



**AUTHOR AND ONLINE NEWS MEDIA PIONEER SCOTT ROSENBERG  
IN CONVERSATION WITH COLUMNIST JON CARROLL  
AT BERKELEY REPERTORY THEATRE  
7:00pm, March 1, 2010**

**WHAT:** The internet may be moving at lightning speed, but where is it taking us? Are blogging, Twitter, and other social media the new mediums for journalism? Will window shopping ultimately be replaced by web giants like Amazon.com? These, and many other questions will be on the table when author and online news media pioneer **Scott Rosenberg** takes the stage with daily columnist **Jon Carroll** in a fascinating evening of conversation. When most people were considering purchasing their first computers, Rosenberg was already stretching the limits of what the internet had to offer. He was in a prime position to report on the over-inflation and ultimate collapse of the dot-com bubble in his role as co-founder of Salon.com, one of the oldest online powerhouse publications, where he served first as technology editor and then managing editor. Rosenberg is the author of two books: *Dreaming in Code*, a laymen's book about the darkest mysteries of software design, and *Say Everything: How Blogging Began, What It's Becoming, and Why It Matters*. Rosenberg will discuss his participation and observations of the evolution of all things online in what promises to be a lively conversation. The evening's proceeds benefit the academic and financial assistance programs at Park Day School in Oakland.

**WHEN:** **Monday, March 1, 2010, 7:00pm**  
Arrive early to purchase a glass of wine and find best seating.

**WHERE:** Berkeley Repertory Theatre  
2025 Addison Street, Berkeley

**TICKETS:** Tickets (\$30) can be purchased in advance online at [www.ParkDaySchool.org](http://www.ParkDaySchool.org) or by calling 510-653-0317 x103. (\$5 discount for students with valid student ID)

**PHOTOS:** High resolution digital images may be downloaded at:  
[www.cb-pr.com/press/parkdayrosenberg.html](http://www.cb-pr.com/press/parkdayrosenberg.html)