

Press Release  
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*Relocated to a Larger Venue!*

## ***Talk to the Pros: Succeeding in a New Media World***

**A Roundtable Sponsored by DePaul's MA in New Media Studies**

***Sept. 28, 2010 at 6:00 pm***

***McGowan Hall South, 1110 W. Belden Ave, Chicago, Room 108***

New rules of play in the digital media world are still being written. Interactive technology is transforming the art and economics of journalism and entertainment, advertising and marketing, and consumer relationships and commerce in ways challenging and unexpected. Opportunities abound for anyone smart enough to innovate and work the change.

Tribune Editor and Senior Vice President Gerould Kern, InterPublic Velociter CEO and Managing Director Tim Hanlon, and Advertising Age Editorial Director of Custom Programs Karen Egolf will discuss their recent experiences with and outlook for new media opportunities and challenges. This event, which will include a dialogue with students and faculty, is sponsored by DePaul's New Media Studies Master's Program in the College of Liberal Arts & Sciences.

Each of the panelists is in the eye of the storm, guiding companies and industry sectors to survive and thrive as business conventions are upended. They know what media players need and appreciate what a new generation of professionals can bring to the table. Diane Mermigas, DePaul MA and member of the LA&S Alumni Advisory Board, will moderate.

[wrd.depaul.edu](http://wrd.depaul.edu)

***More on the panelists:***

### **Gerould Kern**

In his two-year tenure as editor and senior vice president of The Chicago Tribune, Gerould Kern has directed a strategic reorganization of the news operation including the expansion of local, investigative and digital staffing and resources. The Tribune has greatly increased its commitment to watchdog journalism, launched a tabloid newsstand edition (in addition to its familiar broadsheet format), and has driven a community-centric focus to coverage in print and online. Kern joined the newspaper in 1991 and held a number of senior editing roles, including associate managing editor/metro, deputy managing editor/features, and associate editor.

Kern joined the corporate office and directed a number of strategic initiatives involving news coverage and content development across the publishing group. Kern was named Vice President for Editorial in 2003, a position he still holds in addition to his responsibilities at the Chicago Tribune.



### **Tim Hanlon**

Tim Hanlon is CEO/Managing Director of Velociter, the innovation-centric partnership and strategic investment arm of Mediabrands – the corporate media agency division of New York-based marketing services agency giant Interpublic Group. He is chiefly responsible for driving paradigm-changing advances in marketing, media and consumer communications for Mediabrands’ main operating entities – Universal McCann, Initiative. Magna, and Mediabrands Ventures – through proprietary partnership with today’s most forward-leaning entrepreneurs, incubators and investors.



Hanlon was most recently the Executive Vice President/Managing Director of Publicis Groupe’s VivaKi Ventures – the strategic partnership and investment arm of VivaKi (comprising Starcom MediaVest Group, Zenith Optimedia Group, Digitas, Razorfish, and Denuo), which he founded in 2008. He also launched predecessor Ventures practices for Denuo (2006) and Publicis Groupe Media/PGM (2005), advising three dozen media-related startups, while managing successful exits with more than a half-dozen firms, including Sling Media which was acquired in 2007 by Echostar/Dish Network.

### **Karen Egolf**

Karen Egolf is editorial director of custom programs for Advertising Age, handling special advertising editorial sections for the leading marketing newspaper, as well as editor of Ad Age’s GoodWorks blog. Her three decades of editorial experience includes stints as editor of Business Marketing, which covered b-to-b advertising and marketing, and Telephony, the top magazine reporting on telephone technology. She also was managing editor of Electronic Media, a leading publication covering television and other media, and co-edited Advertising Age’s three-volume Encyclopedia of Advertising.



### **Diane Mermigas**, Moderator

Diane Mermigas (DePaul, MA English) is an award-winning independent writer, editor, speaker, consultant and adjunct professor specializing in media, the Internet and advertising. Formerly a contributing editor, columnist and strategic advisor for The Hollywood Reporter, Crain Communications and Mediapost, Mermigas continues to write online at Mediapost, CBS’ BNET and Seeking Alpha. She advises companies such as Akoo, News Corp., PricewaterhouseCoopers, Fuse Capital, Ascent Media and General Electric’s NBC Universal on their digital strategies. She assists media leaders in the writing of their memoirs and is completing a solo book that will provide a five-year forecast for media-related companies, industry sectors and disciplines such as advertising, commerce location-based marketing and social networking. Mermigas has been a featured speaker, panel moderator and advisor to the Monaco Media Forum, World Economic Forum, Harvard’s Berkman Center on the Internet, American University’s Center for Social Media and various media industry conferences. Mermigas is a guest lecturer at Chicago-area universities, and an adjunct professor in arts, entertainment and media management at Columbia College.

