

Most Successful New Media in Rochester is Colloquium Topic

Bruce A. Austin baagll@rit.edu

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“The Story behind the Most Successful New Media in Rochester” is the topic of Mr. Mike Johansson’s Thursday, 29 January presentation beginning at noon, in the Golisano Auditorium (70-1400). The talk is the final Department of Communication Colloquium of the winter quarter.

In 2004, Mr. Johansson was the founding Editor/General Manager of insider and rochesterinsider.com. Johansson will discuss lessons learned launching a print and web publication from scratch and how to find the right audience for a brand new publication.

The Colloquium is free and open to the public. For more information contact Professors Keith Jenkins (kbjgpt@rit.edu) or Ki-Young Lee (kxlgpt@rit.edu).