

## WELCOME TO THE SPRING 2005 COLUMBIA MEDIA PROGRAM E-NEWSLETTER

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### MEDIA PROGRAM GAINS MOMENTUM...

#### *Leo Hindery Becomes Exec-in-Residence*

Leo J. Hindery, Jr. has spent his career in media management. He is the former CEO of AT&T Broadband, former President of Tele-Communications, Inc. and was most recently Chairman of the YES Network. He is currently the Chairman of Intermedia Partners. The Media Program and MMA, as well as the Business School as a whole, are proud to have him aboard as part of the Executives-In-Residence Program. Since coming on-board, Mr. Hindery has been extremely active at the school having spoken for the MMA, participated in a number of media classes and provided group and student counseling. Hindery is scheduled to be a keynote speaker at the upcoming MBA Media and Entertainment conference.



## LEADERS ON CAMPUS...

### *The New Face of AOL*

Jon Miller, the new CEO of AOL, spoke on September 23<sup>rd</sup> to a packed room of students eager to hear his story and plans for the future of his company. He spoke first of his initial struggles to gain the confidence and trust of the wary Time Warner holdover, then addressed his controversial decision to remove the 'AOL' from the overall company moniker. After outlining how AOL got from 'there to here,' he outlined his plans to turn the predominantly subscription service into a robust internet brand that would function as an online home. He made it clear that as long as dial-up service declined at a slower rate than the other business units were advancing, AOL would be (and is) just fine, thank you very much. With Miller at the helm, the ship appears to be on the righted.



## RECENT SPEAKERS AND EVENTS OF NOTE...

- **Edgar Bronfman Jr.**, CEO and Chairman of Warner Music
- **Cathie Black**, President, Hearst Magazines
- **Jonathan Grayer**, Chairman & CEO of Kaplan
- **Robert Bakish '89**, Executive VP of Operations, Viacom & former COO of MTV
- **Rieva Lesonsky**, Senior Vice President and Editorial Director of Entrepreneur Media Inc
- **Dustin Thomason '03**, Author of The Rule of Four
- **Helen Gurley Brown**, Editor-in-Chief of Cosmopolitan
- **The MMA'S "Journalism's Take on The Media Industry" panel included:**
  - **Michael Wolff** of Vanity Fair
  - **Geraldine Fabrikant** of The New York Times
  - **Tim Arango** of The New York Post and
  - **David Lieberman** of USA Today

The event was moderated by Jonathon Knee, Director of the Media Program

## CURRICULUM SPOTLIGHT...

### *Greenwald Recovered and Better Than Ever*

Professor Bruce Greenwald fully recovered from a broken leg, taught the Strategic Management of Media once again this Fall. The course remains one of the most popular since its introduction last year, reflecting the ever increasing interest in media among the student body. One of the highlights of the course is the frequent guest appearances by media industry luminaries. This semester's guest speakers included: Ron Meyer (Universal Studios), Devin Wennig (Reuters), Doug Morris (Universal Music Group), Bonnie Hammer (USA Networks), and Shari Redstone (Viacom).



Once again, helping Professor Greenwald's teach the course was his

'teaching team' of: Phyllis Grann (Senior Editor, Random House), Jonathan Knee (Director of the Media Program), Ava Seave (Principal, Quantum Media) and Erin Bellissimo (director, Heilbrunn Center for Graham & Dodd Investing).

### ***Columbia Business School Relaunches the Media Program***

Professor Jonathan Knee has been appointed the new Director of the Media Program. He has undertaken a number of new initiatives, including the redesign of the Media Concentration, that will be discussed in future issues. Professor Knee is particularly focused on fostering a closer ongoing relationship among the business school, the media industry and the CBS media alumni network



Professor Knee serves as director of the Media Program in close consultation with the Media Program Faculty Advisory Committee. Knee teaches a course in Media Mergers and Acquisitions and co-teaches Strategic Management of Media with Professor Bruce Greenwald. In addition to managing the Media Program curriculum, Professor Knee works closely with students and provides valuable leadership and industry insight. His articles on the media industry are regularly published in the Wall Street Journal, New York Times, New York Observer, Columbia Journalism Review and Regulation.

Knee is a Senior Managing Director at Evercore Partner prior to which he was a Managing Director and Co-head of Morgan Stanley's Media Group.

### **COMING ATTRACTIONS...**

#### ***Columbia Business School to Host the 4th Annual MBA Media & Entertainment Conference Feb. 11, 2005***

The MBA Media & Entertainment Conference brings together the nation's top MBA students with industry leaders from media, entertainment and related companies. The purpose is to foster informative dialogue about, and enhance networking within, the film, music, broadcast and cable television, sports and publishing industries. The MBA MEC was founded and continues to be organized by five top business schools - Columbia Business School, Duke University's Fuqua School of Business, MIT's Sloan School of Management, NYU's Stern School of Business, and the University of Pennsylvania's Wharton School. Attendees of the conference are drawn from both the founding schools and twenty-seven other participating business schools from around the world. This year's scheduled keynotes are Don Logan of Time Warner, Mike Fricklas of Viacom and Leo Hindery. For more information, check [www.mbamec.com](http://www.mbamec.com).

#### ***Media Alumni Association***

The New York chapter of the CBS Alumni Association has established a Media and Entertainment committee. Sanjay Sanghoo chairs the committee and they can be contacted at: [media@CBSACNY.org](mailto:media@CBSACNY.org). We will highlight events and activities of the committee in future

issues.

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*Upcoming MMA Sponsored Speakers*

*Feb. 10<sup>th</sup> @ 1:30 p.m.*

**Mark Jung** –  
CEO, IGN Entertainment

*Feb. 11<sup>th</sup> – All day*

**Media and Entertainment (MEC) Conference**

*Feb. 22<sup>nd</sup> @ 6:00 p.m.*

**Maria Bartiromo** –  
CNBC, Wall Street Report

*Feb. 24<sup>th</sup> @ 1:30 p.m.*

**Scott Marden** –  
President, McGraw Media and Information

*Mar. 17<sup>th</sup> @ 1:30 p.m.*

**Larry Aidem**  
President, Sundance Channel

*Mar 22<sup>nd</sup> @ TBD*

**James Schamus**  
CEO, Focus Features

*Mar. 24<sup>th</sup> @*

Business Development Panel –  
**Joe Ianello**, Viacom & **Chris Barry**, Sundance

*Mar. 29<sup>th</sup> @ 1:30 p.m.*

**Robert Callahan** (CEO) & **Bart Catalane** (CFO) –  
Ziff Davis Media

- **The Columbia Institute for Tele-Information (CITI) organizes a number of media panels and events, in addition to the events sponsored by the MMA.** To learn more

about CITI and their research, go to: [www.citi.columbia.edu](http://www.citi.columbia.edu)

#### CONTACT...

- We hope you have enjoyed the Media Program's Alumni Newsletter. To unsubscribe, please send an e-mail to [unsubscribe\\_MMA@bettyblue.gsb.columbia.edu](mailto:unsubscribe_MMA@bettyblue.gsb.columbia.edu) with the word "UNSUBSCRIBE" in the subject line.
- If you received this e-mail from a friend or colleague and would like to subscribe, please e-mail [subscribe\\_MMA@bettyblue.gsb.columbia.edu](mailto:subscribe_MMA@bettyblue.gsb.columbia.edu) with the word "SUBSCRIBE" in the subject line
- To update your contact information, find out about MMA Alumni events, participate in an on-campus panel, and more, please e-mail: [alumni\\_MMA@bettyblue.gsb.columbia.edu](mailto:alumni_MMA@bettyblue.gsb.columbia.edu)
- If you are interested in accessing the MMA's online resume book, go to:  
[www.columbiamma.org](http://www.columbiamma.org)  
Username: mmaresume  
Password: mma#access
- If you have any questions for the officers of the MMA, please go to the following URL:  
<http://www.gsb.columbia.edu/students/organizations/mma/officers.htm>
- If you have any questions about the Media Program, please go to the following URL:  
<http://www0.gsb.columbia.edu/media/>

#### ABOUT US...

The Media Program Newsletter is prepared by the Media Program in conjunction with the MMA.

The Media Program provides Columbia Business School students with the opportunity to fully explore all aspects of this exciting and fast-changing segment of the economy.