Bet You Missed It -- Press Clippings -- In the News -- Carefully Selected by Your Crack Team of News Sleuths

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**ROSENBLATT’S PROGRESS**
by Bruce Strauch (The Citadel)

The son of a nuclear physicist, Richard Rosenblatt got a law degree to please his parents. He hated it. But then along came the Internet. He built MySpace for a failing company and sold it to Fox for $650 million of which his cut was $23 million.

Now he has raised $320 million for Demand Media, the Web’s largest social network of hobby sites. Amateurs and experts will hang out via the Web, share how-to articles and post videos. And as advertising rolls in, the contributors will share in the loot. The company is valued at $1 billion.


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**WELL, YOU ALWAYS WANTED TO BE AN AVATAR**
by Bruce Strauch (The Citadel)

The next level up from Facebook is virtual three-dimensional worlds. Club Penguin, Barbie.Girls.com, Second Life. And now comes Kaneva, the brain-child of Christopher Klaus who became a billionaire while a student at Georgia Tech via Internet Security Systems. With that wad of money in his pocket, he had no need of venture capital when he launched Kaneva, his virtual world community where participants will create animated avatars that are their alter egos to socialize with other avatars.


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**THE END OF TV AS WE KNEW IT**
by Bruce Strauch (The Citadel)

MySpace moves into the MTV world with Roommates, a tale of four girls fresh out of college living in reality-non-reality. Episodes are four minutes and plot is thin.

So along with YouTube, MySpace is now taking on TV via the Internet. YouTube and Facebook are letting viewers put up the content, but advertisers aren’t excited by babies eating dog food or 14-year-old girls kissing each other. MySpace has found you can produce a professional video like Roommates for $3,000 and put an ad at each end. Plus Ford forked over an estimated $500,000 sponsorship in advance. In one episode, a girl buys — you guessed it — a new Ford. And, I didn’t meet her reference librarian.


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**NO MODELS OR ACTRESESS AT ATG**
by Bruce Strauch (The Citadel)

In 2005, Kathy Ireland and Elizabeth Taylor got control of House of Taylor Jewelry, a higher-end jewelry company that markets under the names of said model and actress. Shares have dropped 92% in two brief years. From a market cap of $279 million, it’s now at $29 million. Shares are selling at 60 cents.


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**THE BEST LAID PLANS OF MICE AND MEN**
by Bruce Strauch (The Citadel)

The damages settlement of the famous Tasini v. N.Y. Times case has broken down on appeal. You don’t have to register a copyright to have one; only put your work in tangible form. But you have to register to sue. And a whole bunch of writers who were part of the settlement were not registered.

Thus, the district court has no jurisdiction over them and can’t approve the settlement. And the appeals court vacated and remanded “for proceedings consistent with this opinion.” Which is presumably a blizzard of registrations.


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We at the College of Charleston are buying more media (DVDS and VHS) than ever. How about you? Philip Hallman’s great Media Minder column will run in the February issue of *ATG*. Coming up!

And we have a great Wiki and acquisitions article in this issue, p. 78 but we have another acquisitions and wiki article by Steve McKinzie and Keith Engwall coming in a future issue! In case you missed it, RENEW, RENEW!