



About us

The Digital College Network is a wholly owned subsidiary of 3 Feet Media, a Georgia-based media company specializing in unique advertising signage primarily in the retail environment. DCN enjoys a multi-year contract with Follett Higher Education Group to place high impact LCD screens in college and university book stores across North America. The current network deploys screens in 245 national locations featuring the largest and most prestigious campuses in the United States.

DCN has its own servers, creative resources and sales staff providing a unique opportunity for advertisers looking for a “narrowcast” to the 18-24 year old demographic. LCD screens in each bookstore are located at or near the cash registers and tied in to the Follett T1 lines allowing for verifiable and optimal impact on consumers.

The management team of DCN provides tremendous depth and experience. Senior management currently consists of the following members.

Chris Esposito, President/CEO

Chris Esposito is President and CEO of 3 Feet Media. With more than 24 years of experience in marketing, sales and advertising with national and international companies, Chris is experienced in all aspects of marketing, sales, service and obtaining results for clients.

Chris has been involved in developing strategic plans for many new products and services, has hired and trained sales reps and sales managers, has developed training manuals and motivational videos, designed marketing programs for writing and producing television and radio commercials, and designed direct mail programs for a wide variety of clients.

John Bevilaqua, Executive Vice President/Marketing & Sales

John Bevilaqua has been involved in marketing and communications for more than 30 years. As Manager of Sports Programs for The Coca-Cola Company, John was involved in virtually all of The Coca-Cola Company sports sponsorships leading up to the 1984 Olympic Games. He also managed all internal programs for The Coca-Cola Company associated with the Los Angeles Games.

John was “loaned” to the Los Angeles Olympic Committee for two years where he served as Vice President of Communications until 1984. Once he returned to Atlanta, John formed a marketing and communications agency that specialized in working with large corporations, especially those involved in sports and special events. A selection of clients includes: IBM, AT&T, EDS, York International, Coca-Cola Enterprises, Chase Manhattan Bank, BellSouth, City of Barcelona, Turner Broadcasting and 3M Corp.

Aaron Johnson, Vice President of Operations

Aaron spent the last 2 years as COO of EZ Show Network, LLC which operated the Bookstore Network, now The Digital College Network. Aaron launched and expanded the network to over 62 sites while eliminating costs and streamlining operations and overhead.

Aaron has traveled the country meeting with various partners, vendors, agencies, competitors, and associates from the Digital Out-of-Home industry over the last 2 years and is uniquely knowledgeable in the collegiate vertical.

Over the last 4 years Aaron has successfully co-founded, launched, operated, and sold 2 companies. Prior to this Aaron spent 4 years in Plant Management for one of North America's leading HVAC accessories manufacturers located in Indianapolis, IN.

Miles Forman, Creative Director

As Creative Director, Miles Forman visits college campuses to create original programming for DCN that features students and faculty.

Miles, a native of Fort Lauderdale, attended the Art Institute of Fort Lauderdale and has worked on a wide variety of projects since graduating.

He got his start working on the film *Striptease*, featuring Demi Moore. Shortly after, he traveled to New York to produce his first film, *The Ride*. He then moved to Los Angeles, where he produced *See Dick Die*, a horror film based on Jack Kevorkian.

It was during the filming of *See Dick Die* that he met Doug Deluca, a longtime producer of Jimmy Kimmel's *Man Show*, *Crank Yankers* and *Jimmy Kimmel Live*. Miles would remain in LA and work on a wide variety of projects from feature films to television programs.

In 2003, Miles began production on *Fatboy: The Movie*, a documentary that tells the story of Miles' mission to lose more than 50 pounds. *Fatboy: The Movie* went on the festival circuit and brought home five awards and much national praise from festivals and critics alike.

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