

“Be The Media”

Entrepreneurial Media Models, Activism and Policy

7 p.m. / Wednesday, Nov. 4
Foster Auditorium, Pattee Library

David Mathison

Media Expert and Entrepreneur

David Mathison is a media consultant, author, publisher, speaker and hi-tech entrepreneur with more than 20 years experience in content distribution and management.

Since 2001, Mathison has been chairman and CEO of the Natural E Creative Group, a diversified media company with properties in print, broadcast, interactive and licensed goods. From 1999-2001, Mathison was CEO and co-founder of the Kinecta Corp., creator of Interact, a leading-edge platform for content syndication.

His book, “Be the Media,” is an extension of Mathison's award-winning work in eliminating inefficiencies in publishing, providing all participants with more egalitarian, democratic and open systems. The book offers solid, practical and proven techniques that show artists how to inexpensively create and widely distribute their content.

