

promaxbda

PROMAX/BDA ANNOUNCES DIVERSE AND PROVOCATIVE EARLY LINEUP OF SPEAKERS FOR 53RD ANNUAL CONFERENCE

Reverend Jesse Jackson, Futurist Nicholas Negroponte, Host of Bravo's *Inside the Actors Studio* James Lipton and Hustler TV President Michael Klein

Los Angeles, CA – April 2, 2008 – Promax/BDA has confirmed a diverse and relevant early lineup of speakers for its 53rd annual Promax/BDA Conference (June 17-19, New York). Poised to address a wide range of timely and potentially provocative subjects are the Reverend Jesse Jackson, futurist Nicholas Negroponte, executive producer/writer/host of Bravo's *Inside the Actors Studio* James Lipton, and Hustler TV president Michael Klein. The announcement was made today by newly ensconced Promax/BDA President Jonathan Block-Verk, who promised to deliver a conference that would both inspire, inform and impact the business operations of this year's attendees.

"This year's Promax/BDA event is about delivering the insight and information that inspires unique ideas and opportunities that drive new revenues in the television business," said Block-Verk. "We recognize that our constituents are faced with hard choices regarding the events they attend, and this year Promax/BDA is the conference that will send attendees back to their offices reinvigorated, energized and bursting with business ideas and marketing plans that build the bottom line."

With the 2008 election spawning history-making headlines and igniting passionate discussions of race, gender and leadership, one of America's foremost civil rights and political figures, the Reverend Jesse Jackson, will participate in a live interview session hosted by CNN's Wolf Blitzer, during which he'll discuss his views on such charged issues, as well as the blurring line between news and entertainment and the impact that has on global culture.

"The Promax/BDA audience plays a pivotal role in the business of news and entertainment consumption," Reverend Jackson said. "I'm looking forward to engaging with this community and sharing perspectives on how integral the role of marketing has become in the context of American culture. We must see the world through a door and not a keyhole in order to have sensible and sensitive quantitative and qualitative analysis."

Nicholas Negroponte, noted futurist, author and the visionary behind the non-profit organization One Child One Laptop, will present a keynote address on how digitalization affects every industry in every part of the world and how his \$100 laptop—a conceptual and technological breakthrough—will revolutionize computing and transform education and culture worldwide.

James Lipton, creator, writer, executive producer and host of Bravo's *Inside the Actors Studio*, will take conference attendees *Inside the Design Studio* conducting intimate and in-depth interviews with the world's most accomplished branding and design artists in an effort to reveal their inspiration, as well as their deepest thoughts about their craft.

Michael Klein, president of Hustler TV, will join a panel discussion appropriately called: *Q&A on T&A: Insights into Marketing Adult Entertainment*. This session, featuring the most innovative adult content marketers, will reveal the ins and outs of marketing an industry generating over \$1 billion USD in subscription and on-demand revenue.*

"With these speakers and a full session lineup to be announced in coming days, I believe we've created a rousing wake-up call," said Block-Verk. "Both the challenges and opportunities for entertainment and information marketers in today's unique landscape are astounding. And, as an organization we're reaching out to address the issues and concerns that can no longer be avoided."

Promax/BDA will hold its 53rd annual North American conference June 17-19 in Manhattan's Hilton New York Hotel. More conference agenda details will be announced shortly. To register, visit www.promaxbda.org.

About Promax/BDA

Promax/BDA is a global, non-profit association dedicated to advancing the role and effectiveness of entertainment and information content marketing, promotion and design professionals. For further information, please visit <http://www.promaxbda.tv>.

#

MEDIA RELATIONS:

Priority Public Relations, Kristien Brada-Thompson

Email: kristien@prioritypr.net

Tel: (661) 964-0333

SPEAKER BIOGRAPHIES

Reverend Jesse Jackson

Founder & President
Rainbow/PUSH Coalition

The Reverend Jesse Louis Jackson, Sr., Founder and President of the Rainbow/PUSH Coalition, is one of America's foremost civil rights, religious and political figures. Over the past forty years he has played a pivotal role in virtually every movement for empowerment, peace, civil rights, gender equality, and economic and social justice.

Reverend Jackson has been called the "Conscience of the Nation" and "the Great Unifier," challenging America to be inclusive and to establish just and human priorities for the benefit of all. He is known for bringing people together in common ground across lines of race, culture, class, gender and belief.

Born on October 8, 1941, in Greenville, South Carolina, Jesse Jackson graduated from the public schools in Greenville, then enrolled in the University of Illinois on a football scholarship. He later transferred to North Carolina A&T State University, and graduated in 1964. He began his theological studies at the Chicago Theological Seminary, but deferred his studies when he began working full-time in the Civil Rights Movement. Reverend Jackson received his earned Master of Divinity Degree in 2000.

Reverend Jesse Jackson began his activism as a student in the summer of 1960 seeking to desegregate the local public library in Greenville, and then as a leader in the sit-in movement. In 1965 he became a full-time organizer for the [Southern Christian Leadership Conference \(SCLC\)](#). He was soon appointed by Dr. Martin Luther King Jr. to direct [SCLC's Operation Breadbasket](#) program. In December of 1971, Reverend Jackson founded Operation PUSH (People United to Serve Humanity) in Chicago, IL. The goals of Operation PUSH were economic empowerment and expanding educational, business and employment opportunities for the disadvantaged and people of color. In 1984, Reverend Jackson founded the [National Rainbow Coalition](#), a national social justice organization, based in Washington, D.C, devoted to political empowerment, education and changing public policy. In September of 1996, the Rainbow Coalition and Operation PUSH merged in the Rainbow/PUSH Coalition to continue the work of both approaches and to maximize resources. Long before national health care, a war on drugs, direct peace negotiations between Palestinians and Israelis, ending apartheid in South Africa and advancing democracy in Haiti became accepted public policy positions, Reverend Jesse Jackson advocated them. Reverend Jackson's advocacy on these and other issues helped bring the American public to a new level of consciousness. Reverend Jackson's two presidential campaigns broke new ground in U.S. politics. His 1984 campaign registered over one million new voters, won 3.5 million votes, and helped the Democratic Party regain control of the Senate in 1986. His 1988, campaign registered over two million new voters, won seven million votes, and helped boost hundreds of state and local elected officials into office. Additionally, this civil rights leader won an historic victory, coming in first or second in 46 out of 54 primary contests. His clear progressive agenda and his ability to build an unprecedented coalition inspired millions to join the political process.

Though Reverend Jesse Jackson has not run for national political office since 1988, he has continued to promote voter registration and lead get-out-the-vote campaigns,

believing that everyone should be encouraged to be a responsible, informed and active voter. He has spearheaded major organizing tours through Appalachia, Mississippi, California and Georgia. He has continued to be a leading advocate for a variety of public policy issues, including universal health care, equal administration of justice in all communities, sufficient funding for enforcement of civil rights laws, and for increased attention to business investment in under-served domestic communities (a theme that the Clinton administration picked up as the "New Markets Initiative"). Reverend Jackson also supports a broad range of policies to improve education, eliminate poverty, and remind everyone that we are a "One-Big-Tent-America," with room for all, and none left in the margins. As a highly respected and trusted world leader, Reverend Jackson has acted many times as an international diplomat in sensitive situations. For example, in 1984 Reverend Jackson secured the release of captured Navy Lieutenant Robert Goodman from Syria, and the release of 48 Cuban and Cuban-American prisoners in Cuba. He was the first American to bring hostages out of Kuwait and Iraq in 1990. In 1999 Reverend Jackson negotiated the release of U.S. soldiers held hostage in Kosovo. He has traveled extensively in the Middle East and Asia, and was a special guest of President Fernando Cardoso of Brazil in honoring Zumbi, the leader of slave revolts that led to the end of slavery in Brazil.

A hallmark of Reverend Jackson's work has been his commitment to youth. He has visited thousands of high schools, colleges, universities and correctional facilities encouraging excellence, inspiring hope and challenging young people to study diligently and stay drug-free.

Reverend Jackson has also been a consistent and vigorous supporter of the labor movement in the U.S. and around the world. Reverend Jackson is known as someone who has walked more picket lines and spoken at more labor rallies than any other national leader. He has worked with unions to organize workers, to protect workers' rights, and to mediate labor disputes. In 1996, he traveled to Asia to investigate treatment of workers in the Japanese automobile industry and in athletic apparel factories in Indonesia.

A renowned orator and activist, Reverend Jackson has received numerous honors for his work in human and civil rights and for nonviolent social change. In 1991, the U.S. Post Office put his likeness on a pictorial postal cancellation, only the second living person to receive such an honor. He has been on the Gallup List of the Ten Most Respected Americans for more than a dozen years. He has received the prestigious NAACP Spingarn Award, in addition to honors from hundreds of grassroots, civic and community organizations from coast to coast. Reverend Jackson has received more than 40 honorary doctorate degrees, and frequently lectures at major colleges and universities including Howard, Yale, Princeton, Morehouse, Harvard, Columbia, Stanford and Hampton. The most prestigious honor yet came on August 9, 2000, when President Bill Clinton awarded Reverend Jackson and other distinguished notables the Presidential Medal of Freedom, the nation's highest civilian honor. The Presidential Medal typifies a life of service and a concern for the least fortunate.

From 1992 to 2000, Reverend Jackson hosted "Both Sides With Jesse Jackson" on CNN (Cable News Network). He continues to write a weekly column of analysis which is syndicated by the Chicago Tribune/Los Angeles Times. He is the author of two books: *Keep Hope Alive* (South End Press, 1989), and *Straight From the Heart* (Fortress Press, 1987). In 1996, Reverend Jackson co-authored the books *Legal Lynching: Racism,*

Injustice, and the Death Penalty (Marlowe & Company, 1996) and It's About The Money (Random House, 1999) with his son, U.S. Representative Jesse L. Jackson, Jr.

In October 1997, Reverend Jackson was appointed by President Bill Clinton and Secretary of State Madeleine Albright as "Special Envoy of the President and Secretary of State for the Promotion of Democracy in Africa." In this official position Reverend Jackson traveled to several countries on the African continent and met with such national leaders as, President Nelson Mandela of the Republic of South Africa, His Excellency Daniel T. Arap Moi of Kenya, and President Frederick J.T. Chiluba of Zambia.

Reverend Jackson married his college sweetheart Jacqueline Lavinia Brown in 1963. They have five children: Santita Jackson, Congressman Jesse L. Jackson, Jr., Jonathan Luther Jackson, Yusef DuBois Jackson, Esq., and Jacqueline Lavinia Jackson, Jr.

Nicholas Negroponte

Co-Founder, MIT MediaLab

Founder, One Laptop per Child (OLPC)

Nicholas Negroponte is one of the foremost futurists of our time, a fine speaker with a distinguished history of valuable insights on innovation, technology and their impact on business that few can match.

Professor Negroponte was the first to predict and describe how digitalization would affect every industry in every part of the world. He is the author of the *New York Times* bestseller *Being Digital*. He has continued to understand the directions that technology is taking business and society and to effectively forecast the transformations that are defining our future.

Negroponte is the driving force behind One Laptop per Child, a project to bring durable, affordable and innovative computers to children worldwide. As a computer, OLPC is a conceptual and technological breakthrough that is destined to revolutionize computing. As a nonprofit, OLPC is also a conceptual breakthrough that is destined to transform global education and economic development.

Nicholas Negroponte was co-founding Chairman of MIT's MediaLab, one of the world's leading interdisciplinary research centers, and he is now Chairman Emeritus.

James Lipton

Creator, Writer, Executive Producer & Host
Bravo's *Inside the Actor's Studio*

James Lipton is widely known as the creator, executive-producer, writer and host of *Inside the Actors Studio*, which is seen in 84 million American homes on Bravo and in 125 countries, and has been recognized with thirteen Emmy nominations in thirteen years.

Mr. Lipton brings to the series his experience as actor, director and producer in theater, film and television, choreographer, playwright, lyricist, screenwriter, author of both fiction and non-fiction, and academician.

He has been responsible as writer and executive-producer for some of television's most celebrated specials, among them *Jimmy Carter's Inaugural Gala*, the first Presidential concert ever televised; twelve Bob Hope Birthday Specials, reaching record-breaking audiences; and *The Road to China*, the first American entertainment program from the People's Republic.

On NBC TV, he was the writer and producer of *Mirrors*, adapted by him from his novel; and he created the story and teleplay for *Copacabana*, which was chosen by *TV Guide* as one of the year's ten best TV films.

On Broadway, Mr. Lipton wrote the book and lyrics of two musicals, *Nowhere to Go but Up*, and *Sherry!*, which was based on Kaufman and Hart's *The Man Who Came to Dinner*. In 2005, he revisited *Sherry!*, producing a cast album for Angel Records, starring Nathan Lane, Bernadette Peters, Carol Burnett, Tommy Tune and Mike Myers.

In addition to his novel *Mirrors*, which reflected his experience in the world of dance and dancers, he is the author of the non-fiction classic *An Exaltation of Larks*, which has been in print since its publication in 1968, and prompted *Newsweek's* book critic to write, "If there were an English Academy, Lipton would surely deserve election."

In October, 2007, Mr. Lipton's memoir "Inside *Inside*," was published to critical acclaim. An account of his experiences as founding dean of the Actors Studio Drama School of Pace University and creator and host of *Inside the Actors Studio*, it puts Mr. Lipton in the guest chair, to reveal with the same candor he demands of his guests the events and people who have shaped his life.

Mr. Lipton's approach to his duties as host of *Inside the Actors Studio* – the four hundred blue cards, the focus on craft – has inspired imitation and parody, notably by Will Ferrell on *Saturday Night Live* and beyond. That led to Mr. Lipton's role in the film *Bewitched* with Mr. Ferrell, to repeated appearances on *Late Night with Conan O'Brien*, to a recurring role on *Arrested Development*, and upcoming acting appearances on *According to Jim* and in the animated features *Igor* and *Bolt*.

Mr. Lipton is an avid horseman and pilot, has received three honorary Ph.D.s, is a recipient of the French Republic's *Chevalier de l'ordre des Arts et des Lettres*, and has been awarded the National Academy of Television Arts and Sciences' Emmy for Lifetime Achievement.

Michael Klein

President

LFP Broadcasting, LLC/LFP Internet Group

Highly respected in his field, Michael Klein is considered to be a leading industry expert in the areas of pay per view (PPV) and video on demand (VOD). Named to his current post as president of LFP Broadcasting and LFP Internet Group in July 2007, Klein oversees Hustler TV and Hustler TV On Demand. Klein also oversees the day-to-day activities for all of LFP and continues to run the company's broadcast, internet and video divisions, including Hustler TV, Hustler.com and BarelyLegal.com, Hustler Mobile and the production/distribution of Hustler and VCA DVDs.

Klein joined LFP in 2004 as head of the company's broadcast division. He was instrumental in creating and launching Hustler TV, which has become one of the fastest-growing adult networks in the world. Hustler TV is now seen in over 40 countries and reaches over 45 million homes.

Klein came to LFP from a post as head of programming for the leading on demand content solutions provider TVN Entertainment, where he was responsible for the programming, scheduling and acquisition of TVN's VOD, NVOD and PPV network offerings.

Prior to joining TVN, Klein consulted for major entertainment organizations through his own consulting company, Next Step Entertainment. Before that, he served as Senior Vice President, Programming for iN Demand where he was responsible for programming the nation's largest home pay-per-view and VOD network.

Preceding this, Klein acted as Vice President, Programming for On Command Video. He has also been a Vice President for Spectravision, Showtime, Playboy Entertainment and Rainbow.

Klein holds a Bachelor of Science degree in Broadcasting & Film from Boston University's College of Communications.