Welcome to our Online Session

Master of Arts Management
MAM

Master of Entertainment Industry Management
MEIM

October 14, 2016

• Kathryn Heidemann, Assistant Dean for Arts and Entertainment
• Dan Green, MEIM Program Director
• Amy Seymour, Associate Director of Admissions
• David Eber, Director of Admissions and Financial Aid
• David Danenberg, Assistant Director of Admissions
The GoToWebinar Attendee View

Carnegie Mellon University
Heinz College

Heinz College Admitted Student Information Session: MSPPM (Pittsburgh & DC Tracks)

Organizer: Brad Stephenson | Presenter: Brad Stephenson

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  • Please ask each question only one time
  • We will respond as quickly as possible
• Recording of today’s Presentation and presentation slides will be posted online
Agenda

• Carnegie Mellon University & Heinz College
• Arts Management
• Entertainment Industry Management
• Admissions & Scholarships
Arts Management
MAM
Hello my name is Kathryn!

Current Role
- Assistant Dean, CMU Heinz/CFA and Director, MAM Program
- Art Commissioner, City of Pittsburgh
- Board Member, Association of Arts Administration Educators

Areas of Expertise
- Festival Operations
- Arts Programming
- Education/Community Engagement
- Marketing/Audience Development
- Fundraising

Education
- MAM, Carnegie Mellon University
- BA, Columbia College Chicago

15 Years Arts Mgmt Experience
- The Pittsburgh Cultural Trust
- Edinburgh Festival Fringe
- Jacob’s Pillow Dance Festival
- IMG Artists
- Carnegie Mellon School of Music
- Old Town School of Music
- Chicago Academy for the Arts

Raised Internationally
- Australia/Venezuela/Germany/USA
- Passion for cultural diplomacy

Artist/Performer
- Former modern dancer
- Active musician
ANALYTICS +

TECH +

POLICY +

ARTS = Real World Impact
ART + ARCHITECTURE +
MUSIC + DESIGN +
DRAMA + CENTERS =

Carnegie Mellon University
College of Fine Arts
So what’s our curriculum all about?

Arts. Analytics. Action

- **Practical** - Focus on quantitative management, experiential learning, leadership, and technology/data in the arts
- **Flexible and Versatile** — Multi-disciplinary, multi-functional, cross-sector, customizable
- **Proactive and Innovative** — Being a part of the change before it happens
- **Relevant and Responsive** — What’s happening in the industry? What does the industry need/want for its future leaders?
Core Curriculum: Overview

• Degree Tracks
  – MAM / MAM-JD / MAM-AMP / MAM-GIOCA

• Core curriculum
  – Heinz and MAM core (70%)
  – Electives (30%)

• Summer internship

• Capstone: Systems Synthesis

• 2nd year apprenticeship

• Practicum
Curriculum: Double Degree & Exchange Programs

Double Degree Programs
• University of Bologna (Italy)
  Graduate program in Innovation and Organization of Culture and the Arts (GIOCA)
• University of Pittsburgh School of Law

Exchange Programs
Fall Semester, 2nd year:
• University of Bologna (GIOCA), in Italy
• University of Ludwigsburg’s Institut fur Kulturmanagment in Germany
Core Curriculum: Overview

MAM Core Classes
- Arts Enterprises Management
- Fundraising
- Arts Marketing
- Database Management for the Arts
- Performing Arts Management
- Visual Arts Management
- Law and the Arts

Heinz Core Classes
- Finance
- Writing/Speaking
- Organizational Design & Implementation
- Statistics
- Data Analysis
- Systems Synthesis
Curriculum: MAM/MEIM Electives

- Cultural Policy and Advocacy in the U.S
- Managing Cultural Heritage
- Dealers, Galleries & Auction Houses
- Public Art
- Arts in Education
- Audience Engagement & Participation
- Arts Facilities Management
- Advanced Topics in Fundraising
- Festival Management
- Entrepreneurship in Creative Enterprises
- Arts Management & Technology
- Visual/Perf. Arts Management Courses
- Special Topics
- Artist Development in the Music Industry
- Independent Study (Research)
Curriculum: Popular Heinz Electives

- Negotiation
- Program Evaluation
- Project Management
- Management Science
- Interactive Marketing
- Survey Design and Analysis
- Sustainable Community Development
- Social Innovation
- Acting for Management
- Strategy Development
- Urban Development
- Multimedia
- Geographic Information Systems (GIS)
- Accounting and Control for Nonprofits
Classes Across the University
...And Pittsburgh!
Hands-On Learning: Systems Synthesis

TEAMWORK
When we all work together, everybody wins.
Hands-On Learning: Systems Synthesis

- Carnegie Museum of Art: *Quantifying the Intrinsic Impact of Visual Art*
- Phillips Collection: *Millennial Engagement Strategy*
- Americans for the Arts: *Optimizing Arts Education at a Local Level*
- Greater Pittsburgh Arts Council: *Technology Motivators and Usage in Nonprofit Arts Organizations*
- Pittsburgh Cultural Trust: *Audience Development & Diversification*
- Pennsylvania Council on the Arts: *Benchmarking Best Practices in Grants Management Software*
- World Monuments Fund/National Art Schools of Havana: *Public Programming Planning, Policy and Implementation*
- globalFEST: *Measuring Economic Impact of World Music*
Hands-On Learning: Summer Internship

• Full time during the summer (400 hours)
• Administrative role in and arts organization (for profit or non-profit)
• Funding available
Experiential Learning: Future Tenant

FUTURE TENANT
a space for art
Hands-On Learning: AMTLab

Arts Management & Technology Laboratory

Carnegie Mellon University
Hands-On Learning: CFA Fellows

• School of Music
  -Box office
  -Communications
• School of Drama
  -Box office
  -Communications
  -Front of House
• CFA Dean’s Office
  -Media relations
  -Development
• Miller Gallery
• STUDIO for Creative Inquiry
• CMU Film Festival
Hands-On Learning: Academic Year Work-Study & Apprenticeships in Pittsburgh
Hands-On Learning: Academic Year Work-Study & Apprenticeships in Pittsburgh
Hands-On Learning: Study Trips and Site Visits

- New York
- Washington, DC.
- Cleveland, Philadelphia, Detroit, Other
- Alumni panel and networking reception
- Career fair
- Site visits to arts organizations
Hands-On Learning: 
MAM Speaker Series

Example speakers:

• Glenn Lowry, Director, Museum of Modern Art
• Terre Jones, CEO, Wolf Trap Foundation for the Performing Arts
• Rick Lester, CEO, TRG Arts
• Betty Siegel, Director of VSA and Accessibility, Kennedy Center
• Donna Williams, Chief Audience Development Officer, The Metropolitan Museum of Art
• Max Wagner, Managing Director, Gaertnerplatz Opera, Munich
• Maria Rosario Jackson, Senior Arts and Culture Advisor, Kresge Foundation
• Ella Baff, Executive Artistic Director of Jacob’s Pillow Dance Festival
• Erwin Maas, Consulate General for the Kingdom of the Netherlands, Department for Cultural Affairs
• Stephanie Pereira, Art Program Director, Kickstarter
• Tracy Nolder, Director of David Zwirner Gallery and Former VP of Christie’s
Hands-On Learning: Conferences

FUNDED CONFERENCES
Last year alone, MAM program funded 44 students to attend 14 conferences in 13 cities worldwide!

Examples conferences include:
- National Arts Marketing Project Conference
- National Arts Advocacy Day
- Association of Performing Arts Presenters
- American Association of Museums
- Americans for the Arts
- International Society for the Performing Arts
- South by Southwest
- Museums and the Web
- Arts Education Partnership
- Theatre Communications Group
Hands-On Learning: Practicum Experiences and Industry Engagement

- Arts Management Laboratories
- MAM-CFA Fellows
- Summer Internship
- First-Year Work Study in Pittsburgh Arts Orgs
- Apprenticeship in Pittsburgh Arts Orgs
- Conferences and Networking Trips
- Systems Synthesis Capstone Project
- MAM Speaker Series
Who We Are: Class of 2017

Quick Facts

– Class Size: 29
  • 25 MAMs
  • 4 MAM-AMPs
  • Plus 3 Exchange Students
– Average Age: 25
– 57% Domestic / 43% International
  • Countries represented: USA, Canada, China, Palestine, S. Korea, Japan, (Italy, Germany, UK)
  • Background:
    – Performing Arts – 50%
    – Visual Arts – 45%
    – Other –5%

– Sample work experience:
  • ODC Theater
  • Deloitte Consulting
  • Shanghai Museum
  • StageWest Theatre Company
  • Trinity Irish Dance Academy
  • Ministry of Culture of Peoples Republic of China
  • Andy Warhol Museum

– Sample universities:
  • University of North Carolina
  • New England Conservatory of Music
  • Fudan University
  • University of Pittsburgh
  • Baylor University
  • University of Notre Dame
MAM Alumni: Where Are They Working?

- Museums
- Galleries
- Symphonies and Music Orgs
- Operas/Choral Orgs
- Theaters
- Dance Companies
- Presenters
- Arts Education Centers
- Arts Service Organizations
- Grantmakers/Philanthropy
- Booking/Talent Agencies
- Other Sectors (corporate, tech, etc.)
MAM Alumni:
Common Job Function Areas

General Management
Operations
Education/Community Engagement
Marketing and Public Relations
Data Analysis
Development/Fundraising
Artistic Administration
Artist Management
Exhibition Coordination
Programming
Government Affairs/Advocacy
Grantmaking/Philanthropy
Data Analysis & Research
Consulting
MAM Alumni: Sample First Positions after Graduation

- Museum of Modern Art, Information Technology Assistant
- Americans for the Arts, Government & Public Affairs Associate
- Barrington Stage Company, Director of Marketing
- James Cohan Gallery, Gallery Manager
- Art Asia Fair, Exhibitions Manager
- Pittsburgh Public Theater, Assistant Director of External Relations
- Barrington Stage Company, Director of Marketing
- National Alliance of Musical Theater, Executive Director
- Interlochen Center for the Arts, Charitable Giving Coordinator
- Aspen Music Festival, Operations Manager
- Walker Art Center, Performing Arts Coordinator
- Apsen/Santa Fe Ballet, Director of Marketing
- Schauer Art & Activities Center, Executive Director
- Sarasota Opera, Grants Officer
- Institute of Museum & Library Services, Financial Analyst
- Arena Stage, Development Coordinator
- Arts Education Partnership, Project Manager
- Los Angeles Philharmonic, Audience Development Coordinator
- New York Foundation for the Arts, Program Associate for Asian Affairs
- IMG Artists, Artist Manager
- Elliott Marketing Group, Marketing Analyst
- Getty Museum, Exhibitions Fellow
- Banff Centre for the Arts, Registrar
- British Council (India), Senior Project Manager
MAM Alumni: Sample Positions 5+ Years After Graduation

- Consulate of Mexico, Cultural Attache
- GlobalFest, General Manager
- Guggenheim Museum, Director of Corporate Giving
- Smithsonian Museum, Director
- Heinz Endowments, Arts and Culture Program Officer
- Alvin Ailey American Dance Theater, Director of Special Events
- Google, Head of Leadership Development
- TheatreWorks USA, Chief Operating Officer
- Idaho Commission on the Arts, Executive Director
- Korean Chamber Orchestra, General Manager
- Salzburg Festival, Director of Concert Planning
- Washington Performing Arts, Director of Programming
- Philadelphia Museum of Art, Director of Annual Giving
- Santa Fe Opera, Director of External Affairs
- Government of Malaysia, Director General of Arts & Culture
- National Endowment for the Arts, Division Coordinator
- Mori Art Museum (Japan), Exhibitions Manager
- Boston Philharmonic, Development Associate
- Pittsburgh Symphony Orchestra, General Manager
- Guildhall School of Music & Drama (London), Director of Development
- Elliott Marketing Group, Senior Data Analyst
- Carnegie Mellon University Heinz College, Associate Dean
- City of Austin, Cultural Planner
- Kaufmann Center for the Performing Arts, Theater Manager
- Art with Impact, President & CEO
Pittsburgh Is **Awesome!**

- Most Affordable City, *Slate Magazine*
- #1 Food City, *Zagat Guide*
- Most Liveable City, *Forbes* and *The Economist*
- Most Liveable City (worldwide), *Economic Intelligence Unit*
- Best City to Relocate to in USA, *CNBC*
- Top Affordable Cities in the World, *Mercer Rankings*
- Top 10 Hottest Areas for Jobs, *Yahoo*
- Top Ten Most Hipster Campus, *College Magazine*
- Best of the World 2012, *National Geographic*
- Best 100 Places to Live, *CNN Money*
- Top Ten Under-the-Radar cultural destinations, *Departures*

* MANY more at www.visitpittsburgh.com/news-room/press-kit/rankings
Why MAM?

• **Arts, Analytics, Action**
  – Data driven, management core
  – Focus on practical and experiential learning
  – Networking opportunities and conferences
  – Unique fusion of Heinz + CFA assets

• **Carnegie Mellon University**
  – International reputation
  – Pittsburgh’s thriving arts community
  – Incubator of leadership and innovation
  – Cross-college collaborative learning
  – Accomplished faculty

• **Lifelong Benefits**
  – Career services
  – Cohort model
  – Transferrable skill sets
  – Access to strong alumni network
GOT QUESTIONS?

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www.heinz.cmu.edu/mam
@CMU_MAM
Entertainment Industry Management
MEIM
MEIM Program Structure

a joint program of

Carnegie Mellon University
Heinz College
Core Public Policy Courses
Electives

Carnegie Mellon University
College of Fine Arts
Core Arts Management Courses
Electives
MEIM Program Focus

• Creating leaders in the entertainment industry
  – Via academic, professional and experiential training
• Leadership, not just management
• Knowledge of the screen-based media (TV,F, VG, D, M)
• Focus industry’s history, practices, culture and conventions
Program Goals

• Practical experience:
  – Build confidence to be competitive

• Next generation
  – Executives and entrepreneurs

• Platforms, Screens, Music
  – Development, Representation, Marketing, Content Acquisitions & Distribution
Who joins the MEIM program

- Fine or Visual Arts
- Film
- Theatre
- Production
- English/Creative Writing
- Communication
- Journalism
- Music
- Econ/Finance
- Engineering
- Finance
- Research
- Political/Social Sciences
- Even Pre-Med/JD’s
Undergrad Majors, Class of 2018

- Biz Administration
- Mktg/Communications
- Finance/Economics
- Journalism/Visual Arts
- Advertising/PR
- Dance
- English
- Film/Media Studies
- History
- International Relations
- Liberal Arts/Human
- Poly-Sci/Pub Policy
Undergrad Majors, Class of 2017

Biz Admin/Econ/Finance
Chem Engineering
English Lit
Finance/Economics
History
Intern Relations
Journalism
Liberal Arts/Human
Mktg/Communications
Poly-Sci/Pub Policy
Music
Psychology
Visual Art
Tale of Two Years: Two Cities

• **First Year (Pittsburgh - 9 months)**
  – practical management/leadership skills and techniques.

• **Summer (Mostly LA or New York -3 months)**

• **Second Year (Los Angeles -9 months)**
  – professional focus -courses specifically related to all screen-based entertainment
Curriculum

YEAR ONE: Core courses that cover
- Management
- Technology
- Financial
- Quantitative
- Human Resources/Negotiation
- Communication Skills

YEAR TWO: Entertainment industry-specific courses including
- Film/TV/Music business and economics
- Development
- Marketing
- Media distribution
- Production Management
- Entertainment Research
- and related disciplines
First Year (Pittsburgh) Fall Semester

- Applied Economic Analysis
- Empirical Methods
- Principles of Marketing
- Script and Story Analysis
- Org Design & Implement
- HR Management
First Year (Pittsburgh) Spring Semester

- Entrepreneurship
- Strategic Presentation
- Business Eng. / Professional Writing
- Negotiation
- Financial Accounting
- Principles of Finance
- Entertainment Economics
Popular Electives

- Project Management
- Management Science
- Interactive Marketing
- Survey Design and Analysis
- Strategic Planning
- Social Innovation
- Acting for Management
- Strategy Development
- Multimedia
- Geographic Information Systems (GIS)
- Measuring Social Media
- Digital Transformation
- Management Consulting
- Supply Chain Management
- Developing as a Leader
- Artist Development in the Music Industry
MEIM Program Electives

• **CFA-based Electives**
  – *Film Seminar*
  – *Producing for TV/Film*
  – *Landmark Films of the 20th Century*
  – Woody Allen and his Films
  – Scorsese and his Films
  – Graduate Screenwriting (beg and adv)

• **ETC Electives**
  – Creative Producing
  – Improvisation
  – Role Storytelling for Entertainment Technology
  – Role Playing Games Writing Workshop
Other Possible Classes

- Courses outside of Heinz
  - Tepper Business College
  - College of Fine Arts
  - Entertainment Technology Center
  - Other Carnegie Mellon colleges
  - University of Pittsburgh
  - Pittsburgh Filmmakers
Second Year (Los Angeles) Fall Semester

- Film Econ Mktg & Distribution
- TV Legal Bus. Affairs
- Television Economics
- TV Marketing & Advertising
- Capstone One
- Practicum One

--------LA Electives---------
- Entertainment Ethics
- Navigating the Practical Realities of Industry
- Digital Marketing
- Business of Video Games
- Economy of A Record Label
Second Year (Los Angeles) Spring Semester

- Production Management
- Business Development
- Digital Content and Delivery
- Intellectual Property
- Market Research in Entertainment
- Capstone II
- Practicum Two
- ------LA Electives------
- Creative Producing
- Branded Entertainment
- Music Supervision
- Film Acquisitions
- Film Exhibition
- Future of the Industry
Music Concentration

- Follow screen-based curriculum
- Add Music Focused Electives
- Focus:
  - Recorded Music
  - Publishing – Labels, Sync
  - Live Section – Touring, booking, etc.
  - Merchandising – Logo, Likeness
- Courses in both Pittsburgh & LA
- Currently: Artist Development (Pgh), Live Music (Pgh), Economy of a Record Label (LA), Music in the Media (LA)
## Typical Class Schedule

<table>
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<tr>
<th>Mon</th>
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# Typical Class Schedules

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<td>Intern</td>
<td>Commute!</td>
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\* Commute! indicates the need to commute to a different location.
# The MEIM Schedule

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</table>

**Times:**
- **9 a.m.** Intern
- **12 n.** Intern
- **3 p.** Intern
- **6 p.** Intern
- **9 a.m.** Class
- **12 n.** Class
- **3 p.** Class
- **6 p.** Class

**Career Development**
- **9 a.m.**
- **12 n.**
- **3 p.**
- **6 p.**
Goals of Capstone

• Develops project management, teamwork, and communication skills.
• Integrates and synthesizes the lessons from prior coursework.
• Provides a "real world" organizational experience.
• Creates “bragging rights” around a professional project for an industry company performed as part of the degree.
Capstone 2015-16

• The Black List
  • Next-Generation Digital Business Models in Entertainment

• Disney/ABC Television Group
  • New Media Opportunities Across the Internet of Things “IoT”

• Flipagram
  – Growth Strategies for a Next Generation Social Platform

• PricewaterhouseCoopers:
  – The Future of Linear Broadcast Television

• SocialEdge
  • Defining Next Generation Best Practices in Social Media Measurement

• Sony Pictures Television
  – Development Strategies for Comedy Series Development
Capstone 2016-17

- **Enso Collaborative**
  - Storytelling as a Tool for Social Change

- **IM Global Television**
  - The Future of Next Gen Digital Platforms

- **MPRM Communications**
  - Marketing to Generation “Z” – What distinguishes the youngest market demographic?

- **PwC:**
  - Is Ticketing Broken? Can Dynamic Pricing Save the Theatrical Window?

- **RelishMIX**

- **Sony Music Entertainment**
  - Virtual Reality and its Potential Impact on the Music Industry
Internships

• Requirement of the program
• First Year: Optional
• 300 hours per summer
• 300 hours per fall year two
• 300 hours per spring year two
• Most students have more than 300
• One internship or multiple
• Cannes: 70 hours
Internships: 1st Year (Optional)

- Pittsburgh Filmmakers
- QED MultiMedia
- Steeltown Productions
- Silk Screen Film Festival
- School of Drama Management Operations
- Film/TV Production Location Shoots in Pittsburgh
- Love and Other Drugs, Adventure Land, Unstoppable
- The Dark Knight (around 12 MEIMs worked on it)
Summer Internships: Class of 16

companies listed include:

TROIKA
VOLTAGE PICTURES
The Walt Disney Company
SONY PICTURES
WME
NBCUniversal
abc family
Bravo
social edge
Vrse.works
A. Smith & Co.
OPENROAD
AEG Live
CRUSH music
CBS TELEVISION DISTRIBUTION
MPRM communications
IM GLOBAL
SONY MUSIC
LIONSGATE
Martin Chase Productions
MTV
nielsen
SECTION
FOCUS FEATURES
SKYDANCE PRODUCTIONS
Metro Goldwyn Mayer
Class of 2016
22/25 have jobs 5 months after graduation
(8 prior to graduation)

• Last year: Class of 2015
• 28 of 30 received jobs in entertainment within 6 months
Jobs by sector: Class of 2016
Co-Curricular Programs
Major events/festivals

• Year One
  – MEIM Presents: Network New York
  – South By Southwest: Year One

• Year Two
  – Sundance: Year Two
  – Industry Nights
  – Networking events

• Between Year One & Two
  – Cannes Film Festival:
Network New York
Network New York: Thursday

• Warner Bros. Marketing
• CBS Local Digital Media
• Creative Artists Agency (CAA) Discovery Communications
• Fullscreen Media
• ICM Partners Steiner Studios
• Superfly
• Take-Two interactive
• Alumni Panel (ICM Partners, Viacom, Bray Entertainment, Nielsen Research, Xaxis Digital, YouNow Media)
Network New York Friday

- NBC Marketing
  - John Miller, Chief Marketing Officer
  - Bravo/Oxygen Development & Programming
- CAA
- YouNow Media
- Unscripted Panel
  - CNN
  - Discovery
  - History Channel
  - UTA
  - Destination America
  - HitRun Creative
Co-Curricular Programs: Austin, TX
First Year Experience

◆ SXSW:
   – Joseph Beyer, Dir of Digital Initiatives, Sundance Institute
   – Christopher Horton Assoc Dir. of Filmmaker Services for the Sundance Institute/Cinetic Media
   – Michael Agustin, Founder, Game Salad
   – Lia Buiman, President, Film District
   – Nielsen Research, Social Edge Research, Nickelodeon
   – Danny Sherman, Talent Manager at Principal Entertainment
   – Susan Kirr, Producer, Unit Production Manager
   – Mike Mayes, Head of Product, Creative District
   – Samantha Fabin (MEIM 2013) Millennium Entertainment
   – Lia Berman, Distribution, Film District
   – Scott Shooman, CBS Films
   – Sharon Chazin-Lieblein, VP of Casting at Nickelodeon
   – David Gale, Executive VP MTVX (cross media)
Co-Curricular Programs: Park City, UT
Second Year Experience

• Cannes – as they move from year 1 to 2
• Sundance:
  • CBS Films
  • Universal Acquisitions
  • Relativity Media
  • Millenium Entertainment
  • D Squared
  • Sony
• Industry Night:
  • CAA – Agent Panel
  • Shine America
  • CA Film Commision
  • Dreamworks/ Ovation
  • AwesomenesssTV
  • Amazon Studios
  • PGA
Cannes Film Festival:
The American Pavilion/Creative Minds @ Cannes
Frequent Hiring Companies of MEIM Students

- Warner Brothers
- Universal Pictures
- Troika
- Sony
- Nielsen Content
- NBCUniversal
- IM Global
- Machinima
- Millennium Entertainment
- Snoot Entertainment
- Disney, Walt Company
- CBS
- 3Blackdot
- 20th Century Fox
- Disney, Walt Company
- Millenium Entertainment
- Warner Brothers
89.3% of our alumni are in entertainment (self reported thru class of 2013)
Entertainment One: TV Marketing
   Epic Record: Coordinator
   ESPN: Commercial Operations

Fox Entertainment: Executive Assistant
   Fox Films: Dir of Digital Marketing
   Fox International: Coordinator
   Fox TV: Coordinator of Current Programming

Gersch Agency: Assistant to Agent
   HBO: Development
   House - Assist. To Exec. Producer
   Hulu: Marketing Manager
   ICM, Partners: Agent’s Assistant
   Jack Morton Worldwide: Sr Account Exec
   Lifetime: Development Coordinator

Machinima: Affiliate Activations
   Mahalo - Community Manager
   Make It Happen Productions: Producer
   Maya Entertainment - Video Operations Coordinator
   MGM Studios: Exec Assist to SVP Production
   Millennium Entertainment: Project Coordinator
   Modcloth.com: Customer Care Specialist
   Monsterfoot Productions: Coordinator
   Morgan Stanley: Account Executive
   MTV: Creative Coordinator
The People Involved With Us ...
Advisory Committee

- Keith Boesky
- Vin DiBona
- John Gresch
- Michael Lambie
- Maxine Lapiduss
- Gregg Maday
- Lee Miller
- Manu Narayan
- KristieAnne Reed
- Bradford Wayne Smith
- Paula Wagner
Faculty

- Mixture of full and part-time faculty
- All experts in their area
- Entertainment classes taught by entertainment professionals
- Workshops/Seminars
Connecting!

- @DTG13green
- @meimprogram
- @HeinzCollege
- @CarnegieMellCFA

MEIM on Facebook

- MEIM at Heinz (subgroup of Heinz group – must join this first)
- Separate group for MEIM Staff and 1st and 2nd years (no alumni)
Greetings from
HOLLYWOOD
CALIFORNIA
Master of Entertainment Industry Management (MEIM) Program

QUESTIONS?
Dan Green
dtgreen@andrew.cmu.edu
818-980-6346 work
@meimprogram | @dtg13green
Admissions
&
Scholarships
Apply online by January 10 deadline

- Official transcripts (USA) /Official Transcript Evaluations (International)
- Two (2) letters of recommendation
- Resume
- Written Essay
- *Optional* Written Essay
- Video Interview or Video Essay (optional, recommended)
- Official TOEFL or IELTS scores (non-native English speakers)
- Official GRE or GMAT scores
Characteristics of Successful Applicants

- Commitment, leadership
- Clearly defined goals for graduate education
- Relevant experience and education
- Competitive test scores
- Demonstrated potential for academic success
Scholarship Opportunities

- No separate application required
- Scholarship decision included with your admission decision
- The admissions committee will consider you for all available scholarship:
  - Merit-based scholarships
  - Organizational partner scholarships
- Scholarships available:
  - MAM
  - MEIM

Receive Scholarship Support
Want to learn more about us?

• Individualized visits to our campus

• Fall Visitation weekend
  November 11-12, 2016

• Online information sessions
  • Student Panel sessions upcoming
  • Recorded webinars available now
Thank you for joining us

Contact Information
hnzadmit@andrew.cmu.edu
+1.412.268.2164

Admissions Office