



**SOUTHERN CALIFORNIA
LEADERSHIP NETWORK**

Leadership L.A.

Leadership Southern California

Leadership L.A. Class of 2010

Seminar 5 – Media, Entertainment & Technology

Friday, July 9, 2010 – Paramount Studios- Zukor Board Room

- 7:30 – 8 a.m.** **Continental Breakfast and Networking in the Zukor Board Room**
- 8 – 8:10 a.m.** **Welcome, Announcements and Overview of the Day**
Kevin Cottrell, Executive Director, Southern California Leadership Network and Vice President of Leadership Programs, L.A. Area Chamber

Andrew Schulman, (LLA '09), Consultant
- 8:10 – 9:20 a.m.** **Leadership Skill Development Activity: Asking Effective Questions**
Jodi Walker, President, Success Alliances
- 9:20 – 9:30 a.m.** **Break**
- 9:30– 9:55 a.m.** **Welcome from Paramount Pictures-**
Sharon Keyser, Senior Vice President - Real Estate, Government & Community Relations, Paramount Pictures
- 9:55a.m. – 10:45 a.m.** **Entertainment Industry: Why is it Important to Los Angeles and California?**
Amy Lemisch, Director, California Film Commission
- 10:45 – 10:55 a.m.** **Break**
- 10:55 –12:05 p.m.** **Technology: How is it Affecting Media and Entertainment?**
Moderated by: *KC Blake*, Director of Business Development, Entertainment Technology Center at University of Southern California
Film: *Josh Feldman*, Producer of Multi format New Media Venture, Playtone
News: *Sean Gallagher*, Managing Online Editor, Los Angeles Times
Music *Joel Flatow*, General Manager, West Coast Operations and Senior Vice President, Artist and Industry Relations for the Recording Industry Association of America (RIAA)
Video Game: *Kathleen A. Milnes*, President and CEO, The Entertainment Economy Institute
- 12:05 – 1:05 p.m.** **Lunch in the Executive Dining Area**
- 1:05-2:05 p.m.** **Studio Tour**
- 2:05-2:15 p.m.** **Break**
- 2:15-3:05 p.m.** **Changing Demands of Leadership in the Entertainment Industry**
Nelson Gayton, Executive Director of the Entertainment Media Management Institute, UCLA Anderson School of Management
- 3:05-4:00p.m.** **Entertainment and Social Change**
Meredith Blake, Founder and CEO, Cause & Affect
- 4 – 4:30 p.m.** **Debrief wrap up and program close**

Next Session: Law & Society – Aug. 13, 2010 – Metro Headquarters, Windsor Room-15th Floor