



## **MEDIA RULES!**

### **How new media and technology changes politics, organizations, and communities**

Date: **April 1**

Place: **National Press Club, First Amendment Room**

Time: **4pm**

Join us for a conversation with author, Brian Reich, and online pioneer, Lisa Kimball, about how new media figures into business, politics and culture today. Brian was the first official press liaison to the blogosphere at national conventions during the 2004 election cycle. He has advised local, state and national candidates on leveraging new media as part of their strategy and serves as a **Fast Company Expert**. Lisa was one of the first to recognize the power of online technology to change organizations and has been a leader in the field for more than twenty years. She is the Executive Producer of **Group Jazz**, a company that advises corporate and nonprofit leaders on how to implement new media and technology effectively to manage and market their businesses and ideas.

Reich's book, **Media Rules!**, was released in December by Wiley & Sons. The premise of the book is that "When it comes to communicating with their target audience, businesses have more than enough tools to get the job done -- blogs, podcasts, social networks, search engines, online advertising, mobile phones, and much more. Still, organizations continue to struggle to communicate effectively and meet their goals."

How will these media play in the current election process? What do we need to understand about new needs of consumers? What core skills do business and organizational leaders, entrepreneurs and citizens need to better understand this dynamic and complex world?

Insights are drawn from the results of interviews with more than three-dozen business leaders and communication innovators, including Chris Anderson, Editor of *Wired*; Jeffrey Hollender, CEO of Seventh Generation; Mark Lukasiewicz, vice president of Digital Media for NBC; Jeff Taylor, founder of EONS.com; Michael Brown, CEO and co-founder of City Year; and Charles Best, chief executive officer and founder, DonorsChoose.

A reception with the author will follow the event.

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