

Tear Out This Page and File it Under "High-Tech Language Expert"

7 Show Ideas that Satisfy Your Audience's Voracious Appetite for All Things Internet

The Internet has infiltrated the world around us. The online culture has leapt from the computer screen to the TV screen and into the mouths of our children. With new products and jargon created daily that change the way we interact with our world, your audience wants to know "what's next!"

The numbers are *still* staggering...

- Nearly 200 million Americans use computers.
- More than 2 million NEW users get online EACH MONTH in the U.S. alone!
- 75% of 14-17 year-olds and 65% of 10-13 year-olds use the Internet everyday.

When you need a guest to address Internet-related news or online pop-culture, get the girl who wrote the dictionary on modern technology. **Erin Jansen** is a Web pioneer who covers a wide range of topics: from WiFi to IM to E-Commerce to Cyberterrorism to Space Junk, Erin is an entertaining guest with funny anecdotes and broad appeal.



GREAT SHOW POSSIBILITIES...DO A SHOW ON:

- The Top 20 Internet Terms — the Funniest, Sexiest, In The News, and more.
- The Future Forward Show — Let's talk about Biometrics, RFID, Bots, Bats, GPS, Smart Cards/Clothes/Homes, Digital Fingerprinting, Nanotechnology and Nanny Cams.
- Rage Against the Machine — callers with the worst Tech Support story win a free book.
- Why America Loves Spicing up their E-mail :-) Smileys, ASCII Art, Sig Files, Assicons; plus tips on what NOT TO DO when communicating with office e-mail.
- Discuss the digital divide, can wireless technology connect the earth's population?
- Explore the cultural implications of this new lingo — the relaxed style, less punctuation, typing in all lower case, use of so many acronyms, what gives?
- Important dates in Internet history: April 14th, July 21st, Sept. 19th, Dec. 12th.

CREDENTIALS: Veteran talk show guest Erin Jansen is an Internet business consultant and the founder of NetLingo.com — an award-winning Web site featured in the *New York Times*, *USA Today*, *People*, *Fortune*, *MSNBC*, and more. She has helped millions of people since 1995. She is the author of *NETLINGO: The Internet Dictionary*, which is now available at bookstores worldwide.

AVAILABILITY: Northern California; Southern California; nationwide by arrangement and via telephone last-minute.

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was accessed).
see also: *hypertext*

nu **netlingo**
A to Z dictionary of terms and phrases who do not know how to type properly. Instead of using ten fingers, he or she will only use one or two fingers and move the mouse around the keyboard to find the next letter to type.
see also: *acronyms, ZFT*

hybrid
A combination of two or more things. In the online world, this refers primarily to "hybrid search sites," which are a cross between a search directory and a search engine (actually, they use a human directory that's supplemented by computer indexes). Hybrid search sites cover both Net and DSP content. AOL Search, AltaVista, Ask, Jeeves, Google, Hotbot, Lycos, MSN Search, Netscape Search, and Snap are all considered hybrid search sites. In the world of online marketing, a "hybrid model" refers to the combination of more than one marketing strategy. A mix of internet advertising, such as banner ads, and direct response or cost-per-click, or a mix of two pure internet-based models.
see also: *SEM*

NETLINGO
The Internet Dictionary

hype
Excessive publicity or exaggerated claims made by companies or the media to make something appear bigger than it really is. It's commonly referred to as "media hype." The industry is unfortunately full of it.
see also: *@*

hyperlink
a.k.a. "a link"
The text or graphics on a Web site that can be clicked on with a mouse to take you to another Web page or a different area of the same Web page. Hyperlinks are usually created (or coded) in HTML. They are also used to load multimedia files.
see also: *broken links, typos*

hypermedia
The multimedia links on a Web page that let you view images, audio sound clips, video files, or text documents.
see also: *rich media*

hyperspeed
Slang for very, very, very fast.
see also: *Internet time*

hyperstitial
An online ad that allows advertisers to present full-screen ads during the time it takes a Web page to download. Viewers must manually close the additional browser window that loads the hyperstitial ad, and this makes it more difficult to ignore than the common ad banner. The difference between this ad and a regular interstitial is the size; hyperstitials are full-screen sized, interstitials are smaller.
see also: *interstitial*

hypertext
A system for writing and displaying text that can be linked in multiple ways to related documents and available at several levels of detail. The term was coined by Ted Nelson to refer to a nonlinear system of information browsing and retrieval based on associative links between documents.
see also: *hypertext transfer protocol (HTTP) to link pages*

Erin Jansen
see also: *hypermedia*