ENTERTAINMENT AND MEDIA MANAGEMENT INSTITUTE
February 2006 E-Newsletter for the UCLA Anderson Entertainment and Media Communities

SUMMER INTENSIVE CERTIFICATE PROGRAM
Do you know of undergraduate students eager to explore careers in media and entertainment businesses? Or are you interested in expanding your education base with a certificate in entertainment management? We are pleased to announce the third annual Summer Intensive Certificate Program in Entertainment/Media Management at UCLA Anderson School of Management.

This four-week program for undergraduates, and other pre-graduate school individuals, will be held Monday, July 10 to Thursday, August 3, and will combine lectures, seminars, guest speakers, discussions, and field trips to delve into the changing worlds of film, television, cable, music, games, and other media. This program is open to anyone from international, national and University of California undergraduate programs.

If you know of an undergraduate student who may appreciate the program, please have them visit http://www.anderson.ucla.edu/x1135.xml. If you are interested in speaking in the program and/or having students come to visit your organization, please e-mail entmedia@anderson.ucla.edu.

EXECUTIVE EDUCATION PROGRAMS
Global Entertainment Executive Program, June 19 – 23, 2006
More than ever before, it takes the right strategies to get the edge in Entertainment. To this end, UCLA Anderson has developed a new Global Entertainment Executive Program, June 19 - 23, 2006. The course is perfect for managers and executives who want to update their business acumen and hone their

UPCOMING EVENTS
April 27 -- Entertainment Alumni Mixer
Save the date for our Annual Entertainment Alumni Mixer. More information will be coming soon to your e-mail.

May 9 -- WINMEC Mobile Convergence Conference
With UCLA's Wireless Internet for the Mobile Enterprise Consortium (WINMEC) at The Henry Samueli School of Engineering and Applied Science, we invite you to mark your calendars for the second annual Mobile Entertainment Media Forum at UCLA. Focusing on the many new and developing uses for mobile technology, the conference seeks to encourage an open dialog on the future of this ever changing communications medium. more>

June 21 -- Global Entertainment Executive Reception
UCLA Anderson is hosting this networking reception for program participants in the upcoming executive education program (see left column for more information). We expect entertainment and media executive students from around the world to participate in the reception, that will be open to UCLA Anderson alumni and other friends of the Institute. Stay tuned for more information in our March issue.

RECENT EVENT HIGHLIGHTS
January 17, 2006 -- “The Next Big Idea - The Future of Branded Entertainment”
In association with the Institute, seven of VNU’s leading brands brought us “The Next Big Idea” Conference last month at the Hollywood Renaissance Hotel. Hundreds of participants joined speakers and panels focusing on product placement, entertainment economics, celebrity endorsement and the overall state of branded
leadership and management skills to better confront the rapidly changing demands within and between the various sectors of entertainment. The program is for industry executives and professionals around the world and will increase participants’ awareness of the issues faced among various industry sectors and help them to better understand how to work more effectively across media, function, and silo. This program will help you to strengthen your strategic vision and prepare for future career moves and greater responsibilities.

Please contact UCLA Anderson’s Office of Executive Education Programs at 310-825-2001, execed@anderson.ucla.edu, or www.execed.anderson.ucla.edu.

SOUTH BY SOUTHWEST CASE COMPETITION

From March 16-18 a group of UCLA Anderson students interested in the music industry will travel to the South by Southwest Music Festival to participate in the first annual MBA Open MIC (Music Industry Challenge). The case competition will give MBAs from top business schools across the country the opportunity to analyze a current challenge facing a company in the music industry and present their recommendations in front of a panel of music industry judges.

The Institute is very excited to be sponsoring the UCLA Anderson team. We hope this provides a great new educational opportunity for student interested in pursuing careers in music. For more information you can visit, www.mbaopenmic.com or www.sxsw.com.

ONLINE GIVING

We appreciate all of the support from our alumni and other industry friends, and are pleased to announce new features that let you support us on-line. We have many opportunities to grow the Institute, and really need your help to grow. We welcome our alumni and other supporters to contribute to the program online at for alumni at this link and other supporters at this link.

Also, keep a lookout for an upcoming UCLA Anderson fundraising letter coming soon to your mailbox. On the support form provided, there will be an opportunity to designate a gift to the Institute.

entertainment in today's Hollywood.

February 2 -- Entertainment Career Night
“What kind of dent do you want to make in the universe?” These were the words Jeffrey Berg, Chairman and CEO of International Creative Management, spoke as he addressed a captive audience at UCLA Anderson’s 2006 Entertainment Career Night. As the keynote speaker for the Entertainment Management Association’s largest annual event, Mr. Berg educated a crowd of 70 Anderson students and 30 executives from the entertainment industry with his thoughts on some of entertainment’s biggest trends, including: the narrowing distribution windows and how studios are coping, the impact of technology-driven initiatives such as HD DVD vs. Blu-Ray, and the move towards 3rd party capital for financing.

Following Mr. Berg’s keynote address, Anderson students were given an opportunity to further discuss these and other issues with executives from 13 companies at a series of roundtable discussions.

Entertainment Career Night 2006 was a rousing success. Needless to say, the event could not have been made possible without the generous support of the companies in attendance: Activision, Ascent Media, CBS, Disney, E! Entertainment Network, FOX, International Creative Management, Microsoft, Playboy TV, Sony Pictures Entertainment, Technicolor, The WB Television Network, and Yahoo! Music.

The event could not have come together without the contributions of the UCLA Anderson Entertainment Management Association and the following volunteers: ECN 2006 Director, Natalie Rice (MBA ’07); Committee Chairs Sylvia Bronson (MBA ’07), Mick Burchfield (MBA ’07), and Lakshmi Thirumalai (MBA ’07); and Committee Members Sam Aqua (MBA ’07), Ben Arnon (MBA ’07), Meredith Battin (MBA ’07), Ellie Culp (MBA ’07), Brad Haag (MBA ’07), Hayato Mitsuishi (MBA ’07), Anjay Nagpal (MBA ’07), Shana Pallotta (MBA ’07), Raul Rothschild (MBA ’07), Drake Watten (MBA ’07), and Jonathan Weiner (MBA ’07).

HIRE UCLA ANDERSON

Spring internships start soon -- April 4 -- and the summer internship season is also just
around the corner. Now is a great time to post both regular employment and internship positions directly at the CMC Classifieds. Let us know at entmedia@anderson.ucla.edu if we can be of assistance in finding you interns or graduates.

Please contact us at entmedia@anderson.ucla.edu for more information.

EMA NEWS

"OUTTAKES" LUNCHES
We are thrilled to be in our fourth year of our Outtakes Lunch series, bringing together executives and small groups of students for an intense information-sharing lunch. Many thanks to our January 25 guest, Tom Pollock, CEO of the Montecito Picture Company and our February 7 guest, Barbara Brogliatti, former EVP and CCO at Warner Bros.

ENTERTAINMENT 101's
The Entertainment 101 series brings our first-year students up-to-speed on the various industry sectors and helps them explore their own interests. Each year, we bring alumni speakers for specific industries to discuss the past and future of their sector, as well as their own experiences. We held held two sessions, one overview session and another on the film industry, in the Fall quarter and sessions on the television and music were held just weeks ago. Thanks to Garry Benefore (MBA '05), Manager of Digital Sales, EMI Music Marketing, for his presentation on the music industry, and to Kerry Edelstein (MBA '02), Manager of Research Strategies, and Chris Lang (MBA'02), Vice President of Research, SmithGeiger LCC, for digging into the television industry.

DINNERS FOR EIGHT (D48)
Our D48s (executive hosted dinners with eight EMA students) continue to enrich experiences for both hosts and students. Thanks to hosts Scott Sherr (FEMBA '02), VP, Corporate Development, at Sony Pictures Entertainment, and Steve Raymond, Senior Director, Business Development, at Yahoo! Music.

DAYS ON THE JOB
Our Day on the Job (DOJ) program has continued to expand into one the student's most popular recurring events. Many thanks to Activision for opening its doors on January 27, and Disney on February 3. The program will once again include the popular New York DOJ March 1-3, with New Line

ALUMNI NEWS

Paul Condolora (MBA '89) has been promoted to Senior Vice President and General Manager of the Cartoon Network New Media. Condolora's expanded responsibilities includes developing new Cartoon Network and Adult Swim-branded products and services for broadband, VOD, wireless and interactive TV etc. He will also maintain his oversight of creative development and day-to-day operations for CartoonNetwork.com, AdultSwim.com, CartoonNetworkYA.com, and TickleU.com.

Eleanor Fraser (MBA '02) was promoted to head of Playback, Universal's classic and cult TV-on-DVD label in the UK, and moved to London. She is working on such titles as The A-Team, Miami Vice and Battlestar Galactica. www.universal-playback.com.

Lisa Gold (MBA '84) wrote a feature film script, The Poker Wars, which won the 2005 CineStory Screenwriting Awards, a national competition. Her script was also a Quarterfinalist in the Nicholl Fellowships, a competition run by the Academy of Motion Picture Arts and Sciences.

Matthew Kearns (MBA '90) recently started a new position as Senior Vice President, Business Affairs at Lions Gate Television, producers of the Golden Globe winning series Weeds.

Steven Pappas (MBA '91) has assumed leadership responsibility for the Global Media & Entertainment Industry Segment at EDS, a Fortune-100 global technology and business services company. Steven resides in Glendale with wife, Christine Pappas (MBA '92), and their three children.

Kelly Perdew (JD/MBA '96), winner of the second season of The Apprentice, will be hosting a new show on the Discovery Military Channel called GI Factory where he will explore the latest military technologies and then take a peek at the factories where those technologies are designed and built.
Cinema, MTV Networks, Insight Communications, Oxygen Network and CBS News scheduled to participate. If you are interested in scheduling a DOJ visit to your company, please e-mail tamara.baxt.2006@anderson.ucla.edu.

SUNDANCE
A group of twenty-five students headed off to the Sundance Film Festival in January to soak in the scenery, view top-notch independent films, attend industry panels, and spend some time mingling with the industry professionals at the various parties and events.

Students were especially interested in the Q&A sessions that followed screenings, allowing them to learn more about the process of making an independent film. As the Sundance Festival continues to grow and evolve, look for UCLA Anderson and the EMA to continue sending students to experience the excitement of the movie industry first-hand.


Amy Powell (FEMBA '05) was promoted to Senior Vice President of Interactive Marketing at Paramount. She will be spearheading the reinvention of the Paramount.com website.

Anthea Raymond (MBA '87) was just elected President of the Los Angeles Press Club. She previously ran the UCLA Arts Management Program and in the last few years has gone on to become a working journalist and News Editor for KPCC.

Kimberly Salzer (MBA '94) was recently promoted to VP Global Brand Management for Family Entertainment at Activision.

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The Entertainment and Media Management Institute E-Newsletter is published every-other month during the academic year, along with a few special issues when there is extra news to report.

If you are UCLA Anderson Alumni working in the entertainment or media fields, please feel free to send updates from your career or life to entmedia@anderson.ucla.edu at anytime to be included in the "Alumni News" section.

For all readers, if you have an idea for an interesting news article or would like to contribute a story to be included in the E-Newsletter, please email entmedia@anderson.ucla.edu to figure out how we might accommodate you.