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**NEW EDITOR AND IN-PERSON EVENT FOR NEWBAY  
MEDIA'S AWARD-WINNING SCHOOLCIO BRAND**

*Redesigned web site to follow for Tech & Learning's sister publication*

SAN BRUNO, CA (March 18, 2011) – SchoolCIO, NewBay Media's award-winning sister publication to its 31-year, industry-leading *Tech & Learning* brand, has made significant additions to its editorial and online staff, as well as expanded its online and in-person event offerings, the company announced today.

*"Tech & Learning's motto is tools and ideas for edtech leaders,"* says editorial director Kevin Hogan. *"The SchoolCIO brand and the content that will come from its Web site, regular features in T&L's print publication, and the first SchoolCIO Leadership Summit, will reinforce and reinvigorate the ideas that can best be implemented from a district leadership level."*

Ellen Ullman joins the staff as the full-time SchoolCIO.com editor. Ullman has been a magazine writer and editor since 1987 and has previously worked at *Small Business Computing* and *FamilyPC*. In 2003, she began reporting exclusively on K-12 and higher ed technology.

New features on SchoolCIO.com – which will be redesigned and re-launched later this year – include regular blog postings and editorial guidance from newly named SchoolCIO Advisors, including: Rob Mancabelli, CIO for Trinity School in New York; Doug Johnson, director of media and technology for the Mankato (MN) Public

Schools; Debbie Karcher, CIO for Miami- Dade County Public Schools, the fourth largest school district in the nation; Thuan Nguyen, chief information and operations officer for the Kent (WA) School District; Karen Fuller, CTO at Klein ISD; Nancy Caramanico, director of technology, K-12, for the Archdiocese of Philadelphia Catholic Schools; Julie Carter, executive director of technology from Minnetonka (MN ) School District; Jim Klein, director of information services and technology for the Saugus Union School District, CA; Chad Maxa, director of IT at the Intermediate District 287, MN; Coby Culbertson, director of technology from the Western Dubuque Community School District, IA; and Jen LaMaster, educational technology coordinator from Brebeuf Jesuit Preparatory School in Indianapolis, IN.

Also new is the SchoolCIO Top Stories weekly e-newsletter, which wraps up the top 10 most-read stories of the week. This newsletter is in addition to SchoolCIO eNews, which will be increased to twice-weekly beginning in April.

In September SchoolCIO will launch its first Leadership Summit. This exclusive, invitation-only event will present timely and relevant content from the most authoritative speakers and advisors, along with unmatched networking opportunities. The two-day summit will be comprised of lively panel discussions and roundtables, one-on-one meetings and networking-focused social activities.

SchoolCIO will continue to appear as a monthly section in *Tech & Learning* magazine, with expanded editions in the March, May, June, and September issues.

First published in 2004, SchoolCIO provides high-quality ideas, strategies, and resources for senior-level technology leaders in K-12 school districts. Its mission is to help school technology professionals manage IT more effectively and efficiently, drive

educational innovation, and advance their careers. Over the course of its nearly decade-long history, School CIO has received numerous awards including one for Editorial Excellence by the American Society of Business Publication Editors (ASBPE). Also ASBPE named it Best New Business-to-Business Web Site Publication in 2007 and Best Special Section in 2010.

Contact Ellen at [schoolcio@nbmedia.com](mailto:schoolcio@nbmedia.com).

### ***About Tech & Learning***

For 31 years, *Tech & Learning* has been -- and continues to be -- the leading resource for K-12 leaders. Its publications, web sites and events provide factual and evaluative information on trends, products, and strategies to educators who purchase technology products in their districts and schools. *Tech & Learning*, published by NewBay Media LLC, delivers the highest quality content and essential resources to manage, train, and teach technology. For more information, visit [www.TechLearning.com](http://www.TechLearning.com).

### **About NewBay Media LLC**

NewBay Media's market leading brands are centered on five vertical markets -- Pro Audio, Broadcast and Video, Musical Instruments, Systems Integration and K-12 Education. NewBay publishes and produces over 40 publications and show dailies, 50 web sites, 30 daily and weekly E-Newsletters, 3 expos and over 50 custom publishing efforts annually. NewBay reaches over two million readers in print and one million online and in person -- around the world in over 100 countries. Additional information on NewBay can be found by visiting [www.nbmedia.com](http://www.nbmedia.com).

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