NEW STUDENT SEMINAR SERIES

Monday Evening Seminar Series: We have reformatted the excellent "Entertainment 101" Series that was started by the EMA two years ago and created a Monday Evening Seminar Series to bring incoming MBA students up-to-speed on industry sectors. Many thanks for our great alumni guest lecturers: Dr. Jeff Cole, Melissa Leonard (EMBA '03, Fox), Matt Grossman (MBA '99, MPAA), Chris Lang (MBA '02, SmithGeiger), Meredith Momoda (MBA '91, ABC), Mitch Brody (MBA '02, Warner Home Video), and Mike Jeon (MBA '02, BMG Music Publishing).

PENDING RESEARCH

In early December, Dr. Jeff Cole will release the first international comparison data for the World Internet Project. The findings of 14 countries are included in this international comparison. To see the entire third-year study, please link to "Surveying the Digital Future" Year Three Results: http://ccp.ucla.edu.

UPCOMING EVENTS

Jan. 15-19 - An intrepid group of MBAs will be heading again to the Sundance Film Festival. Any alumni or executives that would like to meet up with them can contact the Program.

Jan. 28 - Entertainment Career Night will again bring large groups of alumni and other firms together with very interested MBAs in entertainment management here at UCLA Anderson's Executive Dining Room for the evening. If your firm is interested in hosting a table or if you would be interested in helping bring in a Keynote Speaker, please contact the Program.

RECENT EVENT HIGHLIGHTS
We expect the results of the AMR Special Project, led by Prof. Uday Karmarkar (Professor, DOTM), on "Technology-Induced Change in Film/Television Distribution," is in final editing and is soon to be released. MBA 2003 Student researchers were Jon Chang, Kai-Wei Chang, Jason Chu, Yunchong Lee, and Yan Zhao. Please contact the Program if you are interested in a copy when it is available.

Prof. Olav Sorenson (Associate Professor, Policy) is advising an AMR Special Projects team of MBA 2004 students benchmarking film piracy and examining new business models.

Two Ph.D. students have been making inroads in their entertainment theses. Barbara Somlo just presented her Advancement to Candidacy Seminar on "Production and Distribution Planning Models for the Motion Picture Industry." Jean-Francois Coget is deep in his research on how cognitive appraisal guides leadership behavior in moments of internal pressure, which includes mapping of the emotional sense-making movie directors perform when managing their crew and cast during the challenging moments of a shoot.

NEW COURSES PLANNED

Prof. Sanjay Sood (Assistant Professor, Marketing) is developing a new Entertainment Marketing course for next academic year, focusing on marketing branded entertainment content.

Dr. Robert Spich (Sr. Lecturer, GEM) is in early planning for a "Global Entertainment Management" course for 2004 or 2005.

We are planning an "Entertainment & Media Management Institute" this summer for undergraduate students. If you are interested in speaking at the program and/or having students come to visit your organization, please contact the Program.

Nov. 2 -- Alumni Panel

This year's alumni panel focused on the specific obstacles and challenges to getting into the entertainment industry, as well as what the industry is really like once you’re on the inside. Alumni panelists included:

- Seth Baum (1999)  
  Director, Consumer Marketing, DirecTV
- Craig Dehmel (1998)  
  Director, Sales, Twentieth Century Fox International
- Bob Valentine (1999)  
  Director, Business Development, Fox TV
- Phil Matubang (2001)  
  Manager, Business Development E! Networks

Many thanks to MBA '04 students Gaddy Radom and Stephanie Sotelo for putting together this excellent event.

Oct. 17-19 -- UCLA Anderson's Annual Alumni Weekend

UCLA Anderson Alumni were inspired by a heartfelt keynote lunch presentation from our own Steve Wadsworth (MBA '88), President of The Walt Disney Internet Group, on the difficulties of managing through changing
HIRE ANDERSON

Please let us know if we can help you with interns or with graduates for your departments or areas. You can post positions directly at the CMC Classifieds or can contact us at entmedia@anderson.ucla.edu for assistance in getting the word out.

THANKS FOR INTERNSHIPS

Winter internships will be starting around January 12, mostly for our 2nd year (2004) MBAs. If you are interested in UCLA Anderson interns during that period, please contact entmedia@anderson.ucla.edu, and we can get your opportunity out to students early. Spring internships, when we will have a much larger supply, will start in late March. Please also let us know if you would like to get an early start on finding the right Spring intern from our first and second year MBAs.

"Outtakes Lunch" Executive Speakers: In our ongoing lunch series, students discussed current industry trends with Matt Glotzer (MBA '99, VP, VOD and Business Development, Fox) and Ben Cosgrove (co-President, Section 8 Films). This week, 15 students joined Arthur Cohen, recently retired President of Worldwide Marketing at Paramount Pictures, for lunch and discussion about the challenges of entertainment marketing over the past 14 years.

DOJs: So far, we have enjoyed DOJs with Bunim Murray, MGM, and Fox Cable -- many thanks to all the alumni and other executives who hosted these fine events.

Our Sports Business Association, led by Matt Kaplan (MBA '04), has hosted guests including Mitch Dorger, CEO, Tournament of Roses, Chris Renner (MBA '91) from PPW Sports on sports sponsorships. They have planned an "SBA Sports Symposium: The Action Sports Industry" for January 21 as well.

Many thanks to the UCLA Anderson alumni who have been mentors in the new Mentor Program this past year, as well as those who have hosted "Dinners for Eight" (aka D48), a program where an executive hosts dinner and discussions with a group of 8 MBA students. If you would like to join the Mentor Program or host a D48 in the coming year, please contact the Program.

ALUMNI NEWS (continued)

Phil Matubang (MBA '01) has been promoted to Director, Corporate Planning & Business Development, at E! Networks.

Emily Shanklin (MBA '01) has become Marketing Director for Eurphoric Productions in Miami.

Dwight Huang (MBA '02) has joined Disney in times.

Oct. 22 -- Approx. 150 alumni and students joined Alex Wallau, President of ABC Television Network for an in Korn Hall for an evening of frank conversation about the current state and decisions at ABC Television.

Oct. 27 -- John Amussen (MBA '99, SVP/Finance, Fox Film) joined an intimate group of students to discuss the current state of affairs in talent deals and film financing decisions.
ALUMNI NEWS

Hopefully a sign of things to come: so many alumni have new jobs and promotions that we have two columns of names. Please let us know if we missed you and we'll add to the list in our next issue.

John Stubbs (MBA '75) has joined Sony Pictures Entertainment as its Chief Information Officer.

Eric Doctorow (MBA '77), who had recently ended his 20-year tenure as President of Paramount Home Entertainment, recently has joined THQ as its Chief Operating Officer.

Harry Abrams (BS '57), President of Abrams Artists Agency, wanted to share with us the birth of a future UCLA Anderson Bruin, two-week-old Oliver Tate Abrams, Harry's first grandson.

Anthea Raymond Beckler (MBA '87), KPCC's Senior News Editor, with a colleague made a one-hour documentary on the California Recall, which aired nationally on NPR. Anthea also is teaching a class in "Narrative in Mass Communications" at UCLA this quarter.

Daniel Frigo (MBA '91) has recently been promoted to SVP Sales/Marketing and Deputy GM of Buena Vista International and Home Entertainment for Europe, Middle East and Africa.

Robert Levin (MBA '97) recently launched "The New York Enterprise Report" (www.nyreport.com), an online periodical for NYC metro area small and midsize businesses. They are planning to print as well next year.

Rob Schonfeld (MBA '98) has been promoted to Vice President, Finance & Planning at Walt Disney Television Animation.

Rick Webster (FEMBA '99) and Jim McCarthy (FEMBA '99) had co-founded Goldstar Events Brand Management at Buena Vista Home Entertainment.

Andy Campion (FEMBA '03) is now Vice President, Corporate Strategic Planning at The Walt Disney Company.

Michael Carter (FEMBA '03) is now Chief Technology Officer at the American Film Institute.

Carrie Friedman (MBA '03) has joined Columbia TriStar Home Entertainment as DVD Marketing Manager.

Stephanie Atlas (MBA '03) has joined Warner Bros. Home Video as a Management Development Executive.

Kevin Datoo (MBA '03) has joined Fox Entertainment Group as a Senior Analyst in Finance.

Veronika Moroian (MBA '03) has joined Univision as Account Executive, Affiliate Relations, Western Region.

Peter Ward (MBA '03) is at Sony Pictures Entertainment as a Consultant in Change Management.

Tej Desai (MBA '03) is a Manager in international consumer product marketing at Warner Bros. Entertainment.

Carlos Horta (MBA '03) is Senior Business Manager at Rede Globo de Televisao - Globo Network in Brazil.

Ryan Jones (MBA '03) has returned to MGM as Executive Director, Studio Finance.

Penny Linge (MBA '03) is now a Marketing Analyst at Buena Vista Home Entertainment.

Nick Neisler (MBA '03) has returned to Rhythm & Hues Studios as Director of Business
(www.goldstarevents.com), which was named one of the "101 Greatest Things about Los Angeles" by Los Angeles Magazine.

**Ben Heywood (MBA '00)** has left Revolution Studios and is now a Creative Executive at SideStreet Entertainment, a multifaceted entertainment company whose principals are Michael Gruber and Matt Walden. Sidestreet has a first look deal at MGM.

**Amy Wruble (MBA '00)** is currently a producer on the Sci-Fi Channel's first ever reality show, "Mad Mad House," now shooting in Silverlake. Look for episodes to start airing around March 2004.

**Chris Campbell (MBA '00)** has been promoted to Director, CityWalk Finance, at Universal Studios Hollywood.

**Diane Henry (MBA '00)** has been promoted to Vice President at Sony Pictures Entertainment.

**Dana Randall (MBA '03)** is now Product Manager at Universal Studios Hollywood.

**Keith Yamamoto (MBA '03)** is at Nippon Herald Films as Executive Director.

**Jon Katzman (EMBA '04)** has co-produced four "The 5 Coolest Things" specials, focusing on the leading superstars in motocross. The first special will air November 29 on Discovery Home & Leisure Channel, and the rest will be seen on Dec. 6, Dec. 13, and Dec. 20, all 9:30 p.m. ET/PT.