

IN ASSOCIATION WITH PACE UNIVERSITY'S  
LUBIN SCHOOL OF BUSINESS



2015  
*New York*

# ONE DAY IMMERSION

IN TV, CABLE &  
DIGITAL  
ENTERTAINMENT



**October 23, 2015 | New York, NY**

THE MICHAEL SCHIMMEL CENTER FOR THE ARTS AT PACE UNIVERSITY

# Choosing your major?

## Interested in the arts and entertainment industry?

Turn your passion into a major or minor in arts and entertainment management at Pace University's Lubin School of Business

- Get a business degree in a field you are already interested in
- Study in New York City, where internships and other experience-based learning opportunities are everywhere
- Pace is **home to Bravo's *Inside the Actors Studio***, where you'll hear from A-list talent like Matthew McConaughey, Tina Fey, and George Clooney
- Full-time **job placement rate is 88%** within a year of graduation
- PayScale.com ranks Lubin in the **top 11% for Best Schools for Business Majors**

Lubin  
School of Business



For more information, please contact the Office of Undergraduate Admission:

**New York City Campus**  
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New York, NY 10038  
(212) 346-1323  
ugnyc@pace.edu

**Westchester Campus**  
861 Bedford Road  
Pleasantville, NY 10570  
(914) 773-3746  
ugplv@pace.edu



*Welcome students and guests to the third annual “One Day Immersion in TV, Cable and Digital Entertainment, in partnership with Pace University’s Lubin School of Business” (ODI) conference!* We are honored this year to partner with Dean Neil Braun, Lubin School of Business, and present this year’s ODI at the Michael Schimmel Center for the Arts.

Today we’ll offer you real world advice and anecdotes from the media industry’s top executives, and a wide-ranging and diverse group of speakers and topics. It’s your job to give them your attention, ask thoughtful questions and know that you are among friends. Our speakers have committed their time to be with you today, and hope that you take advantage of their participation by asking those thoughtful questions and offering your opinions.

We have a robust day filled with informative, idea-charged panels, career planning and networking opportunities. We’ll also hear two engaging and distinct keynote speakers – Joseph Ianniello, Chief Operating Officer of CBS and Dane Kunkel, Founder and Chief Executive Officer of BeachGlow Music Festival – Concerts for Charity, Inc. Plus, new this year, (special registration was required), is Office Hours, where many of you will have the opportunity to meet directly with key executives from a variety of top organizations.

We’ll also announce the winners of our inaugural **ODI Scholars** essay competition. Cash awards AND 10 hours of mentoring!!! You’ll also have a chance to receive fun and cool door prizes, given out throughout the day!

Each of you brings something special and unique to the table. If you haven’t figured out what it is yet...you will. Keep your minds open and try to make at least 5 new contacts today, not only with the speakers but with your peers. Those social introductions could turn into important networking opportunities.

Thank you for being here today. I am confident it will be a very rewarding day for every one of you!

Warmest regards,

Dolly Wolf

Owner, Dolly Wolf Enterprises, LLC

*Dolly Wolf* Enterprises, LLC



# GET IMMERSED

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TIME	DESCRIPTION	ROOM
8:00 am	Check-in	
8:00 – 8:45 am	Morning Coffee, Light Snacks	
9:00 – 9:10 am	Open / Welcome	Schimmel Theater
9:15 – 9:45 am	Kick-Off Special Guest Keynote	Schimmel Theater
9:50 – 10:40 am	Women You Should Know: Super Women In Tech	Schimmel Theater
10:45 – 10:55 am	Transition for Breakout Sessions	
11:00 – 11:45 am	Office Hours <b>**Separate Registration**</b>	Schimmel Dressing Rooms 1 & 2
11:00 – 11:50 am	<b>MORNING BREAKOUT SESSIONS</b> Scripps Networks Interactive: How we Roll Diversity in Media: Building a Level Playing Field How to Make Social Media Your Job as a 20-Something	Schimmel Theater Room W613 Room W614
12:00 – 1:00 pm	General Lunch Break	
12:00 – 1:00 pm	Ask Me Anything: Lunch with an Executive <b>**Special registration**</b>	Bianco Room
1:10 – 1:15 pm	Special ODI Scholars Presentation of Winners	Schimmel Theater
1:15 – 1:25 pm	Special Video Presentation: What Can Happen When You Prepare and Take a Chance	Schimmel Theater

# THE BARCO LIBRARY

# INFORMATION & INSPIRATION



## Oral Histories

The Hauser Oral and Video History Collection offers the remarkable stories of more than 330 industry leaders, past and present, told in their own words, all available on The Cable Center website.



## Artifacts

The rich, colorful and sometimes quirky collection of more than 2,000 items of memorabilia represents the cable operators and programmers of today, as well as the players – large and small – of yesterday.



## Technology Archives

Dig down to the cable industry's roots, and you'll find the hardware. From the 1950s to the present, cable gear demonstrates the ingenuity and improvisational spirit that are cable's hallmark.



## Photograph Collection

Through a collection of more than 100,000 images, Cable Center visitors can study the history of cable programming and technology, companies, people, celebrations and milestones.

The cable industry has been changing the world for more than 60 years. Find out how at the Barco Library.

THE **CABLECENTER**

Visit [www.cablecenter.org](http://www.cablecenter.org)  
or call 720.502.7500

# AGENDA CONTINUED

TIME	DESCRIPTION	ROOM
1:25 – 2:15 pm	Virtual Reality in the Business Market: On the Periphery of the Next Tech Boom	Schimmel Theater
2:15 – 2:25 pm	Transition for Breakout Sessions	
2:25 – 3:10 pm	Office Hours <b>**Separate Registration**</b>	Schimmel Dressing Rooms 1 & 2
2:25 – 3:15 pm	<b>AFTERNOON BREAKOUT SESSIONS</b> From YouTuber to Media Superstar: Making it in Digital Hollywood How to Turn Your internship into a Job From Classroom to Conference Room: Building a Career in Media	Schimmel Theater Room W613 Room W614
3:20 – 3:30 pm	Transition to Main Auditorium	
3:30 – 4:15 pm	Office Hours <b>**Separate Registration**</b>	Schimmel Dressing Rooms 1 & 2
3:30 – 3:40 pm	Special Video Presentation: The Entrepreneurial Spirit of Brian Lamb, Co-Founder, C-SPAN	Schimmel Theater
3:40 – 4:30 pm	Strategy and Planning in a Time of Disruption	Schimmel Theater
4:30 – 5:00 pm	Closing Keynote: Hard Work and Huge Rewards	Schimmel Theater
5:00 – 5:05 pm	Closing Remarks	Schimmel Theater

A live video stream will be available throughout the day in the Schimmel Theater sessions only. ALL sessions will be videotaped and posted on the [onedayimmersion.com](#).

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**ONE DAY IMMERSION IN TV,  
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## Morning Keynote

Featuring Joseph Ianniello, COO, CBS Corporation, Interviewed by Dean Neil Braun, Lubin School of Business, Pace University

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### Women You Should Know: Super Women in Tech

The video distribution landscape is rapidly changing, and these women are at the forefront of that evolution. Some people talk about it, these ladies do something about it. From leading their organizations thru large scale brand, organization and technology overhauls, to innovating entertainment solutions of the future – these ladies are at the top of their game. Join us to find out how these super women made their way to the top across diverse disciplines, in a very male dominated field.

**Moderator:** Grace Killelea, Half the Sky Women's Leadership Institute

**Panelists:** Dawn Callahan, Boingo Wireless; Leslie Ellis, Ellis Edits, Inc.; Vibha Rustagi, itaas; Diane Tryneski, HBO; Jennifer Yohe, Comcast Cable

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### Scripps Networks Interactive: How We Roll

What's it like to work for the 'leading developer of high-profile content for many lifestyle media platforms'? HGTV, DIY Network, Food Network, Cooking Channel, Travel Channel and Great American Country, are networks leading the way in this genre. Learn about the company culture, mission, and plans for the future. And find out how can someone new to the workplace get a foot in the door and create their own dynamic career path.

**Moderator:** Sharon White, Human Resources

**Panelists:** Tamara Franklin, Scripps Networks Interactive; Michael Smith, Cooking Channel; Anu Subramanian, Scripps Networks Interactive

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### Diversity in Media: A Level Playing Field

The definition of diversity is expanding beyond race and gender encompassing age, education, background, cognitive style and more. Members of the industry discuss how organizations are creating diversity within their organizations and in the industry – from job opportunities to content creation. What happens when diversity in the work place becomes the culture? And for those new to the work place, companies are looking to build teams with different experiences. It's only to your benefit to seek diversity wherever you go!

**Moderator:** Michelle Hord-White, NBCUniversal

**Panelists:** Patricia Parra Hadden, NBCUniversal; Rahsaan Harris, Emma Bowen Foundation; Dawn Holliday-Mack, El Rey Network; Emory Walton, A+E Networks; Amber Payne, NBCUniversal

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# PANELS CONTINUED

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## How to Make Social Media your Job as a 20-Something

Damon and Jo are two 20-Somethings who have turned their hobby of creating travel and language videos into their full time jobs, with a complete DIY approach. They have now built up their YouTube channel and blog to the point where they are their own bosses. Find out how they took their knowledge from the classroom and travel experiences to live out their dreams.

**Facilitators:** Joanna Franco and Damon Dominique, shutupandgo.travel

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## Special ODI Scholars Winners Presentation

Winners are announced for the inaugural scholarship competition. Zenita Henderson, ARRIS and the ODI Executive Committee Members

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## Special Video Presentation – What Can Happen When You’re Prepared and Take a Chance?

Interview with Steve Scully, C-SPAN, and Katie Uze, formerly with C-SPAN, Miss Virginia, 2010

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## Virtual Reality in the Business Market: On the Periphery of the Next Tech Boom

Learn how this innovative and emerging technology will change and affect the business world. The panel will cover how VR and AR works, why it’s important and its future. Who’s using these technologies now and for what purpose, and what are the business applications outside of the gaming industry? Considering a career in VR? Find out where the jobs are going to be and the skill sets required. You may be more qualified than you think!

**Moderator:** Evan Shapiro, Digital Enterprises, NBCUniversal

**Panelists:** Bruce Bachenheimer, Entrepreneurship Lab, Pace University; Steve Glennon, CableLabs; Resh Sidhu, Framestore

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## From YouTuber to Media Superstar: Making it in Digital Hollywood

Now commanding big audiences and real dollars, the world of digital video content is no longer just a youthful curiosity or gateway to TV - though it’s still both of those things to many. And you don’t have to be PewDiePie or Michele Phan to make it. From marketers to MBA grads, digital shops and studios are signing on the best and brightest young talent around. In this panel, experts from both traditional and new media take you through the opportunities and challenges of making a career in the still turbulent world of YouTube stars and video start-ups.

**Moderator:** Craig Parks, Comcast Cable

**Panelists:** April Britain, Comcast Cable; Emily Gray, Refinery 29; Caryn LoCastro, Google Inc.; Ashley Mills, CAA; Brittan von Schoeler, Broadway Video Enterprises

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### How to Turn Your Internship in to a Job!

In this competitive market place it's important to leverage everything you have. During this session we will talk about your approach to getting an internship and how to maximize the opportunity to not only learn more about your chosen profession but learn how to parlay that experience into a job, post-graduation.

**Facilitator:** Jennifer Randolph, Author and Consulting Specialist

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### From Classroom to Conference Room: Building a Career in Media

Jump start this session with a brief industry breakdown, then hear from this panel with diverse disciplines and responsibilities. They'll share their paths from school to their current roles, and offer best practices that can help develop your road map.

**Moderator:** Mike Grebb, Cablefax

**Panelists:** Leerone Anolik, iHeartMedia; Lauren de la Fuente, BOINGO Wireless; Tiffany Lanham, Nickelodeon; Michael Maniaci, DiGi; Ameet Shah, A+E Networks

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### Special Video Presentation: The Entrepreneurial Spirit of Brian Lamb, Co-Founder, C-SPAN

A message from one of the most engaged and responsible cable pioneers in the industry.

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### Strategy & Planning in a Time of Disruption

The way we choose and view content has gone through a radical transformation. "What do you watch on TV?" has gone from the simplest of questions to a complex system of variables. Hear from leading strategists from cable networks, streaming services and online video providers as they discuss decision making for today and for the future in a rapidly changing landscape.

**Moderator:** Robert Miner, Miner and Co Studio

**Panelists:** Beau Avril, Google Preferred; Courtney Thomasma, AMC Networks; Justin Fromm, Hulu; Walter Levitt, Comedy Central

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### Afternoon Keynote: Hard Work and Huge Rewards

William and Mary College junior, Dane Kunkel will share his experience of founding and running a non-profit company whose mission is all about inspiring young people through the power of electronic music. Learn about the challenges he faced, the ups and downs, and the heart aches. He's achieved huge rewards from passionately throwing himself head-first into the entertainment industry, while actively giving back to the community.

**Facilitator:** Dane Kunkel, Beachglow Concerts for Charity, Inc.

# SPEAKERS



**LEERONE ANOLIK**  
*iHeartMedia*



**BEAU AVRIL**  
*GOOGLE PREFERRED*



**BRUCE BACHENHEIMER**  
*PACE UNIVERSITY*



**NEIL BRAUN**  
*PACE UNIVERSITY'S  
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BUSINESS*



**APRIL BRITAIN**  
*COMCAST CABLE*



**DAWN CALLAHAN**  
*BOINGO WIRELESS*



**LAUREN DE LA FUENTE**  
*BOINGO WIRELESS*



**DAMON DOMINIQUE**  
*SHUTUPANDGO.TRAVEL*



**LESLIE ELLIS**  
*ELLIS EDITS*



**MICHELLE FORD-WHITE**  
*NBCUNIVERSAL*



**JOANNA FRANCO**  
*SHUTUPANDGO.TRAVEL*



**TAMARA FRANKLIN**  
*SCRIPPS NETWORKS  
INTERACTIVE*



**JUSTIN FROMM**  
*HULU*



**STEVE GLENNON**  
*CABLELABS*



**EMILY GRAY**  
*REFINERY 29*



**RAHSAAN HARRIS**  
*EMMA BOWEN  
FOUNDATION*



**ZENITA HENDERSON**  
*ARRIS*



**JANA HENTHORN**  
*THE CABLE CENTER*



**DAWN HOLLIDAY-MACK**  
*EL REY NETWORK*



**JOSEPH IANNIELLO**  
*CBS CORPORATION*



**DANE KUNKEL**  
*BEACHGLOW: CONCERTS  
FOR CHARITY*



**BRIAN LAMB**  
*C-SPAN*



**TIFFANY LANHAM**  
*NICKELODEON*



**WALTER LEVITT**  
*COMEDY CENTRAL*



**CARYN LOCASTRO**  
GOOGLE, INC.



**MICHAEL MANIACI**  
DIGI



**ASHLEY MILLS**  
CAA



**ROBERT MINER**  
MINER AND CO STUDIO



**CRAIG PARKS**  
COMCAST CABLE



**PATRICIA PARRA  
HADDEN**  
NBCUNIVERSAL



**AMBER PAYNE**  
NBCUNIVERSAL



**JENNIFER RANDOLPH**  
CAREER COACH  
AND AUTHOR



**VIBHA RUSTAGI**  
ITAAS



**STEVE SCULLY**  
C-SPAN



**AMEET SHAH**  
A+E NETWORKS



**EVAN SHAPIRO**  
NBCUNIVERSAL  
ODI Co-Chair



**RESH SIDHU**  
FRAMESTORE



**MICHAEL SMITH**  
COOKING CHANNEL



**ANU SUBRAMANIAN**  
SCRIPPS NETWORKS  
INTERACTIVE



**DIANE TRYNESKI**  
HBO



**COURTNEY THOMASMA**  
AMC NETWORKS



**KATIE UZE**  
FORMER C-SPAN,  
MISS VIRGINIA 2010



**BRITTA VON SCHOELER**  
BROADWAY VIDEO  
ENTERPRISES



**EMORY WALTON**  
A+E NETWORKS



**SHARON WHITE**  
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INTERACTIVE



**DOLLY WOLF**  
DOLLY WOLF  
ENTERPRISES, LLC



**JENNIFER YOHE**  
COMCAST CABLE

# SPECIAL APPRECIATION

I wanted to give these four students an extra THANK YOU for not only sharing their experiences of attending ODI, and returning each year, but for asking me - How Can I Help You? Wow, that blew me away. From going to their faculty and talking up ODI, and creating a brand new partnership with the Lubin School of Business; to single-handily setting up with faculty a unique experience with fellow students on campus to engage on-line throughout the day of the event; and to offer to help build up social media outreach and engagement for the event. These are exceptional people, who are bringing their excitement, energy, support and expertise to the table - because they wanted to help. I won't forget this.



**JOANNA FRANCO &  
DAMON DOMINIQUE**  
*Pace University*



**BERNARD RODGERS**  
*Rochester Institute of Technology*



**EMPRESS VARNADO**  
*The New School*

# STUDENT AMBASSADOR

Student Ambassadors are an integral part of One Day Immersion. For 2015, students were recruited by Chris Ramos, Executive Director for Arts Entertainment Management Program, Clinical Assistant Professor, from Pace University's Lubin School of Business. In addition, I've invited a student from NYU, Emily Ashcroft, who reached out to volunteer this year. There are some very big shoes to fill - thanks to the phenomenal past teams from Northern Virginia Community College. The Student Ambassadors are going to be very busy with their assignments throughout the day, and making sure that all attendees are given an optimal customer experience. Please take a moment to read about each fabulous member on the [onedayimmersion.com](http://onedayimmersion.com) website.

**Angie Fabian**

**Ashley Ramos**

**Bryan Streit**

**Emily Ashcroft**

**Heather Brown, Team Lead**

**Hector Rios**

**Hope Reichard**

**Iliana Valor**

**Jack Nunziato**

**James Park**

**Kinsey Mordini**

**Liz Corbett**

**Meghan Valvano**

**Nicholas Gordon**

**Rianna Chase**

**Student Ambassadors are sponsored by The Cable Center's DeSorrento Grant**

# ODI SCHOLARS

The ODI Scholars program is spearheaded by Cable Pioneers and industry benefactors, Zenita Henderson, Senior Marketing Manager, Global Marketing, ARRIS, ODI Executive Committee member, and Matt Aden, retired cable industry sales executive. Henderson and Aden helped to create the program with their vision of driving diversity and encouraging college students to seek STEAM (Science, Technology, Engineering, Arts and Math) careers in the cable telecommunications industry.

Award recipients were selected by a Jury of 7 media industry experts, for Creative and Technology entries. Official entries are in the form of a 750-word written essay.

## Prizes Awarded at today's event:

- Grand Prize winners will receive a check in the amount of \$2,000 plus 10 hours total of mentoring sessions with a to-be-determined media industry professional.
- Runner-Up winners will receive a \$500 check, plus 10 hours total of mentoring sessions with a to-be-determined media industry professional.

## ODI SCHOLARS JURY MEMBERS – THANK YOU!



**Craig Cuttner**  
*SVP, Technology Development and Standards, Home Box Office*



**Lauren de la Fuente**  
*Vice President, Marketing and Communications, Boingo Wireless*



**Theresa Hennesy**  
*SVP, Group Technical Advisor, Comcast Cable*



**Brendan McGovern**  
*Executive Producer at the Zoo, Google*



**Vibha Rustagi**  
*President, itaas*



**Britta von Schoeler**  
*President, Broadway Video Enterprises*



**Emory Walton**  
*VP, Distribution, A+E Networks*



# THANK YOU SPONSORS

The One Day Immersion in TV, Cable and Digital Entertainment team wishes to say THANK YOU to our incredible sponsors. These are the wonderfully engaged people that write the checks, offer their time and resources, and consistently lend their support in moving our academic initiatives forward. The conference would not be possible without you!



# ADVISORY COMMITTEE

*I have an amazing team of some of the smartest and most talented and supportive people around!*

## EXECUTIVE COMMITTEE

**ZENITA HENDERSON**, *ARRIS*

**ROBERT MINER**, *Miner and Co Studio*

**CRAIG PARKS**, *Comcast Cable*

**EVAN SHAPIRO**, *NBCUniversal*

**DOLLY WOLF**, *Dolly Wolf Enterprises, LLC*

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**LUCY HOLSONBAKE**, *Northern Virginia Community College*

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**STEVE SCULLY**, *C-SPAN*

**MICHAEL SMITH**, *Cooking Channel*

**COURTNEY SPENCE**, *Students of the World*

**EMORY WALTON**, *A+E Networks*

**KATERINA ZACHARIA**, *Korn Ferry*



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# THANK YOU

*for being there with your undeniable support. I couldn't move this mission forward without your commitment, insight, advice and expertise.*

**Dean Neil Braun**, *Lubin School of Business, Pace University*

**Diane Christman**, *The Cable Center*

**Joanne Dant**, *ODI Public Relations*

**Bailey Doehler**, *ODI Graphic Designer*

**Jana Henthorn**, *The Cable Center*

**Steve Luiting**, *ODI Web Designer*

**One Day Immersion Advisory Members**

**One Day Immersion –Panelists and Moderators**

**Ryan Peru**, *ODI Video Manager*

**Professor Chris Ramos**, *Lubin School of Business, Pace University*

**Joey Romero**, *ODI Photographer*

**The Romero Family**

**Matt Rothman**, *Blue Moon Technology*

**Steve Wolf... ;)**

**Carlos**, *best dog ever....always*

**Morgan**, *on his way to being best dog ever...big paws to fill*

[www.onedayimmersion.com](http://www.onedayimmersion.com)

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Tweet your questions during the event to **#ODINYC2015**

*Dolly Wolf* Enterprises, LLC

dollywolf303@gmail.com

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