

## Mind Rocket Media Group

MindRocket Media Group is a multimedia multi-channel production, marketing and consulting firm specializing in industry thought-leadership. MindRocket Media clients are education organizations, companies and PR firms worldwide seeking market exposure and influence through new media, high quality and high fidelity assets. In addition, to producing and distributing education news, event coverage, commentary and product reviews to third-party media channels, the MindRocket Media Group maintains its own international education news and commentary site, aggregating both MindRocket and third-party education news.

Our “blended media” model incorporates both new media and web technology that strategically places our audience at the nexus of industry leadership. Our diverse distribution models and outlets allow for timely exposure and placement to meet “breaking” news needs while extending the scale and scope of a given clients expertise in the education space over time.

**LEARN, GROW, SHARE**  
with Dr. Rod Berger



### WE BELIEVE....

That high quality, well presented, and thoughtful, multimedia assets can facilitate the changing voice of marketplaces and influence, educate and enable stakeholders to make strategic decisions that advance and facilitate innovation in industries.

Well-crafted communications and interactions can extend beyond classic PR/marketing models to provide clients numerous opportunities to facilitate ideas and communicate beyond existing means by getting closer to the industry.

That thought-leadership combined with tactical insights amplifies and contextualizes topics for strategic leaders.

The MindRocket Media Group prides itself on being the connective tissue between education, innovation and leadership, with the careers of tomorrow and representing dynamic change agents that make a difference.

### WE PROVIDE PROVEN APPROACHES

Integrated media production and relations services that include video, audio and written content combined with dynamic platform technologies that allow your organization to get the word out and influence markets.

Examples of our work can be seen on various Mind Rocket Media Group and partner web properties, including <http://www.coreofeducation.com/> and <http://www.americanedtv.com/>



**Ron Reed**  
Executive Producer - SXSWedu



**Dr Rod Berger** @drrodberger · 9h

Great catching up with incomparable Jack Ford @AmEDtv @asugsvsummit @CoreOfEducation #edchat chronicling Ed narrative pic.twitter.com/KPJ16iU8uA

Reply Retweet Favorite Buffer

Flag media

## WE CAN SUPPORT VARIOUS DYNAMIC MEDIA EFFORTS

- One on One Strategic Interviews with international industry leaders and specialists
- Dynamic programs in support of Industry Conference including pre and post activities
- News of interest to education stakeholders - federal and state policy, innovations, event coverage..
- 3rd Party Company market positioning as well as product reviews (independent and non-biased)
- Market, product and industry documentaries and segments, placed in traditional and web outlets
- Special event coverage from around the world - ASCD, ISTE, BETT, FETC, etc.
- Maximizing media distribution and overall SEO and web presence
- Production of mixed mode media and splitting a single asset into many valuable components

## WE ARE INDUSTRY INNOVATORS

ROD BERGER, PSYD is the company's President and CEO and initial media personality, Dr. Berger currently serves as Vice President of Education for an education software and data management firm named three times to the INC 5000. In this role at MindRocket Media, he is a creative and talented force, leading thoughtful conversations, generating relationships and developing brands in the education industry. As an industry personality Dr. Berger hosts international education podcasts, develops education-related content and presentations and leads social media initiatives that drive thought leadership and facilitate decision-making.

STEPHEN GILFUS is the company's Chairman of the Board and no novice to education ventures. Mr. Gilfus launched a distinguished career as a founder and principal designer of the world's leading e-learning platform (Blackboard, Inc.) His thoughtful, strategic and insightful work with educational institutions, leading industry publishers, technology partners, industry investors, and standards bodies has helped facilitate global educational opportunities and the development of online learning capacity for thousands of organizations across the globe.

## WE WORK WITH SOME AMAZING VOICES

Sir Ken Robinson, Daniel Pink, Lord James Knight, LEGO Education President Stephan Turnipseed, Former Secretary of State-Education Baroness Estelle Morris, Jack Ford of CBS and 60 Minutes acclaim, Infamous Michelle Rhee former Washington D.C. Chancellor and hundreds of others.



## WE HAVE STRONG DISTRIBUTION PARTNERS

AmericanEdTv, Ed Tech Review India, TES Connect, Teaching Times UK, VOD services via AmericanEdTv partnership including Verizon Fios and Comcast cable services reaching an estimated 12 million U.S. households. In addition, our team has a strong history of developing education media assets for CNN.

## OUR WORK IS RECOGNIZABLE

PODCASTS: Our Team has completed 80+ podcast interviews with education thought leaders from around the world. These releases are now redistributed by a number of national education associations, as well as education sites in the UK and India. Consequently, "education A-list" guests are eager to be interviewed by Dr. Berger, whether on stage or screen.

**LIVE EVENT COVERAGE:** International education events now recognize our team as a “go to” for video interviews surrounding their major national events (SXSW Edu, ISTE, BETT, ASU+GSV Summit, ASCD, etc.). Dr. Berger has conducted over 120 live event video interviews of keynote speakers and thought leaders, with over 11,000 unsolicited YouTube views in the last 90 days.

**RECOGNITION BY LEADING PR AND EDUCATION FIRMS:** Our co-founder is recognized by leading education firms, their PR and advertising agencies as a creditable emerging market force to promote their companies, products and agendas.

## WE HAVE OUTSTANDING MARKET RELATIONSHIPS

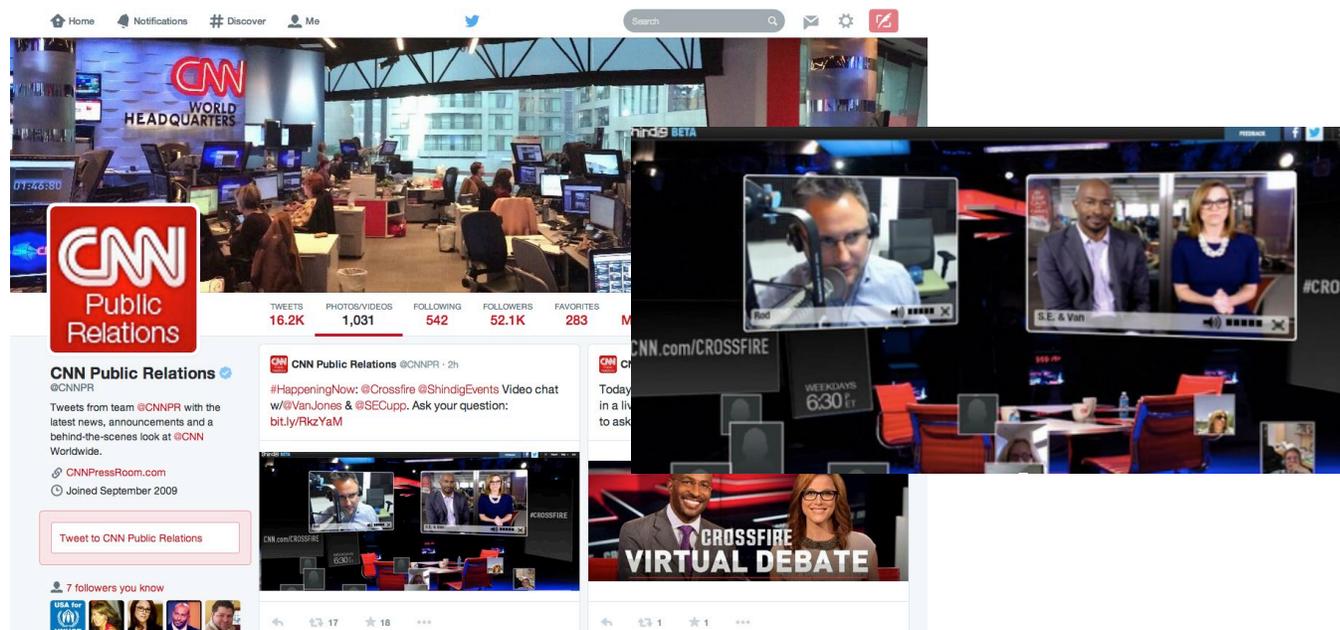
**SXSW EDU:** SXSW continues to enlarge Dr. Berger’s visibility with each year, as he has moderated and facilitated some of the most successful panels in SXSW Edu’s history.

**ASCD:** Dr. Berger has become a leading media force in ASCD’s event strategy, providing backstage interviews of ASCD’s keynote speakers as each prepares to speak. Further, thought leaders are interviewed throughout the event, along with exhibit hall and after-hours event video coverage.

**ISTE:** The International Association for Technology in Education has previously engaged Dr. Berger as an edtech thought leader, yet this year extended his reach to a broader context than mere technology. Moreover, we are in discussions with ISTE to make Dr. Berger’s column a regular front-page installment.

**EDTECH REVIEW:** India’s leading online publication for education technology ([www.edtechreview.in](http://www.edtechreview.in)) now regularly features Dr. Berger as a content contributor and columnist featured on ETR’s home page.

## We Live And Work in Media



## The Industry Believes in Our Approach

"MindRocket Media Group has pioneered an engaging form of new media journalism which dives behind the all-too-simplistic tropes of edtech, teaching and learning to reveal key insights and new questions. His guests are not repping or selling and the result is the most thoughtful and articulate media treatment of educational issues on the web."

- Rob Lippincott, CEO of TEACH-NOW, former PBS SVP for Education Strategy, and SVP at Discovery Ed

"The MindRocket Media Groups knowledge of the landscape of education in the United States and abroad is impressive. Rod's ability to connect with thought leaders in the field is rivaled by only a few in educational media. His professionalism and ability to communicate with people is unparalleled."

- Richard Byrne, founder of FreeTechnology4Teachers.

**Voice – Vision – Strategy – Technology – Community – Insight – Influence**

# MindRocket

MEDIA GROUP



"I don't think I have had a conversation with anyone since Al Shanker (former president of the American Federation of Teachers) who had an eye on the big picture the way that you do."

- Dana Dunnan, <sup>11</sup>SEP Former Teacher and Author of "Notes To A New Teacher"

"The world that our children will inherit from us is a world dependent on collaboration; local, national and global. If education is to be fit to prepare our children for that future it has to be at the forefront of that collaborative journey; a journey that breaks down boundaries and provides a platform for all aspects of society to come together to create a system worthy of our aspirations. Rod Berger and his work at MindRocket Media Group is a catalyst and conduit for that vision."

- Richard Gerver – [www.richardgerver.com](http://www.richardgerver.com)