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Academy
Foundation

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MEDIA
EDUCATORS
CONFERENCE

CONFERENCE
SCHEDULE &
INFORMATION

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**#TEACHINGTELEVISION
#MEDIAEDUCATORSCONFERENCE23
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**SABAN MEDIA CENTER
5210 LANKERSHIM BLVD.
NORTH HOLLYWOOD, CA**

WEDNESDAY, OCTOBER 25, 2023

<p>9:00AM - 10:00AM</p>	<p>Continental Breakfast Board of Governors Room</p>
<p>10:00AM-10:15AM</p>	<p>Opening Remarks Board of Governors Room Cris Abrego, Chair, Television Academy Foundation and Chairman of the Americas, Banijay, and President and CEO, Endemol Shine Holdings and CEO, Hyphenate Media Group</p>
<p>10:15AM - 11:15AM</p>	<p>The State of The Industry Board of Governors Room This discussion brings together a distinguished panel of experts and analysts who cover the industry to explore the current state of the entertainment industry. This session will delve into the latest developments in the media landscape, including guild contracts and negotiations, contemporary challenges, changing technology such as AI, and what lies ahead for the industry.</p> <ul style="list-style-type: none"> • Moderator: Juan Morales, Vice President, Content and Editor-in-Chief, <i>emmy</i> magazine • Joe Flint, Staff Writer, Wall Street Journal • Mariel Turner, Senior Culture Editor, Shondaland • Brian Lowry, Media Critic, CNN • Andrew Wallenstein, President & Chief Media Analyst, Variety Intelligence Platform • Wendy Lee, Company Town Reporter, Los Angeles Times
<p>11:15AM - 11:30AM</p>	<p>Networking Break</p>

Speaker information available at: [TelevisionAcademy.com/Speakers](https://www.TelevisionAcademy.com/Speakers)

WEDNESDAY, OCTOBER 25, 2023

11:30AM – 12:30PM

A Keynote Discussion between David Eilenberg, Head of Content, Roku Media and Jeff Conway, Senior Contributor, Forbes Hollywood and Entertainment Board of Governors Room

David Eilenberg, Head of Content at Roku Media sits for a moderated discussion on his career journey in the entertainment industry, the changing landscape of media, and his vision for the future of entertainment in a globalized content landscape, where the next breakout hit can come from anywhere.

- **Moderator:** Jeff Conway, Senior Contributor, Forbes Hollywood and Entertainment
- David Eilenberg, Head of Content, Roku Media

12:30PM – 2:00PM

**Lunch
Netflix Lobby**

Grab your lunch and network with media educators from across the nation in our Netflix Lobby

2:00PM – 3:00PM

**A Conversation with Executive Producer, Deborah Pratt
Board of Governors Room**

An accomplished producer, writer, director, and actress, Deborah Pratt is best known for her work on *Quantum Leap*. From voicing Ziggy on the original series and working her way up as an executive producer and writer, to pioneering the successful NBC reboot of the show, hear how Deborah has navigated her career as a multihyphenate and her advice to impart for your students who have similar aspirations.

- **Moderator:** JoAnn Alfano, Executive Vice President, Current Programming, Universal Television
- Deborah Pratt, Executive Producer, *Quantum Leap*

3:00PM – 3:15PM

Networking Break

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WEDNESDAY, OCTOBER 25, 2023

3:15PM - 4:15PM

**The Trials of TV Editing: JURY DUTY
Board of Governors Room**

What unique editing challenges does a show that defies conventional genres pose? *JURY DUTY* chronicles the inner workings of a U.S. jury trial through the eyes of juror Ronald Gladden, a solar contractor who is unaware that his jury duty summons was not official. Join Matt and the talented trio of editors from *Jury Duty*: Emmy®-winning editor Mary DeChambres (*Project Runway*, *American Ninja Warrior*, *The Real World*); Diana Fishman (*Grace and Frankie*, *South Side*) and Adam Lichtenstein (*Key & Peele*, *No Activity*) for a deep dive into the nuances of using reality TV techniques for a sitcom, essential qualities for a great assistant editor, and using fully remote but collaborative editing for a series unlike any in either the unscripted or scripted comedy genres.

- **Moderator:** Matt Feury, Senior Director, Artist Relations, Avid
- Mary DeChambres, ACE, *Jury Duty*
- Diana Fishman, Editor, *Jury Duty*
- Adam Lichtenstein, Editor, *Jury Duty*

4:30PM - 5:30PM

**Welcome Reception
Hall of Fame Garden**

Join us in the Hall of Fame Garden to mix and mingle over appetizers and drinks with Television Academy leadership as well as media educators nationwide.

Speaker information available at: [TelevisionAcademy.com/Speakers](https://www.TelevisionAcademy.com/Speakers)

THURSDAY, OCTOBER 26

8:30AM - 9:30AM

Continental Breakfast
Board of Governors Room

9:30AM - 10:30AM

**The Power of TV:
Exploring TV's Role in Shaping Healthy Masculinity**
Wolf Theatre

Join us for an enlightening panel discussion on the topic of Healthy Masculinity in Television, as panelists explore how television programming has evolved to challenge traditional notions of masculinity and promote positive representations on screen.

Our panel will share personal anecdotes, the impact of complex characters, compelling storylines, and diverse perspectives on viewers' perceptions of masculinity.

From breaking down stereotypes to exploring emotional vulnerability, a pivotal role television has played in redefining and reimagining healthy masculinity, representation, and the exploration of identity, relationships, mental well-being, and personal growth on television.

This panel will celebrate the power of television to shape healthy masculinity and how that is impacting inclusive storytelling.

- **Moderator:** Tarah Malhotra-Feinberg, Senior Vice President and Executive Producer, Man Enough Podcast
- Ted Bunch, Chief Development Officer, A Call to Men
- Gary Barker, President and CEO, Equimundo
- Glen Mazzara, Showrunner
- Matt Walsh, Actor, Writer, Producer

Speaker information available at: [TelevisionAcademy.com/Speakers](https://www.TelevisionAcademy.com/Speakers)

THURSDAY, OCTOBER 26

10:30AM – 11:00AM

Networking Break

11:00AM – 11:45AM

Navigating Unscripted Television: Insights from Industry Leaders Board of Governors Room

Industry leaders pioneering unscripted television as they share their perspectives on the creative, business, and rewarding career opportunities in the genre. Hear insights on fostering innovation while meeting the demands of a dynamic audience, the fine art of crafting authentic narratives, how leaders navigate the challenges of maintaining originality in an increasingly saturated market. Educators will leave this session having gained a comprehensive understanding of the forces shaping the captivating world of unscripted entertainment to create a more comprehensive education experience for students.

- **Moderator:** Nakia Monet, Entertainment Journalist, On-Air Host
- Alisa Sherrod, Executive Producer & Showrunner
- Doron Ofir, President & Founder, Doron Ofir Casting
- Sean Rankine, Executive Producer
- Jill Dickerson, Executive Vice President, Head of Development, 44 Blue

12:15PM – 1:00PM

Lunch & Learn – Creative Jobs of the Future Featuring CVL Economics Board of Governors Room

Alissa Dubetz, Director of Research at CVL Economics, knows the demand for creative talent remains strong and is only projected to grow over the next decade. Understanding of how the changing nature of the entertainment industry requires employers, policymakers, and educational institutions to assess what kind of talent will be needed in emerging areas like VFX, virtual production, and localization.

- Alissa Dubetz, Director, CVL Economics

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THURSDAY, OCTOBER 26

1:00PM – 1:15PM

Networking Break

1:15PM – 2:15PM

At the Frontline of Unscripted Board of Governors Room

Tubi and Vice Media Group talk partnership and creating unscripted narratives with purpose. The panel will bring together the filmmakers behind an upcoming documentary on Ukraine which will showcase never before seen footage and human stories that bring this foreign war right to our doorstep.

- Noah Pollack, Vice President, Unscripted Content, Tubi
- Craig Thomson, Executive Producer, International News, Vice Media Group
- Adam Desiderio, Director/Producer, Vice Media Group
- Ben C. Solomon, Director/Correspondent, Vice Media Group

2:15PM – 2:30PM

Networking Break

2:30PM – 3:30PM

Audience Analytics & Insights Board of Governors Room

With the emergence of Nielsen One and the rise of newer firms specializing in audience measurement, traditional methods of understanding audiences are being reshaped. This session will shed light on the latest trends in audience analytics and explore the direction of the measurement business amidst exciting new innovations such as AI and machine learning. Discover how to empower your students with the knowledge and skills they need to understand the rapidly changing landscape of audience analytics, and how to equip the next generation of media professionals with the skills they need to thrive.

- **Moderator:** Kseniya Ivnitckaya, Senior Manager, Consumer Insights, Dotdash Meredith
- Michael Mulvihill, President, Analytics and Insights, FOX
- Bryan Mu, Senior Vice President, Head of Research & Insights, Studios, NBCUniversal Media
- Laurel Weir, Executive Vice President / Head of Programming and Strategic Insights & Research, Paramount Media Networks & MTV Entertainment Studios, Paramount Global

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THURSDAY, OCTOBER 26

3:30PM – 3:45PM

Networking Break

3:45PM – 4:45PM

The Art of the Pitch: Bringing Concepts to Life with Canva Board of Governors Room

Unlock the power of creativity and communication in the world of media and entertainment with our engaging fireside chat and live demo featuring Michael Rucker and Kate Marsden on The Art of the Pitch. In partnership with SeriesFest and Canva, this session is designed to equip media educators with innovative tools and techniques for teaching students the art of pitching their creative ideas effectively. In today's media landscape, a compelling pitch is often the key to turning a concept into a captivating reality. Whether it's a TV show concept, a film project, or a digital content idea, the ability to present your vision persuasively is essential. Canva, a leading design platform, offers user-friendly and versatile templates that empowers both students and educators to elevate their pitch materials.

- **Moderator:** Randi Kleiner, Chief Executive Officer, SeriesFest
- Michael Rucker, Executive Producer/Director
- Kate Marsden, Head of Global Partnerships, Canva

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FRIDAY OCTOBER 27

8:30AM – 9:30AM

Continental Breakfast
Board of Governors Room

9:30AM – 10:30AM

**Preserving TV History:
Exploring the TV Academy Foundation’s Archive**
Board of Governors Room

This session delves into the Television Academy Foundation’s prestigious archive, *The Interviews: An Oral History of Television*. This unique resource offers a treasure trove of first-hand accounts, and insights, from legendary figures in the television industry. Discover the rich history of television through these oral histories and learn how to leverage this invaluable resource as a powerful teaching tool in your media education curriculum.

- **Moderator:** Ivana Kirkbride, Media & Technology Executive, Television Academy Foundation Board Director
- Jenni Matz, Director, *The Interviews*, Television Academy Foundation
- Megan Chao, Vice President, Development & Programming, Birman Productions, TVA Governor, USC Annenberg Faculty
- Susan Moore, Senior Supervising Producer, *Access Hollywood*
- Greg Hernandez, Writer/Editor

10:30am – 10:45am

Networking Break

10:45am – 11:45am

Masterclass: Directing for TV
Board of Governors Room

Directors Rachel Raimist (*Queen Sugar, The Sex Lives of College Girls, Queens, The Big Leap*) and Morenike Joela Evans (*Act Your Age, Family Reunion, Secrets of Sulphur Springs, Quantum Leap*) share insights in the landscape of television and the process of directing an episode for a television series, the differences between single and multi-camera direction, and tricks to help your students find success in episodic direction and getting hired.

- Dr. Rachel Raimist, Director
- Morenike Joela Evans, Episodic Director

Speaker information available at: [TelevisionAcademy.com/Speakers](https://www.televisionacademy.com/speakers)

FRIDAY OCTOBER 27

11:45AM - 12:00PM

Closing Remarks

Board of Governors Room

- Jodi Delaney, Executive Director, Television Academy Foundation

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