



FOR IMMEDIATE RELEASE

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For more information, contact:

Joanne Dant

720-205-2454

joannedant@comcast.net

SAVE THE DATE FOR 2017

**ONE DAY IMMERSION IN MEDIA, ENTERTAINMENT & TECHNOLOGY, IN ASSOCIATION
WITH PACE UNIVERSITY'S LUBIN SCHOOL OF BUSINESS**

**October 20 Event for College Students to Feature
Time Warner CEO Jeff Bewkes as Keynote Speaker**

DENVER – Are you ready to navigate from the classroom to the boardroom? Save the date for the fifth annual One Day Immersion in Media, Entertainment and Technology (ODI). The 2017 ODI event, in partnership with Pace University's Lubin School of Business, will take place on Friday, October 20 at the Michael Schimmel Center for the Arts at Pace University in New York.

For an entire, intensive day, One Day Immersion pulls back the curtain and connects the industry's most influential media and technology executives with students and recent grads — our next generation of tech savvy, creative trailblazers. This one-day program offers unprecedented networking opportunities with some of today's most successful entertainment and media imaginative thinkers, and includes interactive panel discussions with media executives, and the chance to learn about internships and job opportunities. The full-day event is free to all currently-enrolled college students, faculty and recent graduates, and will also be made available for live streaming to students across the United States and internationally. Registration for the event opens September 1, 2017.

“Since ODI began five years ago, we have brought students and recent grads a direct connection to some of the most committed, engaged, and innovative media and tech leaders in the business today,” said Evan Shapiro, veteran programming executive and founder of Seeso. “We are excited to return in 2017 and explore more possibilities, ideas, and opportunities with the future leaders of our industry.”

The 2017 One Day Immersion in Media, Entertainment & Technology will feature a keynote interview by Time Warner Inc. Chairman and CEO, Jeff Bewkes.

Jeff Bewkes was elected CEO of Time Warner Inc. in January 2008, and was elected Chairman of the Board of Directors in January 2009, having served on the Board since January 2007.

Prior to being named Chairman and CEO, Mr. Bewkes served as Time Warner's President and COO from January 2006 to December 2007 and as Chairman of the Entertainment and Networks group from July 2002 to December 2005. Before joining the corporate management of Time Warner, Mr. Bewkes served as Chairman and CEO of HBO from May 1995 to July 2002, and as President and COO of HBO from September 1991 to May 1995.

Mr. Bewkes serves on the Boards of Yale University and the Partnership for New York City and serves on the advisory board for The Creative Coalition. He is also a member of The Business Council.

Mr. Bewkes has a BA from Yale University and an MBA from the Stanford Graduate School of Business.

“ODI is an invaluable experience and learning opportunity for any college student interested in the fast-changing media and entertainment business. It provides unique access to current professionals in a wide range of audio and video content businesses across all platforms and distribution channels,” said Neil Braun, dean, Pace University’s Lubin School of Business. “Pace University’s Lubin School of Business is proud to be the New York home of this highly relevant and substantive meeting between industry pro’s and aspiring students.”

The 2017 event is all about engagement for the audience, and will include a variety of informative panel discussions, career workshops, and networking opportunities. ODI will also host students at a Denver event on October 16, 2017, as they help kick-off the SCTE/ISBE

Cable Tec Expo. More information and details on both programs will be released later this summer.

The One Day Immersion Executive Committee includes: Zenita Henderson, director, marketing operations and business development, Society of Cable Telecommunications Engineers; Robert Miner, president, Miner & Co Studio; Craig Parks, vice president, programming, Comcast; Evan Shapiro, veteran programming executive and founder of Seeso; and Dolly Wolf, owner, Dolly Wolf Enterprises, LLC. For a complete list of ODI Advisory Committee Members, please visit www.onedayimmersion.com.

For 2017 sponsorship opportunities, contact Dolly Wolf at dollywolf303@gmail.com.

About Dolly Wolf Enterprises

Formed in 2012, and building upon the momentum of the past 12 years of producing collegiate lectures and forums, Dolly Wolf Enterprises strives to offer unprecedented access to top cable and digital TV executives for college students, and to create an authentic connection of media leaders, cable and beyond, with the best and brightest college students and recent graduates. The company produces forums where executives share their paths to their current positions, and provide insights and opportunities into the innovative and fast-moving industry. Dolly Wolf Enterprises fosters strategic relationships for students and executives, as they build mentorships, focused career plans, and ultimately, provide job placement. For more information, visit www.onedayimmersion.com.

About the Lubin School of Business at Pace University

Globally recognized and prestigiously accredited, the Lubin School of Business integrates New York City's business world into the experienced-based education of its students at Pace's suburban and downtown campuses, implemented by the region's largest co-op program, team-based learning, and customized career guidance. Its programs are designed to launch success-oriented graduates toward upwardly mobile careers. www.pace.edu/lubin.

About Pace University

Since 1906, Pace University has educated thinking professionals by providing high quality education for the professions on a firm base of liberal learning amid the advantages of the New York metropolitan area. A private university, Pace has campuses in New York City and Westchester County, New York, enrolling nearly 13,000 students in bachelor's, master's, and doctoral programs in its Dyson College of Arts and Sciences, Lubin School of Business, College of Health Professions, School of Education, School of Law, and Seidenberg School of Computer Science and Information Systems. www.pace.edu.

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