

# Agenda Report

**Event: 2008 LATV Fest**

**July 30, 2008**

**7:00 am**

**Event**

## **LATVF Registration**

Register for all LATV Fest activities and programs at LATVF Registration

**July 30, 2008**

**8:30 am**

**Digital Day**

## **LATV Fest Digital Day**

The rules, strategies and players in the video content marketplace are constantly changing. Seize this rare opportunity to focus on the authorities, mentors and colleagues, from the U.S. and the world, who share a passion for creating, funding, licensing and delivering video content of any duration, on any subject, for any platform. You'll be able to choose from an array of workshops, panels, and clinics that are intertwined with screenings, showcases and cutting-edge demos. Come to where now meets next and call it a Digital Day.

**July 30, 2008**

**9:00 am**

**Digital Day**

## **Keynote: Follow the Money (or Just How Screwed Are We?)**

Dream big — but with your eyes wide open! Here's the antidote to all those conference speaker who told you to just follow your passion, produce your video and rely on YouTube and MySpace to promote it. "If you build it, they will come," they said. Right. Maybe in your Field of Dreams. There's a reason they call it "viral marketing" and this panel is the cure. Find out what it really takes to launch a profitable TV venture. We'll explain the risks and rewards of popular business models. And in the aftermath of the Writers Strike, we'll take a fresh look at real world revenues and reach of new vs. "old" media.

**Moderators:** Arthur Greenwald, Contributing Editor, TVNewsday

**Panelists:** Kevin Klowden, Managing Economist, Milken Institute  
Tom Smuts, Development Executive, Writer, Internet Entrepreneur,  
Howard Homonoff, Director, Entertainment, Media & Communications Advisory, PricewaterhouseCoopers

**July 30, 2008**

**10:00 am**

**Digital Day**

## **Coffee Break**

## Event: 2008 LATV Fest

Grab a cup o' joe and connect with colleagues and new friends.

**July 30, 2008**

**10:30 am**

**Digital Day**

### **AFI Digital Content Showcase: Steal These Ideas!**

**Produced in association with:** AFI Digital Content Lab

Join the AFI Digital Content Lab for a walk through lessons learned while creating some of the most daring digital concepts of the past decade. The innovations and ideas developed in the lab are for the benefit of the entire television community, so come, learn and steal an idea or two!--

**Moderators:** Lisa Osborne, Supervising Producer, AFI Digital Content Lab

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**10:30 am**

**Digital Day**

### **Machinima: A Revolutionary Content Platform to Incubate New Series**

3D animation created from videogames and virtual worlds has quickly evolved to include all forms of filmed entertainment: episodic series, comedies, dramas, talk-shows, etc., creating a revolutionary platform for compelling new content brands. Machinima is this platform. Professionals are leveraging Machinima to engage the coveted 18-34 demographic, a group which continues to move further away from traditional television sets. It's inexpensive and efficient, an exciting production methodology for developing content without breaking the piggy bank! Check out this panel to learn how to quickly and efficiently bring your concepts to life.

**Speakers:** Allen DeBevoise, Chairman and CEO, Machinima.com  
Felicia Day, Actor, Creator, The Guild  
Douglas Gayeton, Writer/Producer/Director,

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**Digital Day**

### **The Syndicated Video Economy: Expanding Broadband's Reach**

Coined by Will Richmond, the editor and publisher of VideoNuze, the syndicated video economy refers to the idea that in the broadband era video providers are proliferating their content to many distributors, shifting their focus from "aggregating eyeballs" to "accessing eyeballs." This new strategy is a marked contrast with traditional media business models. The syndicated video economy creates a totally new set of business relationships, shifting market positions and negotiating leverage. Moderated by Richmond himself, this panel will explore the changing broadband content value chain, the emerging opportunities and how you can exploit them.

**Moderators:** Will Richmond, Editor/Publisher, VideoNuze

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**Panelists:** Greg Clayman, Executive Vice President, Digital Distribution & Business Development, MTV Networks  
Jonathan Leess, President & General Manager, Digital Media Group, CBS Television Stations  
Brian Shin, Founder and CEO, Visible Measures  
John Fitzpatrick, Director of Business Development, Blip.tv

**July 30, 2008**

**11:45 am**

**Digital Briefings**

**Briefing: TDVision: The Future in 3-D**

**Sponsors:** TDVision Systems

Ethan D. Schur will showcase the future of digital stereoscopic 3D in the home. With compatible HD 3D the user can now decide how to watch broadcasts: in 2D, or in 3D on multiple 3D display devices. 3D movies make money 3 to 1 in the box office and it's now time to take this immersive experience to the living room.

Hear about the latest developments in this exciting field and learn about the opportunities for program executives to capitalize on the growing consumer market for HD 3D.

**Presenters:** Ethan Schur, Director of Product Marketing, TDVision Systems

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**11:45 am**

**Digital Day**

**Crowdsourcing: The Killer Development Tool**

**Produced in association with:** Cynopsis Digital

There was a time when every piece of creative content consumed over television was carefully incubated and designed at the budget of a small war. While much remains the same, the times, they are a-changing. Taking a page from gaming and software development worlds, video content creators are discovering the power of community. Web 2.0 technologies now enable creators to take a job traditionally performed by a designated agent and outsource it to an undefined, generally large group of people in the form of an open call. Done right, it is much less costly and can be more effective. Join this panel of industry experts as they discuss implementing this cutting edge development tool.

**Moderators:** Wayne Karrfalt, Writer and Editor, Cynopsis: Digital

**Panelists:** Melanie Hall, Chief Operating Officer, Quarterlife  
Eyal Hertzog, Founder and Chief Creative Officer, Metacafe  
Justin Cooper, Co-Founder & Chief Innovation + Marketing Officer, Passenger  
Kevin Chou, CEO, Watercooler Inc.

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**11:45 am**

**Digital Day**

**Developing Original Content for the Web**

## Event: 2008 LATV Fest

There is an evolution occurring in the online-video landscape. Yesterday, ingrained consumer habits, weak advertiser interest, subpar production quality and lack of promotional muscle were hurdles for online-only content. Today however, online video-watching has surged, driven by a flood of new content. Advertising is exploding, held back only by the lack of shows around which to advertise -- something more Web-only series can help solve. From Youtube to Yahoo!, there can be fewer restrictions, less red tape and a substantial bottom-line for you, the creator. So, why go multiplatform when creating for the web is where it's at.

**Moderators:** Greg Baumann, Editor, TelevisionWeek

**Panelists:** Jordan Hoffner, Director of Content Partnerships, YouTube  
Max Benator, Head of Digital Media, RDF USA  
Kristin Rolla, Director of Content, AOL Television and Moviefone.com  
Darren Chuckry, COO, Bennett Group/MEN7

**July 30, 2008**

**11:45 am**

**Digital Day**

### **Digital Briefing: Key Trends & Opportunities in Online Video Search**

With the boom of Internet video, never before have there been so many opportunities to get content in front of a large audience. And the sheer volume of content is flooding cyberspace with all kinds of video. How can content owners ensure their video is being seen and how can website owners utilize these new technologies to increase traffic and monetization? Chase Norlin, CEO of Pixsy, will answer these questions by breaking down the principles and mechanics of video search. Pixsy is the leading B2B provider of private label video search on the Internet.

**Presenters:** Chase Norlin, CEO, Pixsy

**July 30, 2008**

**11:45 am**

**Digital Day**

### **Solutions that Power the Future of Entertainment: Adobe Intensive Workshop**

**Sponsors:** Adobe

**Produced in association with:** Adobe

Learn about how Adobe powers the future of entertainment with end-to-end solutions spanning content creation, distribution, and playback for media and advertising. We'll demonstrate how companies like CondeNet and Universal Music Group are extending the reach of their video assets while controlling the quality of their content and monetizing through advertising; how MySpace used live streaming video to broadcast their Operation MySpace concert for an engaging, interactive experience; and Nickelodeon keeps kids engaged on the desktop and with their website.

We'll raffle a copy of Adobe Production Premium CS3 software so bring your business card to enter!

Seats available on a first come, first served basis. Advance sign up recommended. Additional seats may be available on site. Check with session staff for availability.

**Speakers:** Deeje Cooley, Senior Evangelist, Dynamic Media Organization, Adobe Systems, Inc.

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**12:15 pm**

**Digital Briefings**

**Briefing: Tapeless Acquisition with Panasonic**

**Sponsors:** Panasonic

Learn why Panasonic's Cinema HD cameras have the golden touch with formidable successes in independent films, national TV shows, feature films, wildlife documentaries and commercials. Panasonic HD cameras offer stunning 24p Master-quality recording with AVC-Intra, the industry's most advanced compression. A super-fast, reliable file-based workflow; compatibility with the industry's leading NLE systems; and instant access to content on-set are a few of their astounding benefits. And they're fully backed by a five-year warranty, the industry's best. Do more than survive in Hollywood, thrive with Panasonic solid-state Cinema HD cameras.

**Speakers:** Russell Walker, Director, Production and Post Solutions, Panasonic Broadcast & Television Systems

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**12:45 pm**

**Event**

**Digital Day Luncheon**

**July 30, 2008**

**2:15 pm**

**Digital Day**

**MEF Mobile Intensive**

**Produced in association with:** Mobile Entertainment Forum

The Mobile Entertainment Forum presents the MEF Mobile Intensive. Designed specifically for those new to mobile, MEF presents an overview of the platform's capabilities and opportunities over a series of presentations. Topics such as Networks and Handsets, Mobile Media Overview, Business Models, Marketing and Advertising, and Mobile Video are defined and discussed at the executive level with the content owner and artist representative in mind. Each presentation is 30 minutes in length and is accompanied by a take-home written tutorial. Attendees will walk away with a strong understanding of the state of mobile media and how to extend their brand to the mobile platform.

**Hosts:** Karen Allen, General Manager, Mobile Entertainment Forum

**Speakers:** Frank Chindamo, President/Chief Creative Officer, Fun Little Movies  
Scott Ruston, Consultant, UCLA Media Studies

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**2:15 pm**

**Digital Day**

**MEF Tutorial: Mobile Handsets and Networks**

**Produced in association with:** Mobile Entertainment Forum

Mobile handsets and networks are the building blocks upon which mobile entertainment is created, delivered and enjoyed. What are today's platforms capable of and what lies ahead for the future? What kind of infrastructure is being built to support the next generation of networks and handheld devices? Geek out with us and learn about the basics of the mobile platform.

**Hosts:** Karen Allen, General Manager, Mobile Entertainment Forum

**Speakers:** Frank Chindamo, President/Chief Creative Officer, Fun Little Movies  
Scott Ruston, Consultant, UCLA Media Studies

**July 30, 2008**

**2:15 pm**

**Digital Day**

**Online Video: Where's the \$\$\$?!**

With online content's ability to reach broader audiences at minimal costs, entirely new business models have emerged, entirely dependent on the technology. This session will address the various aspects of the online business purpose, offerings, strategies, infrastructure, trading practices and operational processes and policies; how are they different from traditional content business models; and, why the models work.

**Moderators:** Andrew Wallenstein, Deputy Editor, The Hollywood Reporter

**Panelists:** Peter Hoskins, CEO, ManiaTV Network  
Sarah Szalavitz, Co-Founder, 7 Robot  
Ryan Magnussen, Founder and CEO, Ripe Digital (RD)  
Joel Wright, Vice President of Interactive Media, Paradigm Talent Agency  
Kim Evey, Producer/Actress, Gorgeous Tiny Chicken Machine Show

**July 30, 2008**

**2:15 pm**

**Digital Day**

**Social Media: Strategies in Content and Commerce**

**Produced in association with:** Broadcasting & Cable

Facebook. MySpace. YouTube. Second Life. These are just a few of the many social media applications popular today. While the value of social media for show creators is becoming clearer, finding the right plan of attack for your brand is not always as clear. This session will give you effective examples and ideas you can leverage for your current or next project. Hear directly from the world's most innovative social media experts on how they are using social media to connect with consumers in new ways.

**Moderators:** Ben Grossman, Editor, Broadcasting & Cable

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**Panelists:** Erik Flannigan, Executive Vice President, Digital Media, MTV Networks Entertainment Group  
Dick Glover, President and CEO, Or Die Networks and Funny Or Die  
Danny Kastner, CEO and Founder, FanRocket  
Stephen Andrade, Senior Vice President of Digital Development and General Manager, NBC.com

**July 30, 2008**

**2:15 pm**

**Digital Day**

**The Next Frontier: Alternate Reality Games and New Adventures in Storytelling**

**Produced in association with:** Academy of Television Arts & Sciences

Alternate reality games allow the audience to interact with characters and each other in worlds where fiction fuses with reality. Now, both story and audience evolve together. Fast becoming a genre unto itself, cross media production demands new shot callers. What are the roles of executive producers of cross-media? How does technology, distribution, content and social behavior dictate development? And how can you monetize this new genre? Join our panel of leading executives and producers who've taken the plunge as they walk you through this brave new world.

**Moderators:** Brian Seth Hurst, CEO, The Opportunity Management Company, Second Vice Chair, Academy of Television Arts & Sciences

**Panelists:** Patrick Crowe, President, Xenophile Media, Inc.  
Nuno Bernardo, General Manager, beActive  
Christopher Sandberg, CEO and Founder, The company P  
John Couch, VP, Entertainment & Creative Media Strategy, Digital Kitchen  
Matt Wolf, Founder, Double Twenty Productions  
Jan Libby, Storyworld Creator and Puppetmaster, Vodville, Inc.  
Tim Kring, Executive Producer/Creator, Heroes

**July 30, 2008**

**2:45 pm**

**Digital Day**

**MEF Tutorial: Mobile Media Overview**

**Produced in association with:** Mobile Entertainment Forum

Mobile Internet, WAP, MMS, SMS, PSMS, audio, video, games, personalization and participation TV - consumers have an ever-increasing variety of media options available through their phones. This tutorial provides an overview of each and context for each type.

**Hosts:** Karen Allen, General Manager, Mobile Entertainment Forum

**Speakers:** Frank Chindamo, President/Chief Creative Officer, Fun Little Movies  
Scott Ruston, Consultant, UCLA Media Studies

**July 30, 2008**

**3:30 pm**

**Digital Day**

**Interactive Content: Engaging & Monetizing Your Audience**

## Event: 2008 LATV Fest

When it comes to innovation, interactive content has the ability to engage audiences with the real-time interactivity that the medium allows. However, this interactivity can take many forms, from comments to multimedia engagement. How can you best engage your audience? More importantly, once you decide how to best capture your consumer, what is the optimal method of monetization? This session will address these questions, laying out best practices for the interactive content creator.

**Moderators:** Lori H. Schwartz, Senior Vice President, Director of the Emerging Media Lab, Interpublic Emerging Media

**Panelists:** Rich Begert, President and CEO, SinglePoint  
Joe Marchese, President, SocialVibe  
Margo Selby, Business Development Director, 60Frames Entertainment  
Court Shannon, Advertising Rep, West Coast, TiVo, Inc.

**July 30, 2008**

**3:30 pm**

**Digital Day**

**MEF Tutorial: Business Models**

**Produced in association with:** Mobile Entertainment Forum

Where's the money?? This tutorial explores the business model options for content owners and aggregators. We'll look at what it means to be on-deck vs. off-deck, how content is monetized on the mobile platform and some basic terms of licensing.

**Hosts:** Karen Allen, General Manager, Mobile Entertainment Forum

**Speakers:** Frank Chindamo, President/Chief Creative Officer, Fun Little Movies  
Scott Ruston, Consultant, UCLA Media Studies

**July 30, 2008**

**3:30 pm**

**Digital Day**

**Online Revolution: The Future of Content Development and Creative Control**

Move over traditional user-generated content. These days the successful web series is a slickly produced, online masterpiece, drawing millions of viewers and creating watercooler moments typically associated with television. The rise in the popularity of the Internet and improvements in streaming video technology mean that producing and distributing a web series is relatively cheap by traditional standards and allows producers to reach a potentially global audience who can access the shows 24 hours a day. Join us and the online revolution as we discuss bypassing the studio system and taking part in the new media movement.

**Moderators:** Hayden Black, Creator/Writer/Exec Producer, Goodnight Burbank

**Panelists:** Aaron Mendelsohn, Partner, Chief Creative Officer, Virtual Artists, Inc.  
David Straus, Chief Executive Officer and Co-Founder, Withoutabox, Inc.  
Amber J. Lawson, Executive Producer/Head of Comedy, ManiaTV Network

**Event: 2008 LATV Fest**

**July 30, 2008**

**4:00 pm**

**Digital Day**

**MEF Tutorial: Marketing & Advertising**

**Produced in association with:** Mobile Entertainment Forum

Mobile marketing and advertising combines the wide reach of television with the precision of direct marketing and the tracking potential of the Internet. SMS, and more recently MMS, have fostered huge followings of engaged and enthusiastic consumers, a marketer's dream. Sit in on this tutorial for an overview of mobile marketing basics and best practices.

**Hosts:** Karen Allen, General Manager, Mobile Entertainment Forum

**Speakers:** Frank Chindamo, President/Chief Creative Officer, Fun Little Movies  
Scott Ruston, Consultant, UCLA Media Studies

**July 30, 2008**

**4:20 pm**

**Digital Day**

**Coffee Break**

Grab a cup o' joe and connect with colleagues and new friends.

**July 30, 2008**

**4:30 pm**

**Industry Insight**

**Career Workshop: Navigating the Hollywood Maze**

Are you frustrated in your attempts to get into the television industry and rise to the top? Do you want to learn the most effective path to have a successful career in television? Interested in being a studio executive, network executive, producer, writer, director, or agent for television? This challenging, yet valuable workshop features a straightforward, no holds barred curriculum designed to help you advance more quickly to the top. Join industry vet Zig Gauthier as he shares how to get ahead in a competitive industry, clears up some popular myths and perceptions of the biz, and shows you how in Hollywood, you can make your own luck. If you have your eye on the corner suite or running the latest hit show on the lot and are currently schlepping coffee or seeking entry level employment or internships in entertainment, don't miss this eye-opening seminar.

**Speakers:** Zig Gauthier, President, Red Varden Studios, Founder, Hollywood Mentorship Program.org

**Event: 2008 LATV Fest**

**July 30, 2008**

**4:45 pm**

**Digital Day**

**MEF Tutorial: Mobile Video**

**Produced in association with:** Mobile Entertainment Forum

Mobile Video is the least utilized but fastest growing segment of entertainment on mobile phones. With the increasing speed of networks and larger screens on phones, mobile video is poised to be a true contender to television. Find out which formats and types of content are breaking through the early promise of this platform and how to produce content for mobile viewers.

**Hosts:** Karen Allen, General Manager, Mobile Entertainment Forum

**Speakers:** Frank Chindamo, President/Chief Creative Officer, Fun Little Movies  
Scott Ruston, Consultant, UCLA Media Studies

**July 30, 2008**

**5:00 pm**

**Digital Day**

**Gossip Girl 360: Anatomy of an Online Success Story**

Not the first show to find online success, Gossip Girl is the first show to have primarily succeeded on the internet. With the combination of the premise, the viewers' age and the technology, Gossip Girl has taken on a cyber life of its own. Not only do fans watch the show on their computers, but they post sightings of the actors and exchange rumors on blogs and even play Gossip Girl's Upper East Side on Second Life. It's not appointment television; it's a 24-hour conversation. We are all Gossip Girl! This session discusses how the whole experience happened sans television.

**Moderators:** Sibyl Goldman, General Manager, Yahoo! Entertainment

**Panelists:** Thom Sherman, Executive Vice-President, Drama Series Development, The CW Network  
Bob Levy, EVP of Film and Television Development and Production, Alloy Entertainment  
Hiram Norman, Vice President, New Media Production & Design, Warner Bros. Worldwide Television Marketing  
Joshua Safran, Co-Executive Producer/Writer, Gossip Girl  
John Stephens, Co-Executive Producer/Writer, Gossip Girl

**July 30, 2008**

**6:00 pm**

**Parties**

**Digital Day Cocktail Reception**

**Sponsors:** Yahoo! Media Group

Worn out from an entire day of digital learning? Wish you could make inappropriate Hulu jokes with just a hint of slurred speech? Well, we have just the solution for you. Attend your choice of Digital Day sessions during the day, then grab a cocktail and schmooze with colleagues and new friends. Share and compare notes, make new impressions and maybe even exchange...email addresses.

**Event: 2008 LATV Fest**

**July 30, 2008**

**7:30 pm**

**LATV Fest at Night**

**Evening Screenings + Chat: Dissecting the Short Form Hits**

**Sponsors:** Stun Creative  
The Sam Glick Company LLC

Creators of slickly produced, short form content, are generating the kind of industry buzz once reserved for the producers and writers of primetime network content. But, what makes a short form piece a hit? How do you take it from vain Youtube fodder to a money-making piece of your creative portfolio? Moderated by Daisy Whitney of New Media Minute and featuring the creators of The Writer's Room, join us as we deconstruct the hits and show you how to effectively compete in the short-form arena. We will also screen various professionally produced short form hits.

**Hosts:** Daisy Whitney, New Media Reporter, TelevisionWeek

**Speakers:** Mark Feldstein, Co-President & Creative Partner, Stun Creative  
Brad Roth, Co-President & Creative Partner, Stun Creative  
Douglas Cheney, Creator & Executive Producer, Big Fantastic  
Ryan Wise, Creator & Executive Producer, Big Fantastic  
Yuri Baranovsky, Co-Creator/Co-Writer/Producer, Break a Leg  
Vlad Baranovsky, Co-Creator/Co-Writer/Producer, Break a Leg  
Sarah Lane, Director of Production, Revision3, Host, popSiren

**July 31, 2008**

**8:45 am**

**LATV Festival**

**CIF: State of the Industry Keynote**

**Sponsors:** SNL Kagan

Have you been reading US Weekly when you should have been reading the trades? Jaded by television since the writers strike? Scared to get attached to programming because maybe there will be an actors strike? If you're counting the industry out, this is the session that will make you count it back in. Yes, technology is always changing, and major players merge and split. But, two things will always remain the same: Content is King, and great production is paramount.

Worldwide Head of non-scripted television at William Morris, John Ferriter kicks off the 2008 Content Industry Forum (formerly Boot Camp) with an industry overview. An important member of the WMA family since 1991, his many clients include Larry King, Ryan Seacrest and Heidi Klum, among others. The many shows he has helped to package include Comedy Central's The Man Show, The Tom Green Show for MTV, On Air with Ryan Seacrest for 20th, Life & Style for Sony, Weakest Link for NBC, The Mole for ABC, Pop Stars and The Blue Collar TV for The WB, The Player for UPN and Project Runway for Bravo, among others. Listen to one of the most influential power brokers in television discuss the content industry, where we are now and where we go from here.

The keynote will be followed by a panel featuring powerhouse showrunners (TBD). There will be moderated questions; however, the panel will take audience questions as well. Join us for this festive kick-off to the Content Industry Forum portion of The LATV Fest!

**Moderators:** Elizabeth Guider, Editor-in-Chief, The Hollywood Reporter

**Speakers:** John Ferriter, Senior Vice President, Worldwide Head of Nonscripted Television, William Morris Agency

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**Panelists:** Philip Gurin, President and CEO, The Gurin Company  
Anthony Eaton, Executive Producer/Director & President, Tall Pony  
Mark Walberg, Host, Moment of Truth

**July 31, 2008**

**9:30 am**

**Workshop**

**Developing Your Own Hit Format**

Talpa Content USA specializes in developing formats that successfully translate across international borders and is backed by John de Mol, creator of such hit shows as Big Brother and Deal or No Deal. Join Stéfanie Gélinas, Managing Director of Talpa Content USA, for this unique roundtable session. She'll show you examples of successful formats and share some brainstorming and development processes to get your creative juices flowing. Best of all, Talpa is looking to partner with you on the next big international format! Don't miss this opportunity to make a connection and learn from the best in the biz.

Seats available on a first come, first served basis. Advance sign up recommended. Additional seats may be available on site. Check with session staff for availability.

**Speakers:** Stefanie Gelinias, Managing Director, Talpa Content USA

**July 31, 2008**

**9:45 am**

**LATV Festival**

**Branded Entertainment: Your Key to Program \$\$\$**

Ever wonder what exactly is in Paula Abdul's Coca-Cola cup or why the Coca-Cola logo is always prominently on display at the judges table? Notwithstanding a few exceptions, television is still very much an ad-supported industry, and product integration and branded entertainment is a major component of that. Just look at what a show like "Sex and the City" can do for the shoe industry. Two words. Manolo Blahnik. Join this panel of branded entertainment firm executives and discover what studios are looking for, what their sweet spots are and how to best work with brands.

**Moderators:** Melissa Grego, Executive Editor, Broadcasting & Cable

**Panelists:** Jak Severson, Managing Partner, Madison Road Entertainment  
Rolfe Auerbach, President, Brand-in Entertainment, LLC  
Douglas Scott, President, OgilvyEntertainment  
Scott Sternberg, Executive Producer, Scott Sternberg Productions

**July 31, 2008**

**9:45 am**

**Chat With**

**Master Class with Dmitry Lipkin and Michael Rosenberg**

**Event: 2008 LATV Fest**

Growing up as a Russian-Jewish immigrant in the South shaped Dmitry Lipkin's concept of American society. Fast forward through college and success as a playwright, he pens his first idea for a television show. Enter Maverick helmer Michael Rosenberg. Now produced by FOX Television Studios in association with Maverick Television, The Riches follows a traveling family of con artists who assume the identity of a well-to-do family after they are accidentally killed. Lipkin and Rosenberg discover they have a knack for dark comedy and create Hung, a new series in development for HBO. This master class explores the journey these creators took to bring their unique stories to life. You don't want to miss this real rags to The Riches story!

**Moderators:** Kris Sofley, Media Analyst/Writer, Bridge Media Communications Group

**Speakers:** Dmitry Lipkin, Creator/Head Writer, The Riches  
Michael Rosenberg, Executive Producer, The Riches, Senior Vice President of Creative Affairs, Blueprint Ent

**July 31, 2008**

**9:45 am**

**Boot Camp****Selling Your TV Show 2008: Cable vs. Broadcast**

Content creation and "the biz" might be a soft, artsy profession to those on the outside, but we know better. We know that at the end of the day, the television industry is a business, a bottom-line, buying and selling sector of the economy. Join us as we get down to the brass tacks of it all. A panel of buyers and show runners reviews the ins and outs of selling your television show in today's climate. This savvy panel will cover sizzle reels, written pitches, treatments, funding pilots and more.

**Moderators:** Eric Schotz, President/CEO, LMNO Productions

**Panelists:** Thom Beers, Chief Executive Officer and Executive Producer, Original Productions  
Arthur Smith, CEO, A. Smith & Co.  
Sharon Levy, Senior Vice President, Alternative Programming, Spike TV  
Jamila Hunter, Senior Vice President, Programming & Development, Alternative & Digital, NBC Entertainment

**July 31, 2008**

**10:35 am**

**LATV Festival****Coffee Break**

Grab a cup o' joe and connect with colleagues and new friends.

**July 31, 2008**

**11:00 am**

**Boot Camp****Anatomy of a Hit**

**Sponsors:** Cable U  
CABLEready Corporation

**Event: 2008 LATV Fest**

**Produced in association with:** Cable U

Crime and investigation programming has been a staple of TV since before there was TV....newspapers, books, movies, radio...you name it, more so than any other genre. This session will break down one of the most successful nonfiction crime series ever....FORENSIC FILES on truTV. Starting on TLC as MEDICAL DETECTIVES, and a major part of Court TV's relaunch last decade. FORENSIC FILES is one of the few series that made a successful transition when Court changed to truTV earlier this year. And taken together, the series will amass more than 350 episodes in 2009, more than any other nonfiction series in cable ever.

We'll meet with the producer, Medstar Television's Paul Dowling, who has EPed the program from day 1. We'll find out how a little company from Allentown, PA made the jump from interstitials to series, and how he's kept the series fresh and relevant for nearly 15 years. Producers and programmers alike will be inspired by one company's success story.

At the session, CableU will launch its "Emerging Producer" NonFiction TV competition. The winner will receive a membership to CableU, the industry's only third-party view of cable programming and strategies, along with a free consultation from sister distribution company, CABLEready, and a potential representation deal. Finalists will pitch their ideas to the CABLEready development team at January's NATPE 2009 in Las Vegas.

Additionally, one lucky session attendee will walk away with a free subscription to CableU, too!

**Moderators:** Gary Lico, President/CEO, CABLEready, Co-Founder & President, CableU

**Speakers:** Paul Dowling, Creator, Executive Producer, Show Runner, Forensic Files

**July 31, 2008**

**11:00 am**

**Business and Industr**

**International Co-Productions: Perils and Possibilities**

Like other industries, successful content is often the result of domestic AND international production. Ever heard of the award-winning miniseries "Rome"? Set in Italy, this HBO-BBC co-production also conducted location work throughout Europe and North Africa. International co-productions open new markets for television programs. Oftentimes, co-productions are a response to budgetary or creative challenges. Join this panel of global media experts as they discuss the benefits and costs of international co-production.

**Moderators:** Pat Quinn, TV Show Packaging and International Co-Productions and Acquisitions, Quinn Media Manager

**Panelists:** Carrie Stein, CEO, Alchemy Television  
John Morayniss, Chairman & CEO, Blueprint Entertainment  
Chris Coelen, CEO, RDF Media USA & Pangea Management Group  
Emiliano Calemzuk, President, Fox Television Studios

**July 31, 2008**

**11:00 am**

**Workshop**

**The Great Leap Forward: Be the Writer You Always Wanted to Be**

## **Event: 2008 LATV Fest**

Are you ready to take your writing to the next level? Then join John Vorhaus for an electrifying dose of “rules, tools, and a good, swift kick in the motivation.” Learn the secret of the transformational story, the dynamic relationship between story and theme, why characters must suffer, how to relish conflict, how to have a happy and productive writer’s life, how to defeat writer’s block – even how to read minds. “Success,” it is said, “is enjoying your days.” If you want to enjoy your writing days much more, this is one workshop you will not want to miss.

Seats available on a first come, first served basis. Advance sign up recommended. Additional seats may be available on site. Check with session staff for availability.

**Presenters:** John Vorhaus, Film & TV Writer/International Consultant, Vorza

**July 31, 2008**

**11:00 am**

**Business and Industr**

**Think Like a Marketer, Succeed as a Producer**

**Produced in association with:** Promax & BDA

In today’s fast-paced, multi-level content business, everyone — developers, producers and programmers—has a stake in the success of a television program. More than ever, that success depends on marketing. In this vital session, produced by Promax|BDA, you’ll receive insights and tools from top industry executives on how to think like a marketer and assure your show’s success.

**Moderators:** Jonathan Block-Verk, President, Promax/BDA

**Panelists:** Faye Walker, Senior Vice President, Worldwide Television Marketing, Metro-Goldwyn-Mayer Studios Inc.  
Michael Benson, EVP, Marketing, Advertising & Promotion, ABC Entertainment  
Dave Martin, Director, Interactive Media, Ignited LLC

**July 31, 2008**

**12:15 pm**

**Business and Industr**

**Business Mastery and the Art of Negotiation**

**Produced in association with:** Really Useful Information  
USC Marshall School of Business

Every producer dreams of Seth MacFarlane’s \$100 million deal with Fox when he or she enters negotiations with a studio or network. Then reality sets in. When negotiating from a position of relative weakness, it’s your negotiating skill that gets you the best possible deal, not your leverage.

In this one hour seminar, Professor James Owens of USC’s Marshall School of Business and Justin Connolly, former CAA agent and RUI consultant, discuss proven techniques for getting what you need, and a framework to decide when to walk away and when to say yes.

**Speakers:** James Owens, Assistant Professor in the Center of Management Communication, USC Marshall School of Business  
Justin Connolly, Consultant and Former CAA agent, Really Useful Information, Inc. (RUI)

**Event: 2008 LATV Fest**

**July 31, 2008**

**12:15 pm**

**LATV Festival**

**Inside the Writers Room**

**Produced in association with:** WGA (Writers Guild of America)

They say that what happens in the writer's room stays in the writer's room. Well, not anymore! This panel of veteran writers reveals the inner workings of the writer's room, providing a glimpse of how scripts and storylines are developed and swapping real-life stories of how to survive as a writer in Hollywood.

**Moderators:** Rob Long, Host, Martini Shot, KCRW

**Panelists:** Bernie Ancheta, Writer, MADtv  
Natalie Chaidez, Writer and Co-Executive Producer, Heroes  
Saladin Patterson, Writer/Co-Executive Producer, Psych  
John Crane, Head Writer and Executive Producer, MADtv  
Felicia Henderson, Co-Executive Producer, Fringe

**July 31, 2008**

**12:15 pm**

**Clinics**

**Pitch with a Pro - Short Form**

It takes only seconds to form a snap judgment. Are you prepared to start off on the right foot, immediately hook your buyer and build interest in your project at your next pitch meeting? Professional pitch coach Laurie Scheer will help you refine and hone your pitch in one of several hands-on pitch clinics focusing on the genre of your interest: reality, lifestyle, short-form, sitcom, drama. Laurie Scheer has over 20 years of development experience, having worked as d-girl, producer and network VP at companies such as ABC, MTV, Showtime, Nickelodeon and WE/Cablevision.

Laurie Scheer, Media Consultant/Pitching Coach

Seats available on a first come, first served basis. Advance sign up recommended. Additional seats may be available on site. Check with session staff for availability.

**Speakers:** Laurie Scheer, Media Consultant/Pitching Coach,

**July 31, 2008**

**12:15 pm**

**LATV Festival**

**Why They Rejected It**

Have a killer idea that keeps getting denied? Can't figure out why they aren't chompin' at the bit to greenlight your show? Rejection is part of the business — and sometimes even a grand-slam idea is loved, but still rejected (and for surprising reasons!) But, don't discourage. With a little insight into what goes on behind-the-scenes at networks during the decision-making process, you may be able to address potential problems before you head in for the pitch. Join Bruce David Klein of Atlas Media and his panel of network executives as they provide analysis of actual programs that were rejected and the reasons why. Was it the pitch? Was it the idea? Was it the producer? Or, oops, was it a mistake?

## **Event: 2008 LATV Fest**

**Moderators:** Bruce David Klein, President & Executive Producer, Atlas Media Corporation

**Panelists:** Noel Siegel, Vice President, Production and Development, Fox Reality Channel  
Sarah Weidman, Executive Producer of Development and New Series, Style Network  
Lisa Hackner, Executive Vice President, Creative Affairs, Telepictures Productions  
Brett King, SVP Scripted Programming, BET (Black Entertainment Television)

**July 31, 2008**

**1:15 pm**

**Event**

**Lunch Break**

Take some much needed down time to grab a bite and rest your mind. You're on your own for lunch, so check out some of the quick and easy eateries at Hollywood & Highland: [www.hollywoodandhighland.com](http://www.hollywoodandhighland.com)

**July 31, 2008**

**2:30 pm**

**Business and Industr**

**Building Your Business Team**

An agent, attorney, executive producer and supervising producer enter a bar...Think that's the start of a joke? Think again. Once ruled by television dictators, these days strong business teams reign supreme. They say a team is only as strong as its weakest link. Build a representation team where each member's strengths are highlighted. Join said agent, attorney and producers as they discuss techniques for building strong, successful business teams.

**Moderators:** Randi Siegel, Producer,

**Panelists:** Beth Bohn, President, Beth Bohn Management, Inc.  
Barbara Rubin, Founding Partner, Raskin, Peter, Rubin & Simon

**July 31, 2008**

**2:30 pm**

**Industry Insight**

**Legal Issues Concerning Contestant Selection & Participation in Reality Shows**

Reality is here to stay...and unfortunately, so are the legal issues involved with participants. With regulation created to protect participants over show creators, what can you do to protect yourself? Join our panel of legal eagles and show creators as they discuss everything from the application process, mental and physical exams, and auditions to dealing with the press, responsibilities to participants and tax issues for winners.

**Moderators:** David Albert Pierce, Esq., Managing Member, Pierce Law Group LLP

**Panelists:** Michael Maloy, Co-Executive Producer, Extreme Makeover: The Home Edition  
Harry Gantz, Co-Founder, CrushedPlanet.com  
Joe Love, Director of Broadcast Standards & Practices for Alternative Series, Specials, and Late Night, ABC, Inc.  
Andy Wong, Vice President, Assistant General Counsel, CBS Television

**Event: 2008 LATV Fest**

**July 31, 2008**

**2:30 pm**

**Clinics**

**Pitch with a Pro - Scripted**

It takes only seconds to form a snap judgment. Are you prepared to start off on the right foot, immediately hook your buyer and build interest in your project at your next pitch meeting? Professional pitch coach Laurie Scheer will help you refine and hone your pitch in one of several hands-on pitch clinics focusing on the genre of your interest: reality, lifestyle, short-form, sitcom, drama. Laurie Scheer has over 20 years of development experience, having worked as d-girl, producer and network VP at companies such as ABC, MTV, Showtime, Nickelodeon and WE/Cablevision.

Laurie Scheer, Media Consultant/Pitching Coach

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**Speakers:** Laurie Scheer, Media Consultant/Pitching Coach,

**July 31, 2008**

**2:30 pm**

**LATV Festival**

**X-Box & Safran Q&A: Gaming, TV & Marketing Converge**

**July 31, 2008**

**3:45 pm**

**Workshop**

**Fearless Networking for Creative Professionals**

Back by popular demand, this crash course covers the basics of networking in Hollywood with a focus on how to sell yourself in 60 seconds. Networking maven and veteran TV exec Carole Kirschner guides attendees through a systematic approach to creating your personal "spin."

Seats available on a first come, first served basis. Advance sign up recommended. Additional seats may be available on site. Check with session staff for availability.

**Presenters:** Carole Kirschner, Development Executive/Teacher/Lecturer, Hollywood Game Plan

**July 31, 2008**

**3:45 pm**

**LATV Festival**

**Master Class with Chuck Lorre**

**Event: 2008 LATV Fest**

Ever want to know what makes a genius tick? For the past twenty years, award-winning creator, executive producer and writer Chuck Lorre has conquered the television with hit shows like GRACE UNDER FIRE, DHARMA & GREG, ROSEANNE, and CYBILL as well as the number one comedy on television and three year People's Choice Award winner, TWO AND A HALF MEN and freshman series THE BIG BANG THEORY. Join one of the most creative and successful minds in television as he reveals his unique creative processes and the trade secrets of what it takes to make a hit show.

**Moderators:** Brian Lowry, Media Columnist/Chief TV Critic, Variety

**Speakers:** Chuck Lorre, Co-Creator/EXP, Two and a Half Men and The Big Bang Theory, Chuck Lorre Productions

**July 31, 2008**

**3:45 pm**

**Clinics**

**Pitch with a Pro - Unscripted**

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Laurie Scheer, Media Consultant/Pitching Coach

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**Speakers:** Laurie Scheer, Media Consultant/Pitching Coach,

**July 31, 2008**

**3:45 pm**

**Business and Industr**

**Your Top 10 Workflow Issues with RED's Ted Schilowitz**

Utilized by Peter Jackson, Steven Soderbergh and hundreds of productions following in their footsteps, the Red One camera is revolutionizing the industry. The RED philosophy is a "guerilla" attack by a small group of visionaries, designers and engineers, driven by a passion for the technology, and a desire to change an industry by challenging all of its conventions. The sales model is factory direct, and the marketing is advertising free, depending entirely on word of mouth. Join Red's Ted Schilowitz, the "Leader of the Rebellion," and Plaster City's Chief Knowledge Officer, Michael Cioni, as they count down the top 10 workflow issues and ways to effectively and affordably resolve them.

**Presenters:** Ted Schilowitz, Chief Evangelist, RED Digital Cinema  
Michael Cioni, Chief Knowledge Officer, PlasterCITY Digital Post

**July 31, 2008**

**4:45 pm**

**LATV Festival**

**Coffee Break**

**Event: 2008 LATV Fest**

Grab a cup o' joe and connect with colleagues and new friends.

**July 31, 2008**

**5:15 pm**

**LATV Festival**

**Anatomy of a Live Event: The Business Behind Sports**

**Produced in association with:** FOX Sports Net

Landing a great day job can be creatively stimulating, financially rewarding and potentially could change your life! That is the reality when it comes to the Sports, News and Live Events business. FOX Sports is an industry leader, broadcasting 4500-5000 live events every year. A wide array of opportunities await you. If this exciting world of cutting-edge technology, fast paced production and gripping story telling inspires and intrigues you, come learn from the best in the business as FOX Sports presents "Anatomy of a Live Event: Behind the Business of Sports" at the LA TV Fest 2008.

**Moderators:** David Hill, Chairman & CEO, FOX Sports Television Group

**Panelists:** Brian Wright, Director, Talent Acquisition, FOX Networks Group  
Andrea Berry, Senior Vice President, Broadcast & Field Operations, FOX Network Engineering & Operations  
Don Bui, Producer, MLB, FOX Pregame Shows  
Jonathan X, Director,

**July 31, 2008**

**5:15 pm**

**Workshop**

**Creating Value with a Media Brand**

What is a media brand and why is it so important for a content creator in today's marketplace? It starts with your signature story and its core message. Learn how to create content with a strong hooking interest and a brand promise. There are simple effective ways to extend your media brand across multiple entertainment and media platforms. Join Philippa Burgess, Partner, Creative Convergence, as she shows you how to develop and maximize your media brand.

Seats available on a first come, first served basis. Advance sign up recommended. Additional seats may be available on site. Check with session staff for availability.

**Presenters:** Philippa Burgess, Partner, Creative Convergence

**July 31, 2008**

**5:15 pm**

**Business and Industr**

**Personal Selling and the Art of Persuasion**

**Produced in association with:** USC Marshall School of Business  
Really Useful Information

**Event: 2008 LATV Fest**

Do you want to influence, sell, or persuade others? Get people to say “yes” to you when they have said “no” to hundreds of people before you? Persuasion is indeed an art, but so too is it a very learnable science. In this highly informative, interactive, and results focused session, Dr. Bob McCann will apply the latest findings in persuasion research to teach you how to become a skilled persuader and win when the odds are firmly stacked against you.

Dr. McCann is a professional public speaker and communication consultant, having coached several thousand professionals and students in persuasion, public speaking and the strategic use of communication in business settings.....

**Speakers:** Bob McCann, Ph.D, Associate Professor of Clinical Management Communication, USC Marshall School of B

**July 31, 2008****5:15 pm****LATV Festival****Producer’s Tool Kit: A Knockout Pitch Reel**

Everyone has ideas, concepts, ways they think television can be better. Like college degrees, pitch reels are ubiquitous and, in fact, pretty worthless on their own. In this town, it’s better not to fit in. So, how can you make your pitch reel special? How can you in an abridged amount of time, create an unforgettable moment for yourself and your story? Getting your pitch reel to impact the viewers takes a certain level of skill that CAN BE taught and coached. Join our experts as we break down the basics of creating a winning pitch reel.

**Presenters:** Philip Irven, Vice President, Television Department, Rebel Entertainment Partners

**July 31, 2008****6:00 pm****Parties****Reality Innovator Award Reception**

## **Event: 2008 LATV Fest**

NATPE's Reality Innovator Award was created to recognize outstanding achievement in reality programming. Recipients of the award have showcased extraordinary passion and leadership, leveraging their platform in new and innovative ways not seen before. This year's recipient is American Idol for Idol Gives Back.

American Idol has been a ratings juggernaut since its first season, most recently setting another voting record when 97.5 million votes were cast in its season seven finale. Back when Idol was crowning its first winner, Kelly Clarkson, who would've thought that a show promising the American dream to one would help millions more realize their own dreams through Idol Gives Back? Having aired back in April, Idol Gives Back raised more money in one night than many organizations and companies hope to generate for their philanthropies in one year.

From Reese Witherspoon to Mariah Carey to Robin Williams to Miley Cyrus, Idol Gives Back brought in the celebrities by the dozens—and corporate partners, too. Forest Whitaker paired up with ExxonMobil to highlight Malaria in Africa, American Idol contestants wore Gap's Red Campaign t-shirts, and Apples' iTunes will give all proceeds from Idol Gives Back downloads to the Idol Gives Back Foundation. Other partners included Coca-Cola, AT&T, Allstate, New Corporation and MAC Aids Fund.

Idol Gives Back even crossed the pond. Prime Minister of Great Britain Gordon Brown pledged to donate 20 million mosquito nets to help prevent malaria in Africa, which has an estimated value of \$200 million.

The pairing of celebrities and the corporate community proved successful in raising awareness and money for social enterprise. Last year's show raised \$76 million for the Idol Gives Back Foundation. No doubt that this year's total will surpass expectations.

Join us in celebrating Idol Gives Back. Enjoy cocktails and hors d'oeuvres with friends and colleagues, all to the melodious sounds of Sanjaya.

**Award Recipient:** Nigel Lythgoe, EXP, American Idol / EXP and Judge, So You Think You Can Dance, President, 19 Television

**August 01, 2008**

**9:30 am**

**Event**

**Pitch Pit**

The LATV Fest's Pitch Pit always has something for everyone - participating companies represent multiple genres and formats.

Use your time to pitch your current projects or take advantage of the opportunity to learn more about the network or studio with whom you'd like to work in the future. One-on-one meetings give you face time with players you might not otherwise meet.

Advance sign up for the early bird registrants' guaranteed two Pitch Pit meetings will begin July 9. Other pre-registrants will be able to sign up for one Pitch Pit meeting beginning July 14. Attendees who register after July 27 will receive an appointment time on Thursday, July 31 for Pitch Pit sign up. Please read Pitch Pit Procedures and Sign Up Instructions. And make sure to check out the list of Catchers and the Content They Are Looking For.

**August 01, 2008**

**12:30 pm**

**Event**

**Friday Luncheon**

**August 01, 2008**

**1:30 pm**

**LATV Festival**

**Schmoozefest at LATVF**

**Produced in association with:** IndieProducer

People always say that to be successful in Hollywood you have to network. But if you're new to the business, how do you get started? Don't you wish you could share a casual cup of coffee with a network executive, writer, producer, director or actor and ask them questions about their own journey to the top? Modeled after the successful IndieProducer Schmoozefest, this is a unique networking opportunity for you to meet, mingle and schmooze with literally all kinds of successful industry professionals in a relaxed environment. Come for the java. Stay for the schmooze.

**Speakers:** Karen Kaufman Wilson, Consultant/Creative & Development Executive/Producer,  
Raymond Ricord, Director of Development for Miniseries and Movies, ABC Entertainment and ABC Studios  
Gregg Goldin, Executive, Cartoon Network  
Kevin Beggs, President, Programming and Production, Lionsgate  
Heather Hale, Writer/Producer,  
Chris Denson, Director of Marketing & Events, AFI DCL, AFI Digital Content Lab  
Justin Goldberg, Chairman and Founder, indie911 Networks  
Ken Robinson, Creator/Writer/Executive Producer, E-Ring