new platforms online and in digital media for Johnson Publishing Company. He also helped invent and then oversaw the launch of *ebonyjet.com* and spearheaded breakthrough deals in digital archives and new media with the Associated Press and Google. As the 16th President of NABJ, the oldest and largest journalism association of color in America, he led that organization to record growth, membership and revenue from 2005-2007. In that role, he challenged the industry to improve diversity, led a delegation of 11 journalists to Tanzania to cover malaria and HIV/AIDS, became the first head of a U.S. media organization to speak in the United Nations General Assembly Great Hall, and, in April 2007, was the first national voice to call for the firing of radio shock jock Don Imus after his comments about the Rutgers Women's basketball team.

Monroe had spent 16 years at various Knight Ridder papers and 23 years in journalism, most notably at the *San Jose Mercury News*, where he rose to the position of deputy managing editor.

[Rupert Murdoch](#)

Rupert Murdoch is Chairman and Chief Executive Officer of News Corporation, one of the world's largest diversified media companies. News Corporation's global operations include the creation and distribution of media products and services in the United States, Europe, Asia, Australia and Latin America. In 1954, Murdoch took control of News Limited, an Australian-based public corporation whose key asset was a majority interest in the number-two daily newspaper in Adelaide, South Australia.

Since then, Murdoch has overseen the expansion and development of News Corporation as it has become the world's leading publisher of English-language newspapers and their digital extensions; a premier provider of filmed entertainment; the creator of some of cable television's fastest-growing channels; a pioneer in direct broadcast satellite television; the top U.S. television network; a leading book publisher; and a growing stable of leading digital properties. Murdoch has been awarded the Companion of the Order of Australia (A.C.) for services to the media and to newspaper publishing in particular. Throughout News Corporation's history, he and his family have been closely involved with various educational, cultural, medical and charitable organizations throughout the United States, United Kingdom, Australia, Asia, and Israel.

[Eric Newton](#)

Eric Newton is Vice President of the journalism program for the John S. and James L. Knight Foundation. Since 2001, he has developed more than \$250 million in grants to advance quality journalism, freedom of expression and media innovation worldwide. Before Knight, he was founding managing editor of the Newseum. Much of his original work as its chief content creator remains in the world's first major museum of news in Washington, D.C. Newton began his journalism career as a newspaper editor in Northern California. At the *Oakland Tribune*, he was managing editor when the newspaper won 150 journalism awards, including a Pulitzer Prize. Newton's book projects include *CRUSADERS*, *SCOUNDRELS*, *JOURNALISTS*, *CAPTURE THE MOMENT*, and *NEWS IN A NEW AMERICA*. He co-founded the First Amendment Project, shared in a Peabody award for *Mosaic: World News from the Middle East*, and is a four-time Pulitzer Prize juror. Newton has a bachelor's degree in journalism from

San Francisco State University and holds a master's degree in international studies from the University of Birmingham, England, where he was a Rotary International Scholar. In 2008, Newton won the DeWitt Carter Reddick Award at the University of Texas at Austin, honoring professional service to the field of communications. In 2009, he was recognized by the Radio and Television News Directors Foundation's First Amendment Award for Knight Foundation's work to create Sunshine Week.

[Debra Osofsky](#)

Debra Osofsky is the National Director of News and Broadcast for AFTRA, the American Federation of Television and Radio Artists, a labor union representing over 70,000 journalists, performers and other artists working in news media and the entertainment industry. She coordinates negotiations and policy initiatives among AFTRA's Television and Radio Broadcast shops, is the chief negotiator on a number of National contracts, and consults on legal and legislative matters affecting journalists. She is also an attorney and has a wealth of experience advising broadcast journalists regarding their personal service contracts.

[Elisa Camahort Page](#)

As BlogHer's COO, Elisa Camahort Page leads events, marketing, public relations, and research for BlogHer, while working to ensure that all company operations deliver on their vision. A longtime Silicon Valley marketing executive, Camahort Page was at the vanguard of professional and business blogging. Prior to co-founding BlogHer, Camahort Page was running a marketing consultancy, Worker Bees, and was among the first to integrate corporate marketing strategies into the social media environment. Her most recent corporate position was Senior Director of Product Marketing at Terayon Communication

Systems, where she managed multiple product lines and senior product management staff. In addition to her many personal blogs, Camahort Page is widely read as BlogHer's conference leader and reality television editor. Camahort Page is a frequent public speaker, bringing research data about women and online communities to life in recent keynote sessions at MediaBistro Circus, Fem 2.0, New Comm Forum, and WOMMA Marketing Summit. Camahort Page is a founding Fellow of the Society for New Communications Research and serves on the Board of Directors of the 42nd Street Moon Theatre in San Francisco, the programming advisory committee for SXSW Interactive, and the Board of Advisors of the Anita Borg Institute.

[Robert Picard](#)

Robert Picard is one of the world's leading experts on media economics. A consultant and business school professor, he is the author of 23 books, including: *THE ECONOMICS AND FINANCING OF MEDIA COMPANIES*, *THE INTERNET AND THE MASS MEDIA*, and *MEDIA FIRMS: STRUCTURE, OPERATIONS, AND PERFORMANCE*. He is editor of the *Journal of Media Business Studies* and was previously editor of *The Journal of Media Economics*. He is director of the Media Management and Transformation Centers, a global research and training organization with branches located at universities in Europe, Asia, and Latin America. Picard received his PhD from the University of Missouri and has been a fellow at the Shorenstein Center at Harvard University and the Reuters Institute at University of Oxford. He has been a consultant for governments and leading media companies in North America, Europe, Asia, Africa, and Latin America, most recently advising the French and Dutch commissions on the future of the press. He is listed in WHO'S WHO IN AMERICA,

WHO'S WHO IN THE WORLD, and CONTEMPORARY AUTHORS.

[Aaron Pilhofer](#)

Aaron Pilhofer oversees a news-focused team of journalist/developers who build dynamic, data-driven applications to enhance *The New York Times'* reporting online. He joined *The Times* in 2005. Previously, he was at the Center for Public Integrity in Washington, D.C. and before that at Investigative Reporters and Editors. Pilhofer also is a co-founder of DocumentCloud, together with Scott Klein, Eric Umansky, and Ben Koski. DocumentCloud is a project to make original source documents easy to find, share, read and collaborate on, anywhere on the Web.

[Tom Rosenstiel](#)

Tom Rosenstiel designed the Pew Research Center's Project for Excellence in Journalism and directs its activities. The Project studies the revolution going on in the world of news and information—the way we learn about the world beyond our personal experience. The Project's audience is citizens who consume the news, journalists who produce it, policy makers and activists who communicate through it, and anyone who recognizes that a society and its press rise and fall together. Since its inception in 1997, the Project has produced scores of reports on press performance. These include the largest study of local TV news ever produced, major studies of topics in the news, and in 2004, the Project began producing its annual reports on the State of the American News Media.

A journalist for more than 20 years, Rosenstiel is a former media critic for the *Los Angeles Times* and chief congressional correspondent for *Newsweek* magazine. He also directs the Project's content

analysis reports on the performance of the press. Among his books, he is the author with Bill Kovach of *THE ELEMENTS OF JOURNALISM: WHAT NEWSPEOPLE SHOULD KNOW AND THE PUBLIC SHOULD EXPECT*, winner of the 2002 Goldsmith Book Prize from Harvard University, the Society of Professional Journalist Sigma Delta Chi award for research in journalism, and the Bart Richards Award for Media Criticism from Penn State. *ELEMENTS* is a required text in virtually every journalism school in the country and has been translated into more than 25 languages. A new edition of *ELEMENTS* was published in April 2007. Mr. Rosenstiel is also co-author of the Committee of Concerned Journalists *Traveling Curriculum*, an ongoing education program that since 2001 has trained more than 6,000 journalists in print, TV and online newsrooms nationwide.

Tonda Rush

Tonda Rush is President of American Press Works and also serves as of-counsel to King & Ballow, Nashville, Tennessee, in her media law work with newspaper clients. She is a lecturer and writer on the First Amendment, media law, and the business of newspapering. She was President and CEO of National Newspaper Association from 1992-97, Associate General Counsel for the American Newspaper Publishers Association from 1983-1992, and Director of the FOI Center for the Reporters Committee for Freedom of the Press from 1980-1983. She has owned and operated community newspapers and worked as a reporter for daily and weekly newspapers in Kansas and Nebraska. She is a graduate of the University of Kansas School of Law and of the William Allen White School of Journalism and Mass Communications. She practices law in Virginia and the District of Columbia.

Vivian Schiller

A media executive and journalist with more than 20 years experience in the industry, Vivian Schiller joined NPR as President and CEO on January 5, 2009. She comes to NPR from The New York Times Company, where she served as Senior Vice President and General Manager of NYTimes.com. As President and CEO, Schiller oversees all NPR operations and initiatives, including the organization's critical partnerships with its 800+ member stations and their service to the more than 26 million people who listen to NPR programming every week. Schiller is charged with assuring the fiscal and operational integrity of NPR, offering a clear and strong commitment to continuous strategic growth, and building the organization and its philanthropic base in ways that support the mission of NPR and stations.

During Schiller's tenure at the New York Times Co., she led the day-to-day operations of NYTimes.com, the largest newspaper website on the Internet, overseeing product, technology, marketing, classifieds, strategic planning, and business development. Before that, Schiller spent four years as Senior Vice President and General Manager of the Discovery Times Channel, a joint venture of the Times and Discovery Communications. Previously, Schiller served as Senior Vice President of CNN Productions, where she led CNN's long-form programming efforts. Documentaries and series produced under her auspices earned multiple honors, including two Peabody Awards, two Alfred I. DuPont-Columbia University Awards, and five Emmys. Schiller began her career as a simultaneous Russian interpreter in the former Soviet Union, which led her to documentary production work for Turner Broadcasting.

[Andrew Jay Schwartzman](#)

Andrew Jay Schwartzman is the President and CEO of Media Access Project (MAP), which he has directed since June, 1978. MAP is a non-profit public interest telecommunications law firm representing the public's interest in promoting the First Amendment rights to speak and to hear. It seeks to promote a well informed electorate by ensuring vigorous debate in a free marketplace of ideas. MAP has been the chief legal strategist in efforts to oppose major media mergers and to preserve policies promoting media diversity. It has also led efforts to promote openness and innovation on broadband networks and to ensure that broad and affordable access is available to the public.

Schwartzman is a faculty member of the Johns Hopkins University Master of Communication Program and serves on the International Advisory Board of Southwestern Law School's National Entertainment & Media Law Institute. He is a member of the FCC's Advisory Committee on Diversity for Communications in the Digital Age. He is also a member of the Board of Directors of the Minority Media Telecommunications Council and the Media and Democracy Coalition, for which he served as President from 2007 through 2009. After graduating from the University of Pennsylvania in 1968, and its law school in 1971, Schwartzman was staff counsel to the Office of Communication of the United Church of Christ. From 1974 until he took his current position, Schwartzman worked for the U.S. Department of Energy and predecessor agencies.

[Jason Seiken](#)

Jason Seiken is leading the transformation of PBS on the Web and mobile platforms. PBS Web sites reach an audience of close to 20 million unique users

per month. The new PBS video hub, video.pbs.org, has been hailed by Daily Variety as "arguably the most innovative and well designed (video site) on the market" and by Newsday as "quite a beautiful thing ... amazing, gorgeous." Before joining PBS, Mr. Seiken was based in London, where he led content development for AOL's businesses in the UK, France, and Germany as Vice President, Content and Programming for AOL Europe. In addition, Mr. Seiken was the founding editor-in-chief of washingtonpost.com, responsible for leading the creation and growth of one of the premier newspaper Web sites in the world.

[John Servais](#)

A political blogger since 1995 with his NWCitizen.us, John Servais was also a weekly newspaper publisher for three years. He grew up in Green Bay where he was hired in 1960 as a photographer for the local daily newspaper. Since then, he has worked on weekly, alternative, and other daily newspapers for short stints. He has also been a commercial photographer and worked many years in advertising and computer consulting. He has been a political activist for 40 years in Bellingham, Washington, where he has lived since 1967, with the exception of 5 years in Norfolk. For the past 7 years he has made his living promoting an historic commercial district with his fairhaven.com website. He brings experience with print news plus one of the oldest blogs on the Internet to the discussion.

[Josh Silver](#)

Josh Silver is the cofounder and Executive Director of Free Press a national, nonpartisan organization dedicated to engaging citizens in media policy debates and creating a more democratic and diverse media system. Silver was previously campaign manager for the successful Clean Elections ballot

initiative in Arizona, Director of Development for the cultural arm of the Smithsonian Institution in Washington, D.C., and director of an international youth exchange program. He publishes extensively on media policy, elections, and other public policy issues.

Linda Solomon

Linda Solomon is an award-winning photojournalist and noted author. She is a former *Detroit News* columnist and *Good Morning America* correspondent. Solomon's photographic essays have appeared on *ABC World News*, *CNN*, and *CBS The Early Show* to name a few. Her book, *PEOPLE WE KNOW, HORSES THEY LOVE*, with photographic essays on Robert Redford, Morgan Freeman, Paul Newman and others, was a *New York Times* best seller. In her book, *THE KEY, THE CELEBRATED UNLOCK THEIR SECRETS TO LIFE*, Solomon interviewed many of the most famous personalities and they revealed their insights and secrets to their lives. Some of the people in *THE KEY* include Tiger Woods, Barbra Walters, Katie Couric, Steve Forbes and others.

Besides interviewing and photographing the most famous personalities, Solomon has devoted her career to teaching others to express themselves through the art of photography. Her most current program, "Pictures Of Hope," involves showing homeless children how they can express what they hope for by taking a photograph of this important theme. Solomon's "Picture Of Hope" is a national program and she has personally visited homeless shelters throughout the United States teaching children how to express their innermost feelings. "Pictures Of Hope" has been featured on *Oprah*, *ABC World News*, and *CBS Evening News*. Most recently Solomon has devoted her time by volunteering to save her local community newspaper, the *Birmingham Eccentric*.

Through her efforts, by writing a weekly column and encouraging other notables from the area to also volunteer their time to write, the newspaper now has over 2,500 new subscribers.

Paul Steiger

Paul Steiger is the Editor-in-Chief, President and Chief Executive of ProPublica, a non-profit, non-partisan organization doing investigative journalism in the public interest. It began operations in January 2008 and is headquartered in New York. For 16 years previously, he was the managing editor of the *Wall Street Journal* and its international editions. Under his leadership, the *Journal's* reporters and editors were awarded 16 Pulitzer Prizes.

Steiger is also the chairman of the Committee to Protect Journalists, a New York-based nonprofit organization founded in 1981 to promote press freedom by working for the rights of journalists worldwide. He is a trustee of the John S. and James L. Knight Foundation, based in Miami, which supports transformative programs in areas including journalism and community development. A 1964 graduate of Yale University with a degree in economics, he lives in New York City.

Danny Sullivan

Widely considered a leading "search engine guru," Sullivan has been helping webmasters, marketers and everyday web users understand how search engines work for over a decade. Sullivan's expertise about search engines is often sought by the media, and he has been quoted in places like the *Wall St. Journal*, *USA Today*, the *Los Angeles Times*, *Forbes*, *The New Yorker*, *Newsweek*, and *ABC's Nightline*. Sullivan began covering search engines in late 1995, when he undertook a study of how they indexed web pages. The results were published online as *A*

Webmaster's Guide To Search Engines, a pioneering effort to answer the many questions site designers and Internet publicists had about search engines. Sullivan currently heads up Search Engine Land as Editor-in-Chief, which covers all aspects of search marketing and search engine news. He also serves as Third Door Media's chief content officer, which owns Search Engine Land and the SMX: Search Marketing Expo conference series. Sullivan also maintains a personal blog called Duggle and microblogs on Twitter: @dannysullivan.

[Robert Thomson](#)

Robert Thomson is the editor-in-chief of Dow Jones & Company and the managing editor of the *Wall Street Journal*. Thomson directs the news operations of the *Journal*, WSJ.com, MarketWatch.com, and Dow Jones Newswires. Before joining Dow Jones in December 2007, he was Editor-in-Chief of *The Times of London*. Prior to that, he was editor of the U.S. edition of the *Financial Times*, where he also served as editor of the *Weekend FT* and as foreign news editor. As a correspondent for *FT in Asia*, Thomson covered the rise and fall of Japan's bubble economy and the crushing of the democracy movement in Beijing. Born in Torrumbarry near Echuca in southern Australia, Thomson began his career as a newspaper boy at *The Herald* in Melbourne and was hired by the *Sydney Morning Herald*. Thomson is the author of *THE JUDGES: A PORTRAIT OF THE AUSTRALIAN JUDICIARY* (Allen & Unwin) and co-author of *THE CHINESE ARMY* (Weldon Owen).

[Kathy Times](#)

Kathy Times is the 18th President of the National Association of Black Journalists (NABJ), elected by the membership to serve the 2009-2011 term. The Emmy Award-winning investigative reporter and co-anchor of Fox 40 News at 9 in Jackson, Mississippi

previously served NABJ as Vice President-Broadcast from 2007-2009. While serving as Vice President-Broadcast, Times co-authored NABJ's first diversity census of senior managers working at network news operations.

Times plans to increase training for members who would like to assume managerial and executive positions in all media platforms. She started revamping NABJ's professional development arm, the Media Institute, in the fall of 2007. Under her guidance, the Institute has doubled its workshops, generated new revenue streams, offered professional scholarships and produced its first-ever webinars to provide affordable training to members. Times also helped the Media Institute plan and administer the first health fair during the 2009 national convention in Tampa.

Times began her career as a print journalist in Tampa, Florida and has worked as a broadcast journalist in Miami, Gainesville, Birmingham, Mobile and Kansas City. Her investigative work has earned her two Southeast Emmy Awards and a regional Edward R. Murrow Award, among other honors. She has also conducted interviews with President George H.W. Bush and former Secretary of State Condoleezza Rice. She has served as NABJ's Membership Chairperson, an Elections Committee Member and Broadcast Short Course Instructor. Times also served as an adjunct journalism professor at Jackson State University. Times obtained her undergraduate degrees in Journalism and Computer Information Systems from Florida A&M University and received her master's degree in Journalism from Northwestern University's Medill School of Journalism. She is a member of the Radio-Television News Directors Association, Alpha Kappa Alpha Sorority Incorporated and Investigative Reporters and Editors.

Eric Umansky

Eric Umansky oversees daily reporting at ProPublica. Umansky is co-founder of Document Cloud. Previously, he wrote *Slate's Today's Papers*. He also has written, mostly on national security issues, for *The New York Times Magazine*, *The Washington Post*, *The New Republic*, and elsewhere. Earlier in his career, Umansky was editor of MotherJones.com.

Representative Henry Waxman

Representative Henry A. Waxman represents California's 30th Congressional District, which includes the cities of Santa Monica, Beverly Hills, Agoura Hills, Calabasas, Hidden Hills, Malibu, Westlake Village and West Hollywood, as well as such areas of Los Angeles as Beverly-Fairfax, Pacific Palisades, Brentwood, Beverlywood, Topanga, Agoura, Chatsworth, West Hills, Canoga Park, and Westwood.

In January 2009, Rep. Waxman became the Chairman of the House Energy and Commerce Committee. From 1979 to 1994, he chaired the Energy and Commerce Committee's Subcommittee on Health and the Environment, and served as the Subcommittee's Ranking Member in 1995 and 1996.

A leader on health and environmental issues, Rep. Waxman has fought for universal health insurance, comprehensive Medicare and Medicaid coverage, tobacco regulation, AIDS research and treatment, air and water quality standards, pesticide regulations, nursing home quality standards, women's health research and reproductive rights, affordable prescription drugs, and community rights to know about pollution levels.

David Westphal

David Westphal is Executive in Residence at the Annenberg School for Communication and Journalism at the University of Southern California, where

he teaches and writes about new media. He is also a senior fellow at Annenberg's Center on Communication Leadership and Policy. Before joining USC in 2008, he was Washington bureau chief for McClatchy Newspapers for 13 years.

Previously, Westphal worked as a reporter and editor at *The Des Moines Register* for 17 years, the last seven as managing editor. During his tenure as managing editor, *The Register* won the Pulitzer Prize for Public Service.

Fred Young

Fred Young retired from his post as Senior Vice President, News, for Hearst-Argyle Television, Inc., in December 2008, concluding a distinguished 46-year career. Young continues to serve in an advisory and consulting role with the company, now called Hearst Television Inc. As Senior Vice President, News, Young oversaw news operations at TV stations in 26 markets throughout 22 states, as well as the Hearst Television Washington, D.C. News Bureau. In April 2009, the Radio-Television News Directors Association presented Young with the Paul White Award, its highest honor. Young has received other awards including a First Amendment Service award from the RTNDA, honors from the PA Broadcasters and the Associated Press Broadcasters, and a distinguished alumnus award from Duquesne University in Pittsburgh. His retirement activities include an adjunct teaching assignment at Temple University, judging the William Randolph Hearst Foundation Journalism Awards, a recent appointment as a board member for the George Foster Peabody Awards and membership on the Accrediting Council on Education in Journalism and Mass Communications.

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