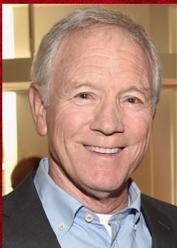


Entertainment Industry Institute Symposium

September 22, 2018





Welcome to the Fall 2018 Entertainment Industry Institute (EII). The EII was founded in 1996 by Ms. Lani Daniels who served as the Institute's first Director. In 2000, Dr. Bob Gustafson, took over as Director and, under his leadership, the programming of the Institute expanded to include career events at various corporate venues, including Kodak Theater on Las Palmas in 2003, Sony Pictures in 2004, Warner Bros. in 2006 and 2009, 20th Century Fox in 2010-2011, and CBS Studio Center in 2005, 2007-2008, and 2012-2016.

This event is a much-anticipated revival of the EII and its mission to provide students with the opportunity to gain valuable insights and to make connections with some of the media industry's most influential leaders representing both the creative and business sides of this exciting field. Besides this primary mission, the Institute aims to achieve the following goals:

- promoting, coordinating, and supporting campus programs involving the media industry;
- supporting the development of innovative and interdisciplinary curricula and degree programs by bringing together expertise and perspectives from interested departments and Colleges;
- helping students to realize their educational goals in preparation for careers in the entertainment industry;
- soliciting, assigning, and managing internship opportunities;
- helping to establish the Mike Curb College of Arts, Media, and Communication as a center for research and creative activity related to the entertainment industry;
- promoting closer ties between the Curb College and the industry by creating and maintaining substantive partnerships, and by helping the industry learn about the College and the excellence of its programs;
- assisting the Curb College in development efforts; and
- advancing the artistic, cultural and economic life of the surrounding communities.

We are pleased to have you join us for this special event. We believe that this event and future EII programs will successfully facilitate collaboration and assist in the forging of partnerships between the students, faculty, and staff of the Mike Curb College and the entertainment industry.

Dr. Todd Holmes
Media Management Option

10 AM - 11:30 AM

Elaine and Alan Armer Screening Room

Pitch to Screen: Production Process Panel How to guide a script to the first day of photography

Panel Discussion with CSUN Alumni

Moderated by Nate Thomas, Professor & Film Production Option Head



Michael Grillo executive producer

(MARVEL, *Avengers: Infinity War*,
Captain America: The Winter Soldier)

When DreamWorks formed in the mid-1990s, Michael Grillo was hired as the studio's first head of feature film production. He oversaw production on all of DreamWorks' live-action movies from 1996 to 2006, including the studio's first film, *The Peacemaker*. He also served as the movie's executive producer. During that time, DreamWorks released *Saving Private Ryan*, *American Beauty*, *Gladiator*, *Cast Away* and *Anchorman*. Grillo has been involved in

more than 100 feature films, alongside some of the biggest names in Hollywood — from Mel Brooks, Gene Wilder and Martin Scorsese early on to Richard Donner, Steven Spielberg, Robert Zemeckis and Ridley Scott in later years.

Michael Grillo '71, graduated from what was then San Fernando Valley State College with a degree in business administration.

Donald Petrie film director

(*Miss Congeniality*, *How to Lose a Guy in 10 Days*)

Considered one the "A" list of feature film directors, Donald has directed such films as *My Life in Ruins* starring Richard Dreyfuss, *Welcome to Mooseport* starring Gene Hackman and Ray Romano, *Just My Luck* starring Lindsay Lohan, *How To Lose A Guy In 10 Days* starring Kate Hudson and Matthew McConaughey, and *Miss Congeniality* starring Sandra Bullock and Benjamin Bratt. He has also directed such classics as the Julia Roberts break out film *Mystic Pizza*, *Grumpy Old Men* which starred the legends Jack Lemmon, Walter Matthau and Ann-Margret, and *The Associate* which starred Whoopi Goldberg.



More recently, Donald, a member of the Directors Guild of America National Board of Directors, has directed episodes of two NBC series, *Chicago Med* and *Chicago Justice*.

Donald Petrie '76, graduated from CSUN with a degree in theater.

11:30 AM - 12:30 PM

Breakout Sessions



TV Directing Workshop with Roger Young, TV and film director

(The Red Tent, Law and Order, Rome)

MZ 180 TV Stage

When a friend told him to give Hollywood a try, Roger left Chicago and got an apartment in Los Feliz, shuttling back and forth between LAX and ORD. After four months he was hired to be the Associate Producer on a Movie of the Week. Then Associate Producer on "Lou Grant", the CBS series starring Ed Asner. There he was overseeing editing and spending a lot of time on the set. This was a graduate education in every phase of making a film. In the second year of the show Executive Producer Gene Reynolds gave Roger a shot at directing an episode. A few episodes later he won the DGA award and the Emmy for one of his episodes. Soon he was shooting films for television, and pilots. Later he moved on to mini-series, which has been the joy of his career, winning two more DGA awards, and working all over the world.

Film Directing Workshop with Donald Petrie, CSUN alumnus and film director

(Miss Congeniality, How to Lose a Guy in 10 Days)

MZ 170 Film Stage



** see bio on page 3*

11:30 AM - 12:30 PM

Breakout Session • Elaine and Alan Armer Screening Room

The Creative Process of Producing VR/AR Entertainment Content

Panel Discussion

Moderated by Anna Marie Piersimoni, Lecturer in Multimedia Production Option



Michael Masukawa (Secret Location)

Michael Masukawa began working in the entertainment industry at the major talent and literary agency, ICM Partners. He next worked in television development and current programming at Bad Robot, ABC Studios, Piller/Segan and Sonar Entertainment, where as Manager of Television he was the supporting executive on the MTV fantasy series *The Shannara Chronicles*, Tom Hardy's series *Taboo* for FX/BBC and the AMC western series *The Son*. Michael then jumped into the VR industry as the Creative Executive for Secret Location. He coordinated development efforts across the company and over time, closed several deals related to VR distribution and was promoted to Manager of Strategy & Business Development, where he is now responsible for

pitching and negotiating VR content distribution deals as well as upcoming VR distribution software tools to a range of potential partners, in addition to leading co-production and IP licensing project development. He was Co-Producer for Secret Location's latest project, a VR narrative adaptation of Philip K. Dick's previously unadapted short story, *The Great C*.



Will Cherry (Verses)

Will Cherry is an immersive technical producer and director, beginning the dive into immersive entertainment in 2014 with various shorts, ARGs, and immersive installations. Will's first worldwide release in partnership with director Yo-Yo Lin, *Ricerca*, was an immersive animated installation for a gallery space. In late 2015 (under guidance of the USC MxR Lab), *Ricerca* was digitized and brought into VR for the HTC Vive to showcase at SXSW 2016, and shortly thereafter featured worldwide release on Steam and as a Viveport launch title. Afterwards, Will began working for Here Be Dragons (f.k.a. *Vrse.Works*), helping the creative and technical teams release various XR narratives. Among these: *Mr. Robot VR*, *Legion: Sessions*, *Ghost in the Shell VR*, and *Dispatch*. He currently works for VERSES, a blockchain-based XR company building the protocol for the future of the spatial web.

The Creative Process of Producing VR/AR Entertainment Content

Breakout Session • Panel Discussion

Moderated by Anna Marie Piersimoni, Lecturer in Multimedia Production Option



Elliot Ordower (Well Played Studios)

Elliot Ordower is the cofounder of Well Played Studios, a VR/AR studio based in Hollywood. His focus is on business development and operations. Since creating the company Well Played has worked on projects with Secret Location, Red Bull, Paramount, Universal Studios and other gaming studios. Prior to starting the studio, Elliot produced and tour managed concerts around the globe, producing over 500 live events seen by over a million people across 4 continents. When he isn't on a stage or in an office you can catch him surfing.



Jonathan Ho (Within)

Jonathan Ho started his immersive media journey as a VFX supervisor at a post-production house called Post Nuclear, and hasn't looked back. Since graduating from the University of Southern California in International Relations, he has worked at the Jaunt VR lab at USC and as a freelancer before joining WITHIN, where he currently works in strategy and insights. As a person fascinated by VR/AR as well as data, his passion lies in using data to inform decisions about creative development, market fit and strategy. With the right mix of creative ideation and data insights, he believes VR and AR creators can develop better content.



Josephine Munis (VR/AR Association)

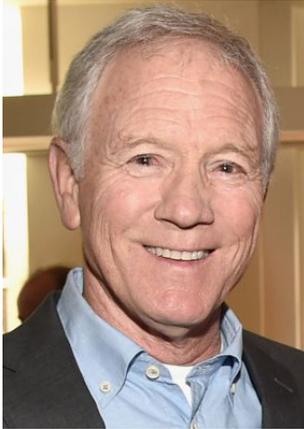
Josephine is the president of the Los Angeles Chapter of the VR AR Association, a global organization focused on driving innovation, research and brand adoption of disruptive technologies. As the former CMO and CEO of a pre-revenue Augmented Reality Technology startup, she has spoken at Apps World North America, AWE, NAB, SIIA - Marketing Series Bootcamp, Digital LA, Digital Hollywood, Tech Expo London, Converge 2017, Delivery of Things World USA, Mobile Engagement Forum, Marketing Edge Summit, Connected Marketer Conference and is featured on The AR Show Podcast, Variety, The Drum and Facebook's Women in Games Series. She has spent her career

creating experiential campaigns for industry leaders in the technology, healthcare and finance space such as Experian, Beckman Coulter, and Fiberlink, an IBM company.

11:30 AM - 12:30 PM

Breakout Session • Classroom MZ 361

Getting That Job



Robert M. Myman

entertainment attorney, CSUN alumnus

Attorney Robert M. Myman graduated from the University of Southern California School of Law. He is a partner in the law firm of Myman, Abell, Fineman & Greenspan, representing clients in the entertainment industry. He was also John Ritter's partner in Adam Productions and has executive produced four television series, three for ABC in association with Twentieth Century Fox Television: "Hooperman" (starring John Ritter), "Have Faith," and "Anything But Love" (starring Jamie Lee Curtis). In addition to his production credits, Robert often lectures at UCLA, IFP/west, and for other educational programs.

He currently serves as Chair of the CSUN Foundation Board of Directors.

Robert Myman '67, received his degree in political science from CSUN.

EII

Entertainment
Industry Institute

12:30 PM - 1:30 PM

Lunch Break

1:30 PM - 2:15 PM

Elaine and Alan Armer Screening Room

My Journey to Success KEYNOTE ADDRESS



Michelle Vicary

Executive Vice President of Programming and Network Publicity, Crown Media Family Networks – CSUN Alumna

Michelle Vicary is executive vice president of programming and network publicity for Crown Media Family Networks, home of three linear networks, Hallmark Channel, Hallmark Movies & Mysteries, and Hallmark Drama; subscription video on demand streaming service, Hallmark Movies Now; and e-book publishing division, Hallmark Publishing. Vicary is based in the company's Studio City office and reports to Bill Abbott, President and Chief Executive Officer.

In her role, Vicary is charged with the strategic oversight of all production and original programming for Hallmark Channel and Hallmark Movie Channel, including movies, series, and specials. In addition, she supervises acquisitions, program scheduling, and on-air scheduling promotional strategy for both networks. Vicary is also responsible for the talent relations and the execution of program publicity strategies for Hallmark Channel and Hallmark Movie Channel.

During her tenure, Vicary has spearheaded the network's foray into original scripted series for primetime, in addition to staking new territory for Hallmark Channel in daytime, which has attracted new viewers and advertisers to the network. She has also expanded the programming content footprint with animated holiday specials produced in collaboration with parent company Hallmark Cards; and the annual "Hero Dog Awards", a red carpet, star-studded awards ceremony honoring remarkable dogs, created in partnership with American Humane Association. Vicary has also been instrumental in the programming strategy for Hallmark Movie Channel, which is one of the fastest growing and most in-demand cable networks on television today.

Michelle Vicary received a bachelor's degree in radio-television-film from California State University, Northridge

CrownMedia

FAMILY NETWORKS



2:15 PM - 3:15 PM

Elaine and Alan Armer Screening Room

Hallmark Channels: A case study

Panel discussion moderated by Todd Holmes, Assistant Professor,
Entertainment Media Management Option



Michelle Vicary

Executive Vice President of Programming and Network Publicity,
Crown Media Family Networks

** see bio on page 8*



Cheryl Grimley

Senior Vice President, Advertising Sales and Integrated Partnerships,
Hallmark Channel and Hallmark Movies & Mysteries

Cheryl Grimley is senior vice president of ad sales & integrated partnerships for Crown Media Family Networks. Owned and operated by Hallmark Cards, Inc., the company is home to three linear cable networks, Hallmark Channel, Hallmark Movies & Mysteries, and Hallmark Drama, as well as subscription streaming service, Hallmark Movies Now, and e-book division, Hallmark Publishing.

Based in Crown Media's Studio City offices, Grimley spearheads the development and execution of strategic partnerships for the west coast advertising sales team. In addition, she executes all brand integrations into the company's scripted and unscripted programming, including Hallmark Channel's daily lifestyle show, "Home & Family", and annual specials like "Kitten Bowl" and "American Rescue Dog Show". In addition, working with new and existing partners, Grimley is responsible for creating advertising solutions that will grow revenue and enhance Crown Media's position in the marketplace.

Grimley joined Crown Media in 2012 as vice president of ad sales & integrated partnerships and was promoted to senior vice president in 2017. Prior to joining the company, she was director, new business development for Viacom Media Networks where she created and sold highly customized marketing partnerships for Nickelodeon Network Group.

Grimley holds a master's degree in business from University of Southern California.



Angela Megrey

VP Social Media, Crown Media Family Networks

Angela Megrey is the vice president of social media for Crown Media Family Networks, home of three linear networks, Hallmark Channel, Hallmark Movies & Mysteries, and Hallmark Drama; subscription video on demand streaming service, Hallmark Movies Now; and e-book publishing division, Hallmark Publishing. Megrey is based in Los Angeles and reports to Pam Slay, senior vice president of network program publicity and social content. In this role, Angela spearheads social media initiatives aimed at bolstering network awareness as well as driving tune in, ratings and revenue. Angela collaborates with multiple departments including advertising sales, digital, and marketing in order to create cohesive, 360-degree social media campaigns and is charged with ensuring that all messaging is fully integrated with efforts across all Crown Media platforms.

In addition to acting as a creative thought leader, Megrey is responsible for targeting new opportunities that will expand upon the company's original content and reach in the social space.

Prior to joining Crown Media Family Networks, Megrey served as vice president of social media and digital marketing and Blaze PR, where she led growth, content, and asset creation for the company's digital business and spearheaded all client social media campaigns. Previously, she served as senior account director at The Marketing Arm, where she led award-winning social, mobile, and digital campaigns and oversaw business and account development. Megrey began her career as an executive assistant at William Morris agency.

Megrey holds an associate's degree in Entertainment Marketing from the Art Institute of Atlanta and a bachelor's degree in Online Marketing from Rochville University.

3:15 PM - 4:00 PM

Elaine and Alan Armer Screening Room

Media Marketing and Distribution in the Digital Age: A Panel Discussion

Moderated by Todd Holmes, Assistant Professor, Entertainment Media Management Option



Cyrus Farrokh

President of Distribution, Propagate Content,
CSUN alumnus

A seasoned sales and acquisitions executive graduating from CSUN in 2005, Cyrus Farrokh launched Propagate's International Distribution arm at the beginning of 2017. As President, Cyrus manages content acquisitions and distribution as well as format development and sales. Cyrus joined Propagate after serving as SVP, Head of Sales for Electus International where he was responsible for the company's first production/format deals in China. Prior to Electus, Cyrus worked on the international sales team at Shine International, where he initiated the company's Asia Pacific business.



Ted Willett

Production Manager, Disney ABC Television Group,
CSUN alumnus

Ted Willett is a marketing professional who has been in entertainment marketing since 2004. For the past ten years he's been at Disney tinkering with the post production process and always striving to fold in all improvements no matter the source. Last year with his buddy, they took Ted's accumulated knowledge of filmmaking and movie promotions and started a podcast to share some media marketing knowledge and dabble in the marketing laboratory of the twittersphere.

Ted earned his MBA in Marketing at CSUN in 2011 and his BA in Communication: Visual Media from American University in 2004.

Media Marketing and Distribution in the Digital Age: A Panel Discussion

Moderated by Todd Holmes, Assistant Professor, Entertainment Media Management Option



Cheryl Grimley

Senior Vice President, Advertising Sales and Integrated Partnerships, Hallmark Channel and Hallmark Movies & Mysteries

* see bio on page 9



JM Kenny

Executive of Creative Content, Del Mar Picture Company

For Creative Content producer/ director JM Kenny, the past 17 years has been an amazing journey in documenting and collaborating with some of the most fascinating characters that the entertainment and corporate worlds have to offer. From Tom Cruise to Russell Brand and Jennifer Garner to Susan Sarandon, JM Kenny has been charged with creating full and short length creative content that bring us up close and personal to the world of movie making. He has interviewed hundreds of “A-List” directors, producers, writers and actors as well as added his style and approach to corporate clients.

Starting with his dream to work on films, Kenny began his journey as a production assistant on *Jurassic Park* and *Schindler’s List* and ended his film career as a production coordinator on *Congo* and *Twister*. Immediately after deciding to leave the feature film production world for a while, he was given the opportunity to produce the Special

Edition release of *Field of Dreams* and he took off from there!

JM Kenny has produced over one hundred special features for films in his career and has become one of the most respected “making of” documentarians in the business. His early Extra Content work on classic titles such as, *Animal House*, *The Blues Brothers* and *M.A.S.H.* brought his name to the forefront of the industry. Kenny has also done extensive work with multiple studios on their theatrical marketing campaigns, specializing in EPK’s and promotional features. His many years of creating engaging content for multiple industries has afforded him the opportunity to see the world and work with crews all over the globe.

Along with his wide-ranging Special Content resume, JM also directed original programming for Columbia Home Entertainment on *An Evening With Kevin Smith 1 & 2*, a webisode series for Chili’s Restaurants entitled *Waiting To Be Discovered* which lead to the Toyota Tundra campaign’s series *Hooked*. He most recently directed a PSA for a non-profit organization, Vision to Learn, featuring the Los Angeles Dodgers first baseman, James Loney as well as two commercial spots for the Lakeshore Learning corporation. His outstanding work and visual style can be seen in the original documentary *Necessary Evil: Super-Villains of DC Comics* for DC/Warner Bros. Home Entertainment!

His work has been nominated nine times and he has won the award of Best Original Retrospective Documentary for *Enlisted: The Story of Mash*. Mr. Kenny has recently re-launched his production shingle Del Mar Picture Company.

Acknowledgements

MIKE CURB COLLEGE OF ARTS, MEDIA, AND COMMUNICATION

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Elana Lundin, Advancement Coordinator

CTVA FACULTY

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Eric Edson	Elizabeth Leister
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Todd Holmes	John Schultheiss
Alessandro Jacchia	Dianah Wynter
Michael Johnson	

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Karen Kearns (Professor Emeritus)
Frederick Kuretski (Professor Emeritus)
Judith Marlane (Professor Emeritus)
Kenneth Portnoy (Professor Emeritus)
Temma Willey (Professor Emeritus)

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Greg Ciaccio	John Lynch
Leigh Collier	David Marlett
Ted Frank	James Overman
Jeffrey Gilbert	

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Anna Maria Piersimoni, VR/AR panel host

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