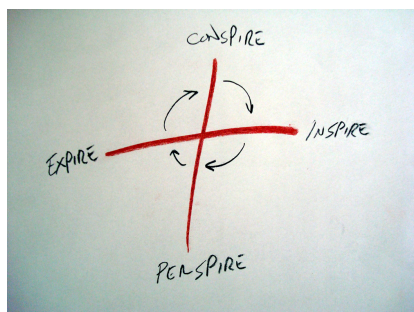


Command your vertical.



Game: Where one thing is more important than another because someone said so.

NYT J-Schools Play Catchup  
<http://tinyurl.com/nytjschool>

Paving cow paths  
<http://adwords.google.com>

Rich Dad/Poor Dad and Cashflow Quadrant  
by Robert Kiyosaki  
[www.richdad.com](http://www.richdad.com)

Sinickas Communications  
<http://www.sinicom.com/>

Help a Reporter Out  
[www.helpareporter.com/](http://www.helpareporter.com/)

ProBlogger  
[www.problogger.net](http://www.problogger.net)

How to Read a Financial Report  
by John A. Tracy CPA

<http://analytics.google.com>

Here Comes Everybody  
by Clay Shirky  
([herecomeseverybody.org](http://herecomeseverybody.org))

Cluetrain Manifesto  
[www.cluetrain.com](http://www.cluetrain.com)

Do it. Screw up. Adjust.

"Information wants to be free..." Stewart Brand  
<http://tinyurl.com/stewart-brand>

Larry Lessig (Creative Commons Licensing)  
<http://tinyurl.com/lessig-cc>

Windows Movie Maker  
(Windows Vista)

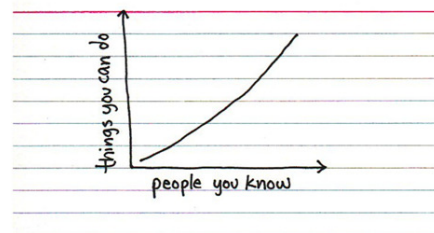
Shel Israel  
<http://redcouch.typepad.com/>

How to [do anything]  
(Just type what you need into YouTube)

<http://badpitch.blogspot.com>

Social Media Legacy (Casey's experience leaving Tucson, but remaining in touch virtually)

This is what Web 2.0 means



The Tipping Point  
by Malcolm Gladwell

<http://reddit.com>

**Casey DeLorme, APR**, is an award winning 14-year Public Relations industry veteran with extensive experience in online/social media marketing, presentations/presentation coaching, special events, media relations, creative strategic planning, and crisis communications.

He has developed effective communications programs for nonprofits, health care, university, municipal, military/aerospace, telecom/wireless, software, commercial real estate, tourism, and arts/entertainment clients. He also delivers numerous seminars and speeches across the country.

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