

# agenda

## Second Workshop Day 1 — Tuesday, March 9, 2010

**9:30 am**    **Welcome**

**Susan DeSanti**

Director, Office of Policy Planning, Federal Trade Commission

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**9:35 am**    **Newspaper Economics, Online and Offline**

**Hal R. Varian**

Chief Economist, Google; Professor, University of California, Berkeley

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**10:05 am**    **The State of Advertising**

**Bob Garfield**

Author, The Chaos Scenario; co-host, NPR's On the Media

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**10:35 am**    **Current Copyright Issues in Journalism**

**Yochai Benkler**

Jack N. and Lillian R. Berkman Professor for Entrepreneurial Legal Studies,  
Harvard Law School;  
Faculty Co-Director, Berkman Center for Internet and Society

**James Boyle**

William Neal Reynolds Professor of Law, Duke Law School

**Laura Malone**

Associate General Counsel, Intellectual Property,  
The Associated Press

**James W. Marcovitz**

Senior Vice President and Deputy General Counsel  
News Corporation

**Kenneth A. Richieri**

Senior Vice President and General Counsel  
The New York Times Company

*(panelists continued)*

**Bruce W. Sanford**

Partner, Baker Hostetler

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**12:00 pm Lunch**

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**1:30 pm Technologies to Lower the Cost of Journalism**

**1:30 pm Sarah Cohen**

Knight Professor of the Practice of Journalism and Public Policy,  
Sanford School of Public Policy, Duke University

**1:45 pm Robert Atkinson**

Founder and President,  
Information Technology and Innovation Foundation

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**2:00 pm Corporate & Tax Approaches to Restructure News Organizations**

**2:00 pm Robert M. Lang**

CEO, Mary Elizabeth & Gordon B. Mannweiler Foundation, Inc.;  
CEO, L3C Advisors L3C

**2:15 pm William H. Clark, Jr.**

Partner, Drinker Biddle & Reath, LLP;  
Counsel to B Lab

**2:30 pm Heerad Sabeti**

Convening Trustee, Fourth Sector Network

**2:45 pm Panel Discussion with Speakers and:**

**Carter G. Bishop**

Professor of Law, Suffolk University Law School;  
Visiting Faculty, Columbus School of Law, Catholic University of America

**Allen R. Bromberger**

Partner, Perlman & Perlman, LLP

*(panelists continued)*

**Steven G. Frost**

Partner, Chapman and Cutler LLP

**Elizabeth Grant**

Attorney-in-Charge of the Charitable Activities Section,  
Oregon Department of Justice

**Robert R. Keatinge**

Of Counsel, Holland & Hart LLP

**Elizabeth Carrott Minnigh**

Associate, Buchanan Ingersoll & Rooney PC

**Lee T. Phaup**

Senior Tax Law Specialist, Internal Revenue Service,  
TE/GE, Rulings & Agreements



Day 2 - Wednesday, March 10, 2010

**10:00 am Welcome**

**Jon Leibowitz**

Chairman, Federal Trade Commission

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**10:10 am What Drives Media Slant? Evidence from U.S. Daily Newspapers**

**Jesse M. Shapiro**

Assistant Professor of Economics & Robert King Steel Faculty Fellow,  
Booth School of Business, University of Chicago

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**10:30 am Challenges for Media Markets - and Possibly Regulation**

**Joel Waldfogel**

Joel S. Ehrenkrantz Family Professor & Professor of Business & Public Policy,  
Wharton School, University of Pennsylvania

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**10:50 am Interactive Data and the Semantic Web as Means to Lower the Costs of Journalism**

**10:50 am David Blazzkowsky**

Director, Office of Interactive Disclosure,  
Securities and Exchange Commission

**11:05 am Noel Hidalgo**

Director of Technology Innovation, Office of the Chief Information Officer,  
New York State Senate

**11:20 am J.H. Snider**

President, iSolon.org

**11:35 am** Roundtable discussion

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**12:00 pm Lunch**

**1:30 pm History of Postal Periodicals Subsidies**

**Ruth Y. Goldway**

Chairman, Postal Regulatory Commission

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**1:50 pm Public Policy and Funding the News**

**Geoffrey Cowan**

Professor, Annenberg Family Chair in Communication Leadership,  
and Dean Emeritus, Annenberg School for Communication & Journalism,  
University of Southern California

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**2:10 pm Proposals for Public Support for the News**

**Robert W. McChesney**

Gutgsell Endowed Professor, Department of Communication,  
University of Illinois Urbana-Champaign;  
Co-Author, *The Death and Life of American Journalism*

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**2:30 pm Competitor Collaborations to Aid Journalism**

**William J. Baer**

Partner & Head of Global Antitrust Practice, Arnold & Porter LLP

**Katherine I. Funk**

Partner, Sonnenschein Nath & Rosenthal LLP

**Allen P. Grunes,**

Shareholder, Brownstein Hyatt Farber Schreck, LLP

**Stephen Nevas**

Fellow, Information Society Project, Yale Law School

**Maurice E. Stucke**

Associate Professor of Law, University of Tennessee College of Law; Senior Fellow,  
American Antitrust Institute

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**4:00 pm Conclusion**



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