



Beyond the Book[®]



This Publication Has A Volume Control: What To Expect When Print Moves To Podcast



Wednesday, June 6, 2007
11:30am – 12:30pm
The Westin Grand Hotel
2350 M Street NW,
Washington, DC

PANELISTS



Joel Bush has 13 years of experience split between publishing and Internet technologies. Prior to joining Near-Time as Sales Director, Bush founded Leverage Factory, a 2007 Independent Publisher Book Awards Gold Medal winner. Previously he created and managed partnerships for Extensibility, a leading provider of XML solutions, and served as its Director of Business Development until it was acquired by TIBCO

Software, Inc. in September 2000. Bush also founded Pipeline Press, publishers of the *Real Life Guides*, and handled strategic sales for Ventana Communications Group, a technical book publisher and software distribution company before they were acquired by International Thomson New Media Group in 1997.



Curtis Franklin, Jr. has been writing about technologies and products in computing and networking since the early 1980s. His latest book, *The Absolute Beginner's Guide to Podcasting* (with co-author George Colombo), was published by Que Books. Most recently he was "podcast evangelist" and community editor for *TechWeb*, an online news and information service of CMP Media. In his podcasting position, Franklin produced, edited, or created hundreds of podcast episodes across more than a dozen CMP titles. Currently, he is a freelance journalist who writes and podcasts for titles including *Dark Reading*, *Business VoIP Report*, and *Interop*. He has taught scores of journalists the ins and outs of creating winning podcasts; worked with business management to establish successful business applications of podcasts; and been a frequent commentator on the role of podcasts in the modern media mix.



Jennifer Harris is the Strategic Director for the Washington-based Center for Digital Democracy where she organizes projects dedicated to preserving openness and diversity in the new media environment. She previously worked within the PEG access television community focusing on issues including youth media, communications policy, and media literacy for the Grand Rapids Community Media Center (GRCMC) and Access Montgomery. For three years she sat on the Executive Board of the Alliance for Community Media and is currently on the editorial board of the Community Media Review. Jennifer holds a master's degree in Public Communications from American University and a BA in Film & Video from Grand Valley State University.



Jesse Walker is managing editor of *Reason*, the libertarian monthly named one of "The 50 Best Magazines" for two years straight by the *Chicago Tribune*. Jesse has written on topics ranging from pirate radio to copyright law to suburban sprawl. He is the author of *Rebels on the Air: An Alternative History of Radio in America*, published by New York University Press in October 2001. His articles have appeared in a number of publications, including *The New York Times*, *The Wall Street Journal*, *The Washington Post*, *Salon*, *The New Republic*, *L.A. Weekly*, *National Review*, *No Depression*, *Telos*, and *Z*.

MODERATOR



Christopher Kenneally is Director, Author & Creator Relations, at Copyright Clearance Center. Author of *Massachusetts 101*, Kenneally has reported on education, business, travel, culture and technology for *The New York Times*, *Boston Globe*, *Los Angeles Times*, *The Independent of London*, and many other leading publications. He has also reported for WBUR-FM (Boston), National Public Radio and WGBH-TV (Boston).