

# >> The essentials <<<

ideas>>people  
>>details>>data  
>>happenings

## Hi-tech comedy



Gary Scott Schneidkraut – he drops the last name for showbiz purposes – is a Hotel School student who has successfully exploited Internet sites to launch a career as a stand-up comic. He’s even incorporated his comedic interests with his academics, completing an independent study course with Erica Wagner, assistant professor of information systems, and written about how social networking technologies have aided his career. His work with Wagner, he says, “helped me put all of my work and comedy exposure into focus.” Among his self-marketing techniques: Schneidkraut directs comedy club bookers to his YouTube.com clips to land gigs. Once hired, he hits up Facebook friends

to populate the audience (he also incorporates criticism from Facebook viewers into his act). To maintain buzz, he includes his YouTube links in his instant messages. Schneidkraut will graduate in December 2008 and go on a comedy tour before beginning a “real job.” See Gary Scott perform [here](#) at [www.garycomedy.com](http://www.garycomedy.com).