

Meet the Editor

# Eric Schumacher-Rasmussen: Streaming Is Boss

by LAUREE PADGETT

Another column, another out-of-town colleague to get to know. While Eric Schumacher-Rasmussen and I have exchanged emails and phone calls during the 8 years that he has been part of the Information Today, Inc. family, it took the interview for this column for us to have some fun exchanges and to get to know each other better.



Lauree Padgett

## Born in the U.S.A.

For starters, Schumacher-Rasmussen was born in Milwaukee and has never lived anywhere else. He did both his undergraduate and graduate studies at the University of Wisconsin–Madison, receiving his B.A. in secondary education and English and his master's in African-American studies.

He has quite a diverse background, having taught the course Black Music and American Cultural History at his college alma mater from 1991 to 1993 and literature and composition courses at Milwaukee Area Technical College and Marian University in Fond du Lac, Wis. While at Milwaukee Area Technical College, he was the student publications advisor from 1995 to 2000. And from 1993 to 1995, he was the associate editor of *Maintenance Solutions* magazine. Prior to joining ITI, Schumacher-Rasmussen was a senior news reporter for MTV.com from 2000 to 2001.

When he first came to ITI, Schumacher-Rasmussen worked as an associate editor for *EMedia* magazine and has been an associate editor for *EventDV* since 2002. He started as the editor of *StreamingMedia.com* in 2004, and he became the

editor of the print *Streaming Media* in 2006. In 2008, a European edition of *Streaming Media* was started, and he became editor of that publication as well. He is also the program director for Streaming Media Europe, which will take place Oct. 14–16 in London. And he is going to be the chair of a not-even-officially-announced-yet new show that will be co-located with Streaming Media West from Nov. 16 to 19 in San Jose, Calif. Its tentative name is Online Video Publishing Strategies. (For more information, visit [www.infotoday.com](http://www.infotoday.com) and click on the conference link on the top-left bar.)

Other conferences that Schumacher-Rasmussen covers in *Streaming Media* and that his readers are likely to attend are the National Association of Broadcasters (NAB), the Consumer Electronics Show, and 3G World Congress. I asked him to enlighten me about 3G; in case you didn't know either, 3G is the fastest cellular phone network currently available, and its conference includes a lot of "stuff" about mobile video.

## Born to Run ... Streaming Media

Now in its sixth volume year, *Streaming Media* covers the realm of online video. To a lesser degree, Schumacher-Rasmussen says the bimonthly magazine also covers audio, focusing on technical how-to articles and business strategies. He explains: "Our purview includes both consumer-facing video sites (YouTube, Hulu, TV.com) and the use of internet video in enterprise, government, education, and healthcare organizations." He says that this is the only ITI pub that has ever had a major rock star on the cover (Pete Townshend from The Who graced the November 2007 issue.)



As 2009 progresses, Schumacher-Rasmussen cites monetization and ROI as continuing central themes of the publication. The growth of HD video online and video delivered to mobile and portable devices is also a hot topic. Regular columns and sections focus on the intersection of social networking and video, educational and enterprise video, and video formats and players.

A new section on the StreamingMedia.com website called Streaming Media TV is due to launch this month. Video reviews, tutorials, and interviews will be a part of Streaming Media TV's regular video features.

As with everyone else these days, Schumacher-Rasmussen is worried about the effects the global recession will have on the market. But he sees a silver lining as well. "Thankfully, many organizations see online video as a cost-saving alternative to other types of communications and a replacement for business travel," he says. Another bit of good news that Schumacher-Rasmussen shared is that many govern-



Eric Schumacher-Rasmussen

ment and educational institutions are using their stimulus package money for online video technology.

## Hungry Heart

He has a fondness for Indian food and a passion for music, which is reflected in the fact that for the past 25 years, he's been a freelance music journalist. He has interviewed many musicians during that time, including John Mellencamp, Don Henley, Jon Bon Jovi, and Al Green, just to name-drop a few. But he has yet to interview his hero, Bruce Springsteen.

But so what if he hasn't sat down for a one-on-one with The Boss? Since 2000, Schumacher-Rasmussen has been a voting member of the Rock and Roll Hall of Fame, thanks to his friendship with Dave Marsh, an upper-tier rock journalist who has worked on pubs such as *Rolling Stone*. Marsh happens to be on the Rock and Roll Hall of Fame nominating committee and suggested Schumacher-Rasmussen as a member.

Schumacher-Rasmussen is a regular contributor to *Blurt* ([www.blurt-online.com](http://www.blurt-online.com)), an online music magazine that focuses primarily on indie and alternative rock. He even started his own music and culture blog, *Scratched Into Our Souls* ([www.soulscratch.com](http://www.soulscratch.com)) this year.

His favorite quote is from Woody Allen: "I don't want to achieve immortality through my work. I want to achieve it through not dying." I'm not so sure about the not dying part, but I think Schumacher-Rasmussen's body of work, especially *Streaming Media* in all its forms, should rock on for years to come.

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