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**SPEAKER BIOS**

**Jed Albert**

Jed is a co-founder of Mobile Commons and currently the Chief Strategy Officer. Previously he served as the President of Sunshine Amalgamedia where he developed an innovative syndication sponsorship model, commissioning top young directors to make short films for multiple distribution networks with nationally branded sponsorship. Sunshine partners, clients, and customers have included Microsoft, Oracle, Scripps Howard, and others. Additionally, while at Sunshine, Jed oversaw the production of feature films and developed television.

Prior to joining Sunshine, Jed worked as an attorney, focusing his practice on entertainment and media law. During his time practicing law at Rudolph and Beer, and as an associate at Paul Weiss, Jed’s clients included films such as Slingblade, Hurricane Streets, Sunday, Fear and Loathing in Las Vegas, The Cruise, Next Stop Wonderland, Three Seasons, and Star Maps. He represented companies such as Open City Films, Rhino Entertainment and Sonic Net.

Jed has produced numerous feature films including Sunday, winner of the 1997 Sundance Film Festival Grand Jury Prize and the Waldo Salt Screenwriting Award. He has also served on the board of a number of film festivals and arts organizations, including Genart, The Newport Film Festival and Thread Waxing Space.

**Joe Baker**

Joe Baker is Vice President of Causes and Advocacy at Care2.com. Previously, Joe was the Executive Director of N-TEN. Before that, Joe was the Director of Internet Communications for Amnesty International USA and previously served Amnesty as Grassroots Advocacy Director and Deputy Director, Western Region. In addition to his extensive nonprofit management experience, Joe spent seven years performing and managing telecommunications and wireless systems research and has a Ph.D. in Electrical Engineering, a Master's in Telecommunications Engineering, and a B.S. in Economics/Systems Science from UCLA. He has also worked as a quantitative business analyst, an economic analyst, a programmer, and a Fuller Brush door-to-door salesman.

Joe lives in Redwood City, CA with his his lovely wife. He serves on the Board of Directors of Death Penalty Focus, and volunteers for Amnesty International and the Sierra Club.

**Jason Barnett**

Jason is co-founder and Executive Director of The UpTake (http://theuptake.com) a video-based media organization that merges social media strategy and online technology, tools and access to engage and empower citizen journalists.   
  
With a degree in Fine Arts, Jason spent 15 years as a professional sculptor. With an interest in news, politics, technology and creative thinking, Jason recognized the power of online video and social networking. Since its inception, The UpTake has advanced the frontier of news gathering, garnering national notoriety through its coverage of the 2008 political conventions and the Minnesota U.S. Senate recount and trial.

He lives in Saint Paul, Minnesota with his wife, daughter and son, and has been a stay-at-home dad, feeling strongly that someone needs to be home to protect the cats from the two small humans.

**Jake Brewer**

Jake Brewer is the Engagement Director for the Sunlight Foundation, which means he manages Sunlight's communications, online tools and strategy, and campaign organizing to get citizens engaged in the work of creating a more transparent and accountable government. Prior to joining Sunlight, Jake was the Strategic Communications Director for the Energy Action Coalition; the Director of Partnerships on the global management team of Idealist.org; directed Education Without Borders, the biennial event which brings a thousand young leaders from over a hundred countries to the UAE every two years; and was the Executive Director of Break Away, through which more than 40,000 students volunteer through alternative spring breaks each year. Through it all, Jake hopes to one day return to his first job as a minor league baseball mascot.

**Jessica Clark**

Jessica Clark directs the Center for Social Media’s Future of Public Media project, and is a Scholar in Residence at American University’s School of Communication. The co-author of *Beyond the Echo Chamber: Reshaping Politics Through Networked Progressive Media*, (The New Press, 2010), she is a Knight Media Policy Fellow at the New America Foundation.

Over the past few years, Jessica has worked on a series of research projects examining the shifting media ecology, including reports on best practices in digital journalism for the Corporation for Public Broadcasting, the prospects for news within public broadcasting for Harvard’s Berkman Center, and the role of new media in youth civic engagement for University of London’s Centre for the Study of Children, Youth and Media. She regularly contributes articles on media and culture to PBS MediaShift and The American Prospect.

Prior to working with the Center for Social Media, Jessica’s career focused on creating, writing and fighting for independent media. From 2002-09, she worked on every facet of In These Times, a national monthly magazine of news, analysis and cultural reporting, serving as its editor-at-large, executive editor, managing editor, associate publisher and assistant publisher. There, she also organized several events addressing the intersection of art and politics, including the successful Chicago stop of *Stay Free!* magazine’s controversial exhibit, *Illegal Art: Freedom of Expression in the Corporate Age*. From late 2001 through 2002, Jessica was the co-editor for *LiP Magazine*, which championed “dangerous humor, liberated eroticism and informed revolt.” She served on the steering committee for the Midwest office of the Independent Press Association, and has worked on a wide variety of media activism efforts with organizations like The Free Press and Media Matters for America.

Jessica has also held editorial positions at Britannica.com, the Library of Congress, and the American Association for the Advancement of Science, and marketing positions at the Field Museum and the University of Chicago Press. She earned an MA in Social Sciences and a BA in English from the University of Chicago.

**David Cohn**

David Cohn has written for Wired, Seed, Columbia Journalism Review and The New York Times. While working toward his master’s degree at Columbia University’s Graduate School of Journalism, Cohn worked as the editor at newassignment.net, which focused on citizen journalism and ways news organizations could explore the social web. Cohn also worked with Jeff Jarvis from Buzzmachine.com to organize the first Networked Journalism Summits, which brought together the best practices of collaborative journalism. He has been a contributing editor at NewsTrust.net, a nonprofit media literacy tool, he was the founding editor of Broowaha and most recently is the founder of Spot.Us, a nonprofit trying to pioneer "community funded reporting."

**Kety Esquivel**

Kety Esquivel has over fourteen years of experience in the non-profit, private and political sectors. She directed Latino outreach for the Clark Presidential Campaign. Her work has taken her to China and Ethiopia with the United Nations Economic Commission for Africa. She spent three years coaching executives on human capital and diversity in the US, Canada and Latin America. She worked as the New Media Manager for NCLR (the National Council of La Raza). Kety graduated from Cornell University where she served on the Board of Trustees. While at Cornell she organized students to defend issues as varied as financial aid and need-blind admissions to the environment. She is a [published author](http://www.powells.com/biblio/62-9780978843182-0" \t "_blank) and founder of [CrossLeft.org](http://crossleft.org/" \t "_blank). She is co-founder of the Institute of Progressive Christianity and the Sanctuary,[http://promigrant.org](http://promigrant.org/" \t "_blank). Kety has served on several boards, including that of the Backbone Campaign, the Puerto Rican Youth Development and Resource Center and the New Leaders Council. She has been a speaker at Netroots Nation, SXSW, Personal Democracy Forum, BlogHer, the Center for New Words, Gov 2.5 and Gov 2.0 Camp LA. She has worked with O'Reilly Media, Blogalicious, Women Action and the Media and Nonprofit 2.0 Unconference. She has been a convener for Web of Change and She's Geeky and is a past editor of BlogHer. Her commentary has been featured and quoted in stories for the Wall St. Journal Online, HITN, PBS, XM radio, CNN, Televisa and Univision. She is the Executive Director and CEO for Latinos in Social Media (LATISM). She blogs at [http://ketyesquivel.blogspot.com](http://ketyesquivel.blogspot.com/" \t "_blank) and on the Huffington Post.

**Ann Friedman**

Ann Friedman is the deputy editor of *The American Prospect*, a monthly progressive political magazine, and an editor of Feministing.com, a leading feminist blog. She was previously the editor of the *Prospect*’s Web site. She has also been an editorial fellow at *Mother Jones* magazine, the managing editor of AlterNet.org, a program associate at Legal Momentum, and a reporter for several local newspapers in Missouri and Iowa. Ann's freelance writing has appeared in *Ms.*, *Bookforum*, *In These Times*, and the *Guardian*. She has appeared on CNN, Al Jazeera English, PBS's *To the Contrary*, BBC Radio, and National Public Radio. She holds degrees in journalism and Spanish literature from the University of Missouri-Columbia and currently lives in Washington, D.C.

**Bridget Gallagher**

Bridget Gallagher brings a dozen years of fundraising experience to her practice as a consultant and to the Center for Public Integrity, where she has served as director of development since 2008.  Gallagher has a successful track record of fundraising for organizations at the nexus of journalism, new media and civic engagement, serving previously as the associate director of development at the Center for Public Integrity, and consulting for clients such as the Investigative News Network, the Online News Association, and People for the American Way.  She has implemented hands-on major gifts solicitation, prospect research, proposal writing and cultivation programs for advocacy, arts, and educational organizations locally and nationally. Her experience encompasses development and management for organizations including the Ann Arbor Symphony Orchestra in Michigan, The Doe Fund in New York City, and the Alaska Democratic Party in Anchorage, Alaska, where she served as executive director from 2003-2004. Gallagher hails from Michigan and holds a bachelor’s degree in philosophy and English from the University of Michigan-Dearborn.

**Elena Haliczer**

Elena is the founder and COO of Adaptive Semantics. She is a passionate community evangelist and writer interested in seeing businesses grow along with the communities they serve. She has a background in community management, internet marketing and web development, and founded Adaptive Semantics because of a firm belief in the ability of machine learning and natural language processing techniques to simplify online publishing and improve people’s experience with publishers' content.

**Amanda Hickman**

Program Director, joined DocumentCloud from Gotham Gazette where, as the Director of Technology, she managed development of a series of games about public policy issues, built a pretty cool database of candidates for local office and shared an ONA award for General Excellence with her colleagues there. Prior to joining Gotham Gazette, she worked as a Circuit Rider, providing technology assistance and training to low-income grassroots groups in the U.S. working on anti-poverty issues and as a consultant to foundations looking for ways to support their grantees’ use of technology in organizing work. She taught an undergraduate course at NYU’s Gallatin School on using the Internet as an organizing tool. An active local organizer, she’s got her hands in a few community composting and gardening projects, too. You can find her at *Amanda@documentcloud.org*

**Noah Kunin**

Noah Kunin is the Multimedia Content Producer for the Sunlight Foundation. He leads the conceptualization and production of high-quality, creative and persuasive visual content that works in concert with articles and initiatives across the Sunlight Foundation's network. He also works with the latest technologies and open video community to connect government data to video content.

Noah has an eclectic background in video journalism, government, genetic engineering and non-profit technology management. Before Sunlight, he was the Senior Political Correspondent for The UpTake, a citizen-fueled, online video news gathering organization known for its exhaustive live-streaming coverage of the 2008 Recount and Election Contest Trial between Norm Coleman and Al Franken.

**Susan Mernit**

Susan Mernit is the founder of Oakland Local (oaklandlocal.com) news & community hub for Oakland, CA focused on environmental, food, development and social justice issues, and the recipient of a 2009 New Voices grant from J-Lab at American University. She is also the web & business strategist for The Center for Investigative Reporting and their new California Watch project (californiawatch.org).

A former VP at AOL and Netscape, and a former Yahoo Senior Director, Mernit was the consulting program manager for The Knight News Challenge (newschallenge.org) in 2008-09, as well as a consultant to organizations including Salon.com & TechSoup Global, where she led the re-design of their portal. Mernit spent summer 2008 at TechStars, incubating a company that died; that experience has super-fueled her energy. She is a CE at BlogHer, a blogger, and a co-founder of Public Media Collaborative, a volunteer group focused on training nonprofits, ethnic media & community groups on using social media tools.

A popular trainer and speaker, Mernit works regularly with The Knight Digital Media Center at USC’s Annenberg School, and with The Maynard Institute, and was the Keynote program chair for the October 2009 Online News Association conference in San Francisco. In its first 3 months of operation, the web site she started, Oakland Local, reached over 20,000 visitors and had 2,175 fans join on Facebook.

**Steve Outing**

Steve Outing is a thought leader in the online media industry and on news innovation and digital transformation, having spent the last decade and a half assisting and advising media companies on Internet strategy and reporting on the bleeding edge of media trends. He is currently founder and director of the Digital Media Test Kitchen at the University of Colorado's School of Journalism & Mass Communication in Boulder. The Test Kitchen is a new, privately funded research and development initiative that takes a cross-disciplinary approach to solving the problems of news and journalism in the digital transition, by bringing together working teams of journalists, computer scientists, business experts, and others.

Steve is well known in the news industry for having written the "Stop The Presses!" column for Editor & Publisher Online from 1995 to 2009; the column covered the news industry and its evolution into the digital age. He founded the Enthusiast Group, an online media company deploying grassroots media and social networking to outdoor and adventure sports; the company ceased operations in late 2007. Prior to that, he was senior editor for the Poynter Institute for Media Studies, where he focused on "citizen journalism" in its early days, and he led the Eyetrack III research study of news website user behavior.

Over the years, Steve has written various books, chapters, and research reports on Internet and media; consulted to media companies; given presentations and speeches around the world; and been interviewed and quoted by news organizations worldwide. In 2000, he was honored with an EPpy award for Outstanding Individual Achievement for his service to the newspaper industry. Prior to 1994 and the emergence of the web, Steve worked as an editor and writer in the newspaper and magazine industry, including for the San Francisco Chronicle, San Jose Mercury News, and Boulder Daily Camera.

**Aron Pilhofer**

Aron Pilhofer is editor of Interactive News Technologies at The New York Times, overseeing a news-focused team of journalist/developers who build dynamic, data-driven applications to enhance The Times' reporting online. He joined The Times in 2005 as a projects editor on the paper's newly expanded computer-assisted reporting team, where he specialized in stories related to money, politics and influence for the politics desk and Washington bureau. Prior to joining The Times, Pilhofer was database editor at the Center for Public Integrity in Washington, where he began an ongoing project in 2002 to track a new form of political non-profit organization, so-called 527 groups. The Center's reporting was among the first to highlight the gaping hole in federal campaign finance regulations, which allows these groups to pump hundreds of millions of dollars into elections nationwide. Before working at the Center, Pilhofer was on the national training staff of Investigative Reporters and Editors and worked for a number of years as a statehouse and projects reporter for Gannett newspapers in New Jersey and Delaware.

**Prabhas Pokharel**

Prabhas Pokharel works at MobileActive.org (http://MobileActive.org), a global network of practitioners using mobile phones in social change work. At MobileActive.org he leads the creation of the Mobile Media Toolkit. The Mobile Media Toolkit is a catalog of case studies, tools and how-to articles that will help journalists, citizen journalists, and media organizations use mobile technology in their work. Prabhas is generally interested in exploring technology's role in furthering education and civic action, especially in the developing world. He holds a Bachelors degree in Computer Science from Harvard University.

**Latoya Peterson**

A certified media junkie, Latoya Peterson provides a hip-hop feminist and anti-racist view on pop culture with a special focus on video games, anime, American comics, manga, magazines, film, television, and music. Her perspectives have been quoted in the Boston Globe, CNN, the Guardian (UK), and The Metro-Times (Detroit), ColorsNW , the Austin Chronicle, and Newsweek and she regularly speaks on topics of race, gender, and social media at conferences like Women, Action and the Media and South by Southwest Interactive.  
  
Skilled in interviewing, creative non-fiction, and editorial content, Latoya Peterson spends her time editing the blog Racialicious.com - the intersection of race and pop culture. She is contributor to Jezebel.com and has written for Vibe, The American Prospect, Bitch Magazine, Clutch Magazine, the Women's Review of Books, Slate's Double X, and the Guardian. Her essay, "The Not Rape Epidemic" was published in the anthology Yes Means Yes: Visions of Female Sexual Power and a World Without Rape (Seal Press, 2008). She is currently working on projects related to race, pop culture, and video games, and will speak at SXSW Interactive 2010 on issues of social justice in gaming culture.

**Kate Rados**

Kate Rados is Director of Digital Initiatives for Chelsea Green Publishing.  Before this position, Kate created Sterling Publishing’s (a subsidiary of Barnes & Noble, Inc.) digital presence by rolling up her sleeves to implement their eBook program, executing the relaunch of multiple business and consumer websites, defining their digital marketing strategy, and effectively taking a traditional publishing house into the digital age.  
  
Nothing about Kate’s career has been cookie-cutter.  She started as a Casting Director for MTV Networks, hiring voiceover talent for the hit series ‘Celebrity Deathmatch’ (yes, the one with the puppets!) and other animated series and commercials.  Her next move was to the food capital of television, Food Network, where she launched the careers of Rachael Ray, Paula Deen, Sandra Lee, Giada DeLaurentiis, and immediately gained 20 pounds.  
  
Kate never takes off her consumer hat, attributes her theater training as the best resource for dealing with any situation, and is a self-proclaimed gadget geek.

**Ben Rattray**

Ben Rattray is the founder and CEO of Change.org, an online hub for social change that helps launch, promote, and syndicate advocacy campaigns across the web.  He was previously a political consultant and co-founder of GFS, a social entrepreneurship venture that provides software to help nonprofits automate the federal grant application process.  Ben is a frequent public speaker about how organizations and activists can use the social web to advance social change and is a graduate of Stanford and the London School of Economics.

**Matthew Slutsky**

Matt Slutsky is the Director of Partnerships at Change.org, an online hub for social change that helps launch, promote, and syndicate advocacy campaigns across the web. In that capacity, Matt works with a host of nonprofits, advocacy campaigns and social change ventures to increase their impact on Change.org.

Matt is a veteran of numerous political campaigns including John Kerry’s 2004 presidential run where he cut his teeth in the trenches as a field organizer during the Iowa caucuses. Before joining Change.org, Matt worked for M+R Strategic Services, a public affairs firm based in Washington, DC, managing various issue campaigns for a wide range of clients including the Save Darfur Coalition and organized labor groups.

Matt is also the co-founder (along with his twin brother, Peter) of a new media company called DoubleSpeak Media, LLC which is a platform to develop and promote various media projects online and through television, radio, and film.

Matt is an occasional television pundit and has appeared on *MSNBC*, *Al Jazeera English*, *Russia Today* and *CNN* discussing politics and his take on the day’s news.