Welcome to our
Online Information Session!
November 2015

Master of Entertainment Industry Management (MEIM)
Master of Arts Management (MAM)

Dan Green, Director of MEIM Program
John Tarnoff, Head of industry Relations for MEIM
Kathryn Heidemann, Director of MAM Program
Amy Seymour, Associate Director of Admissions
David Danenberg, Assistant Director of Admissions
David Eber, Director of Admissions & Financial Aid
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
Audio: Use your microphone and speakers (VoIP) or call in using your telephone.

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Webinar ID: 977-124-241

Carnegie Mellon University
Heinz College
How to Participate Today

- Open and close your Panel
- View, Select, and Test your audio
- Submit text questions
- Mention degree program when asking a question: MAM/MEIM
- Presentation will be recorded and posted (along with the slide deck) online following the session
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Agenda

• Carnegie Mellon University & Heinz College
• Degree Programs Overview
• Admissions & Financial Aid
• Discussion of Questions
About Carnegie Mellon and Heinz College...

• Main campus in Pittsburgh, Pennsylvania
• 12,000 students at CMU
• 1,500 students at Heinz College
• Interdisciplinary strengths
  • Computer science and engineering
  • Management and policy
  • Data analytics
  • Visual and Performing Arts
MEIM Program Structure

A joint program between

Carnegie Mellon University
Heinz College
College of Fine Arts
What is the MEIM Program?

Curriculum Goals

• 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
Curriculum Goals

• Practical experience:
  – Build confidence to be competitive

• Next generation
  – Executives and entrepreneurs

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

• Fine or Visual Arts
• Film
• Theatre
• Production
• English/Creative Writing
• Communication
• Journalism
• Music

• Also
• Econ/Finance
• Engineering
• Finance
• Research
• Political/Social Sciences
• Even Pre-Med/JD’s
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 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 Heinz Electives

- Project Management
- Management Science
- Interactive Marketing
- Survey Design and Analysis
- Sustainable Community Development
- Spreadsheet Modeling
- Strategic Planning
- CFA-based Electives
- ETC Electives

- Social Innovation
- Acting for Management
- Strategy Development
- Multimedia
- Geographic Information Systems (GIS)
- Measuring Social Media
- Digital Transformation
- Management Consulting
- Intro to Supply Chain Management
- Developing as a Leader
MEIM Program Electives

• CFA-based Electives
  – Films 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
# Typical Class Schedule

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**Note:** The table represents a typical class schedule with different classes and internships. The schedule is divided into days of the week with time slots from 9 a.m. to 6 p.m. from Monday to Friday. Saturday and Sunday are marked as free days.
## Typical Class Schedules

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Commute! indicates the time to commute to work, while Intern and Class indicate the respective activities.
The MEIM Schedule

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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
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
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.
Past Capstones

Networked Insights
Sundance Institute
FOX Television Studios
Variety
BBC America
Warner Bros. Pictures
Lionsgate
Nielsen
The Walt Disney Studios
PGA (Producers Guild of America)
Capstones 2014-15
Capstone 2014-15

- **C4 R&D:**
  - Defining the Key Characteristics of the Millennial Entertainment Consumer

- **Concord Music Group /Stax Records:**
  - An analysis and strategic plan for building the Stax Records brand

- **Fox Television Studio:**
  - Revenue Potential of Digital Distribution Platforms

- **IMAX:**
  - The Future of the In-Theatre Movie-going Experience

- **PwC:**
  - Business and Monetization Analysis of Multi-Channel Networks

- **Sundance Institute:**
  - The Effect of Content Piracy on Independent Films

- **Twitter:**
  - Determining Twitter’s Potential for Music Content Discovery
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
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

Logos of various companies are displayed, including but not limited to:
- TROIK
- VOLTAGE PICTURES
- Walt Disney Company
- SONY PICTURES
- NBCUniversal
- abc family
- Bravo
- social edge
- OPEN ROAD
- AEG LIVE
- Vrse.works
- A. Smith & Co.
- CBS TELEVISION DISTRIBUTION
- MPRM communications
- IM GLOBAL
- SONY MUSIC
- LIONSGATE
- Martin Chase Productions
- MTV
- Nielsen
- SECTION
- FOCUS FEATURES
- SKYDANCE PRODUCTIONS
- MGM
MEIM and Research Update

• OTX
  – Interns and Capstone

• Nielsen
  – Interns/ Capstones/ Intern Feeder Program/They’re hiring our grads

• Research a core requirement
• Capstones continue to have research component
• PwC came to us this year
Class of 2015
28/30 have jobs 5 months after graduation
(12 prior to graduation)

• Last year: Class of 2014
• 19 of 22 received jobs in entertainment within 6 months
28 of the 30 MEIM'15s have landed positions in these sectors:

- Consulting/Finance: 3
- Agency: 3
- Production: 2
- Brand Strategy/PR: 3
- Marketing: 4
- Music: 5
- Animation: 1
- Development: 2
- Tech: 1
- MCN: 1
- Film Acquisitions/Distribution/Exhibition: 3
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
Thurs afternoon/ Friday AM

• Thursday
  • Simultaneous visits to ICM Partners and CAA – NY
  • Keynote Speaker: Jeremy Horn, Senior Director, Data Strategy and Governance, Viacom
  • Alumni Panel (5 alumni representing ICM Partners, Viacom, Bray Entertainment, Nielsen Research, Xaxis Digital)

• Friday Morning
  • NBC Marketing
    – John Miller, Chief Marketing Officer at NBC Universal's television group and the head of NBC Sports Agency
  • Bravo/Oxygen Development and Programming
    – Jerry Leo – EVP Program Strategy, Bravo and Oxygen; EVP Production
    – David Brewer – VP Program Strategy and Acquisitions, Bravo and Oxygen
    – Meredith Gold – Sr. Director Multiplatform Program Planning, Sponsorships and Acquisitions Bravo and Oxygen
    – Darren Goldberg – Manager Strategic Program Planning, Scheduling and Acquisitions Bravo and Oxygen
  • NBC Recruiting and Operations Lead, Campus Pipeline Programs
Network New York: Friday afternoon

- Take-Two Interactive
  - Strauss Zelnick, CEO of Take-Two Interactive

- Development Panel for Alt/Unscripted:
  - Noah Korn - iTV Studios (Prod Company)
  - Hannah Kuzniecky - CAA (Agency)
  - Sierra Cowen - Destination America (Network)
  - Alex Banyasz - GSN (Network)
  - Ed Davis - UTA (Agency)
  - Zach Sweeney (History Channel)
  - Chris Dunn (Moonshot)

- Branding Workshop
  - Ola Kudu, Creative Director, Kokujin Media, Inc.
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)
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
Co-Curricular Programs: Park City, UT
Film Festival Participation

• South By Southwest: Year One (March)
• Cannes Film Festival: Between Yr. One & Two (Mid to late May)
• Sundance: Year Two (January)
Cannes Film Festival:
The American Pavilion/Creative Minds @ Cannes
Students intern experience at Cannes

– Little Film Company
  • (Sales and Distribution – London/ LA)

– Cargo Entertainment
  • (Sales, Financing, Distribution) –LA

– Blairwood Entertainment
  • (Intellectual Property Asset Management –LA)

– Moviehouse Entertainment
  • (International Film Sales – London)

– Seven and Seven
  • (Producers' Sales Service – London)

– Weinstein Company

– William Morris Endeavor
Frequent Hiring Companies of MEIM Students

- 20th Century Fox
- 3Blackdot
- CBS
- Disney, Walt Company
- IM Global
- Machinima
- Millennium Entertainment
- NBCUniversal
- Nielsen Content
- Snoot Entertainment
- Sony
- Troika
- Universal Pictures
- 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
LA-Based Faculty

• **Tim RC. Anderson** - Exec. Creative Director, Marketing - Telepictures, Warner Bros. (TV Marketing and Advertising)

• **Jonathan Baker** - Past executive at Sony Pictures Feature Film Marketing and domestic television research (Film Econ Marketing Distribution)

• **Keith Boesky** - Principal, Boesky & Company (Business of Gaming)

• **Matthew Brodlie** - EVP Acquisitions, Relativity Media (Independent Film and Acquisitions)

• **Kate Christensen** - Director, Digital, Sony Pictures Entertainment (Digital Marketing)
LA-Based Faculty

• **Mark Christopher** - Feature Film Director. Debut feature film, 54, starred Ryan Phillippe, Mike Myers, Mark Ruffalo and Salma Hayek. (Creative Producing)

• **Joe Cuello** - Chief Creative - Tune Core/ Past SVP of Creative Music Integration, MTV (Music Supervision)

• **Chris Eich** - Product Strategy Mgr., Disney/ABC Television (Capstone)

• **Keith Eich** - Past Dir of Digital Distribution Operations, NBCUniversal/Operations, LegalZoom (Capstone)

• **Dan Green** - Director, MEIM Program: Production Past: ER, West Wing, The Sopranos (Script and Story Analysis/ Practicum/ Entertainment Ethics, Capstone)
LA-Based Faculty

- **John Harrison** - Director/Composer - Dune, Creepshow, Leverage, (Production Mgt)

- **Lee Hollin** - Director, Drama Development, CBS Television Studios (Drama Development Colloquim)

- **Luisa Huang** - Co-Founder, Feldspar Ventures: Past Lead, Digital Development & Analysis, Warner Bros. (Business Development)

- **Ed Lammi** - EVP Production, Sony Television (Production Mgt.)

- **David Lavin** - Senior Vice President of Business Affairs at Viacom Productions, Inc., (Television Business & Legal Affairs)
LA-Based Faculty

• **Tom Meredith** - Manager, Television Research, Screen Engine (Capstone Advisor)

• **Miguel Mier** - Global Chief Operating Officer at Cinepolis, the fourth largest cineplex chain in the world. (Film Exhibition)

• **Bob Moczydlowsky** - Head of Music, Twitter (Digital Content & Strategy)

• **Dan Rosen** - Past Head of Research, Warner Bros. Studios/ Currently an entertainment research consultant (Market Research in the Entertainment Industry)

• **Jeffrey Schneider** - Executive Vice President, Business & Legal Affairs, Nat Geo Channel (TV Economics/ Intellectual Property)
LA-Based Faculty

- **Scott Shooman** - Executive Vice President Acquisitions, CBS Films / Past Sr. VP. Production & Acquisitions Sony Pictures Worldwide Acquisitions Group. (Film Festival Instructor/Film Acquisitions)

- **Kevin Stein** - Principal, Stein Consulting/Past Media Strategist, Viacom (Capstone Advisor)

- **John Tarnoff** - Head of Industry Relations, Past executive at DreamWorks Animation, co-founder of Village Roadshow Pictures. (Future of the Industry)

- **Seema Thakker** - Brand Impact Director, Enso Collaborative (Google/Apple) (Branded Entertainment)

- **Paula Wagner** - Producer/ CEO, Chestnut Ridge Productions, Past CEO, MGM/Cruise/Wagner Productions (Navigating the Practical Realities of the Film Industry)
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One of the classes at South by...
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)
Master of Entertainment Industry Management (MEIM) Program

QUESTIONS?

Dan Green
dtgreen@apple.cmu.edu
818-980-6346 work
@meimprogram | @dtg13green

John Tarnoff
jtarnoff@apple.cmu.edu
Admissions and Financial Aid
Apply online by January 10 deadline!

- [https://app.applyyourself.com/?id=cmu-spp](https://app.applyyourself.com/?id=cmu-spp)
- Three (3) letters of recommendation
- Official transcripts
- Official GRE or GMAT scores
- Official TOEFL or IELTS scores (if applicable)
- Resume
- Written Essay
- Video Essay (optional, recommended)
- Interviews (required for CMU & Chatham AMP tracks, optional for others unless requested by admissions committee)
Characteristics of Successful Applicants

- Commitment, leadership
- Clearly defined goals for graduate education
- Relevant experience, education
- Competitive test scores
- Demonstrated potential for academic success
There are many opportunities for scholarship.

- No separate application required
- Scholarship decision included with your admission decision
- Merit-based scholarships
- Organizational partner scholarships
- Scholarships by degree program:
  - MAM Scholarships
  - MEIM Scholarships
Thank you for joining us!

We will answer as many questions as possible before the webinar ends at 1:00 pm (13:00) EST.

Please send unanswered questions to us at hnzadmit@andrew.cmu.edu or call +1.412.268.2164.

Upcoming webinars: http://hnz.cm/onlinewebinars