



## NEW MEDIA ACADEMIC SUMMIT 2007



New York City, June 7-8, 2007

The **New Media Academic Summit** will convene business leaders, academics, journalists, bloggers and communications professionals to discuss the challenges facing universities in preparing the next generation of graduates.

### Thursday, June 7 (6:30 – 9:00 PM)

---

#### Registration & Welcome Drinks

---

6:30 –  
7:00 pm

---

#### The Changing Media Environment

---

7:00 –  
9:00 pm *A panel of industry leaders and experts discuss the changing media environment, how it is affecting business, academia, and its implications for the future.*

Panel:

**Gordon Crovitz**, Publisher, The Wall Street Journal; Executive Vice President, Dow Jones & Company

**Richard Edelman**, President and Chief Executive Officer, Edelman

**Nicholas Lemann**, Dean, Columbia Journalism School, Columbia University

**Pat Mitchell**, President and Chief Executive Officer, Museum of Television and Radio

Moderated by **David Kirkpatrick**, Senior Editor, Fortune

## **Engaging Consumers Through Social Networks**

---

**Breakfast** (Topic: Marketing/Consumer)

**8:00 –  
9:00**

*The way in which media is consumed is rapidly changing. With 96% of consumers multi-tasking when using media and 90% of U.S. homes expected to have digital video recorders -- allowing them to skip ads -- companies are seeking new ways to connect to their customers. This session focuses on how new media is creating new paths and platforms for businesses to engage with consumers.*

- How do companies create a buzz using social networks? What works and what doesn't?*
- Does connecting with consumers via social networks influence their buying habits?*
- Is innovation being driven from the bottom-up – instead of from the top down – as a result of social networks?*

Speakers:

**Scott Donaton**, Publisher of Advertising Age and Creativity Magazine

**Babs Rangaiah**, Director Media & Entertainment, Unilever HPC Division

**Scott Heiferman**, Co-Founder, CEO, Meetup

Moderated by **Pam Talbot**, President, Edelman US

---

## **Co-Creating Content**

---

**9:00 –  
9:45**

(Topic: Content)

*More than ever before, innovation is happening from the bottom-up with both consumers and companies embracing the co-creation of content. This session examines how new media gives voice to the consumer.*

- How are companies using and repackaging user-generated content?*
- Does the ability to create content give affect customer loyalty in a company or brand?*
- Is there a down-side of user-generated content for companies?*

Speakers:

**Tim and Nina Zagat**, Co-Founders and Co-CEOs, Zagat

**Teemu Huuhtanen**, CEO, Habbo

**Lesley Solomon**, Vice President, [Gather.com](#)

Moderated by **Jackie Price**, Senior Vice President & Practice Leader, Digital Entertainment, Rights & Technology

---

## Coffee Break & Networking

---

**9:45 –  
10:15**      *Opportunity for the participants to network*

---

## Building Corporate Reputation from Inside Out

---

**10:15 –  
11:00**      *In the age of new media, smart corporations use employees to build their corporate reputation and showcase their work as responsible global citizens. This session looks at specific ways in which companies use new media to manage their messaging, strengthen their reputation, position themselves as committed to their communities and encourage transparency.*

- Reality versus Spin*

Speakers:

**Matthew Anchin**, Vice President, Online Communications, American Express

**Jim J Finn**, Vice President, Corporate Communications, Avaya

**Paul A. Argenti**, Professor of Corporate Communication, Tuck School of Business at Dartmouth

**Deirdre Latour**, Director, Public Relations, GE

Moderated by **Matthew Harrington**, President, Edelman Eastern Region

---

## Advocacy and Grassroots Engagement

---

**11:00 –  
11:45**      *(Topic: Public Affairs)*

*This session examines how politicians – specifically candidates in the upcoming Democratic and Republican presidential primaries --are using new media to build grass root engagement and reach advocacy groups.*

- What are the new innovations in place since the last presidential election?*
- How is new media affecting fundraising?*
- What are potential pitfalls for candidates using social media?*
- Does new media jump-start the democratic process?*

Speakers:

**Michael Cornfield**, Vice President of Public Affairs, ElectionMall.com  
Adjunct Professor in Political Management, The George Washington University  
Contributing Editor, Politico.com, co-author of “Plays for the Presidency” blog

**Carol C. Darr**, Director, Institute for Politics, Democracy and the Internet

**Brian Reich**, New Media Director, Cone

**Ned Lamont**, Fellow, Harvard Institute of Politics

Moderated by **Michael Krempasky**, Vice President, Edelman

---

---

## The Era of Citizen Journalism

---

**Lunch -  
12:00 –  
1:30**

*(Topic: Blogosphere)*

*Technorati is currently tracking more than 80.2 million blogs. CNN establishes the I-Report, an online forum for people to report news. Mainstream media is adapting with over 300 U.S. journalists from mainstream publications blogging. Newspapers now provide content available only online as well as subscription-only content. This session explores how the blogosphere and citizen journalism are changing reporting and mainstream media.*

- How does mainstream media adapt to the rise of the blogosphere and citizen journalism?*
- What are the implications for standards and integrity in journalism?*
- Are charges of the death of “old media” unfounded?*
- In ten years, how will media companies supply news and in what form?*

Speakers:

**Dan Gillmor**, Director of the Center for Citizen Media

**Jodi Kantor**, Reporter, The New York Times

**Andrew Baron**, Creator, Rocketboom

Moderated by **Steve Rubel**, Senior Vice President, Edelman, New York

---

---

## Ethics and Rules of Engagement in New Media

---

**1:30 –  
2:00**

*(Topic: Ethics)*

*This session explores rules of engagement and ethics for new media. Panelists discuss mistakes made by media outlets, corporations and other entities, as well as new standards and legal challenges brought about by new media.*

- Do companies pay for positive press via blogs, podcasts and other new media platforms?*
- Are there different ethical standards for new media versus traditional media?*

Speakers:

**Donald K. Wright**, Professor of Public Relations, Boston University

**Henry Copeland**, Founder of Blogads

Moderated by **Rick Murray**, President, me2revolution

---

## Enabling the Digital Generation

---

2:00 –  
2:30

*(Topic: Curriculum)*

*This brainstorming session looks at the digital Q of college graduates and expectations employers have of a college graduate's digital knowledge. Students understand how to use new media in a social context but do liberal arts majors know how to use new media to thrive professionally in the digital world?*

- Do skills in the use of new media translate to necessary workplace skills?*
- Is curriculum keeping up?*
- Is there a digital divide between students of differing socio-economic backgrounds?*

Discussion Leaders:

**Walter Carl**, Assistant Professor, Northeastern University

**David Weinberger**, Fellow at Harvard Berkman Center and author of "Everything Is Miscellaneous: The Power of the New Digital Disorder"

Moderated by **John Edelman**, Assistant to the Chairman, Managing Director, Global Human Resources

---

## Coffee Break & Networking

---

2:30 –  
3:00

*Opportunity for the participants to network*

---

## What's Next for New Media?

---

3:00 –  
4:00

*(Topic: Forecast)*

*This session concludes the summit with a discussion of future trends in new media.*

- What are the potential opportunities and risks for businesses and universities in investing in new media?*
- How can we measure its impact?*
- What is the role of higher education in navigating these opportunities*

Speakers:

**Jay Rosen**, Associate Professor, former chairman, 1999-2005, New York University, Department of Journalism

**Josh Bernoff**, Vice President, Forrester Research

---

**Rick Murray**, President, me2revolution

Moderated by **Julia Hood**, Editor-in-Chief, *PRWeek*