

WELCOME TO THE SPRING 2005 COLUMBIA MEDIA PROGRAM E-NEWSLETTER

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MEDIA PROGRAM UPDATE...

MEDIA PROGRAM GAINS MOMENTUM...

Columbia Business School Media Forum Established

Building on Dean Hubbard's commitment to make the work of the Business School more relevant to the business community, the Media Program has established the Columbia Media Forum. By providing a close link between the business school and the media industry, the Media Forum seeks to ensure a continuous flow of people and ideas between their respective communities. The Media Forum will provide a venue for thought leaders in the media industry to share ideas and best practices and ensure that the latest thinking from academia is reflected in this dialogue. Fifteen companies have already committed to becoming inaugural members of the Media Forum, which will supply a permanent source of funding for the

Media Program. Forum Members reflect all segments of the media industry and include Dow Jones, MediaCom, Moody's, News Corp., the New York Times, Primedia, Reuters, Viacom and Warner Music Group. The first Media Forum session will occur this summer and an update and final list of participants will be included in the next Media Program newsletter.

RECENT SPEAKERS AND EVENTS OF NOTE...

Columbia Hosts 4th Annual MBA Media & Entertainment Conference

On February 11th, 2005 the Columbia Business School hosted leaders of the global media industry, as well as students from over 30 business schools, to campus for The Media and Entertainment Conference 2005. The conference had a number of goals, including updating the involved community on the current media landscape, and outlining the opportunities for MBAs in the Media world.

This marked the first time the conference had been held at Columbia, and things went extremely well. Kudos to all involved; the day provided an excellent education for any business school student looking to get into media, and a great forum to meet others of like mind from around the globe. Notable speakers included Michael Wolf (Director and Leader of the Media Practice at McKinsey and Co.), Don Logan (Chairman of Time Warner's Media and Communications Group), Leo Hindery (Chairman of InterMedia Advisors, former Chairman of YES Network, and Columbia Business School executive-in-residence), and Mike Fricklas (Executive Vice President and General Counsel of Viacom, Inc.)



*Keynote Speaker:
Don Logan – Chairman of
Time Warner's Media and
Communications Group*

Click [here](#) for a link to the MBAMEC Conference website

Recent Speakers

- **Mark Jung** – CEO, IGN Entertainment
 - **Maria Bartiromo** – CNBC Co-Ancor, Wall Street Report
 - **Scott Marden** – President, McGraw Media and Information
 - **Larry Aidem** – President, Sundance Channel
 - **James Schamus** – CEO, Focus Features
 - **The MMA'S "Business Development" panel included:**
 - **Joe Ianniello**, Viacom
 - **Chris Barry**, Sundance
 - **Tom Barecca**, WWE
 - **Scott Fogarty**, Primedia
 - **Cathie Black** – President, Hearst Magazines
 - **Tom Viertel** – Theatrical Producer, Hairspray, The Producers and Angels in America
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2005 Annual Los Angeles Trip

The 2005 Annual student trip to Los Angeles included visits to Paramount, 20th Century Fox, Disney, Universal, ICM talent agency, and the offices of three independent producers. Students had a chance to learn about consumer products from Disney, different financing approaches on large budget and smaller “Classics” releases from Paramount, and the challenges and opportunities of merging the Universal Studio with GE. In addition, there was an event hosted by Dean Hubbard for approximately 120 alumni residing in Southern California. A variety of speakers gave students a chance to see that many MBA’s, especially Columbia alumni, are moving ahead in an assortment of functions in everything from Finance and Strategic Planning, to Marketing, Promotions, and Consumer Products. The trip served its purpose of helping to increase the school’s exposure to the LA film industry. Young alumni at Paramount, Fox, Disney, Warner Bros. and others were more than happy to answer questions, and hopefully many of the people on this year’s trip will have a similar position on the other side of the table in the years to come.



CITI SPOTLIGHT...

Columbia Institute for Tele-Information: Highlights 2004

The Columbia Institute for Tele-Information is an active research center on media and communications. We invite you to visit their website at www.citi.columbia.edu, and join their mailing list for conference announcements.

CITI was founded in 1983 as the first research center for communications and media economics, management, and policy at a US business school. New York City provides a unique base for these activities, which diversify the Business School’s portfolio. The institute is led by Eli Noam and Bob Atkinson.

CITI research has resulted in 57 published books and over one thousand articles. In 2003/4 CITI published or completed ten books and 126 papers on various media and telecom topics.

In 2003/4, CITI held 35 conferences and other events, at which 190 industry speakers and panelists participated, representing 125 firms. The audience included representatives from over 400 firms. There were 90 academic speakers from 35 universities and research institutions.

Forthcoming Conferences and Workshops:

Visit: www.citi.columbia.edu

Or, see the list of [CITI Upcoming Events 2005](#) below

CITI looks forward to an active collaboration with alumni and students.

Telephones For All

The Progress and Freedom Foundation – a Washington think-tank – has commissioned the Digital Age Communications Act Project to propose a model federal communications law, and Columbia University professor Michael Riordan is leading the project's working group on universal service. Various universal service policies in the United States support telephone service for low-income households, high-cost rural areas, schools and libraries, rural health care providers, and the hearing impaired.

Professor Riordan meanwhile is engaged in a research project that uses census data to evaluate the effectiveness of low-income support programs that subsidize the monthly telephone service charges and the initial connection charges of eligible low-income households. The preliminary conclusion of the project is that these programs have at substantial cost only modestly increased the telephone penetration of poor households.



Professor Michael Riordan
*Finance and Economics
Department*

The MMA's Annual Alumni/ Student Party

THE MEDIA MANAGEMENT ASSOCIATION
OF
COLUMBIA BUSINESS SCHOOL
PRESENTS

THE 2005 ALUMNI/STUDENT PARTY

Tuesday, APRIL 5, 2005

PREMIUM OPEN BAR 7PM-9PM

<http://www.pinkelephantclub.com/>

73 8TH AVENUE AND 13TH STREET

PLEASE RSVP HERE:

<http://www.surveymonkey.com/s.asp?u=23008943832>

Media Alumni Association Update

The Media & Entertainment Committee of the Columbia Business School Alumni Club of New York is pleased to announce several upcoming panel discussions including: "The Dynamics of Niche Media" on April 28 featuring speakers from MTV, Focus Features, St. Martin's Press, EGO Magazine and TANGO Magazine; "Media Private Equity - Opportunities and Challenges" in July/August, "Writing Financial Fiction" in September and "Changing

Economics of the Movie Business" in December.

CBSACNY is also recruiting for an Events Advisory Board for Media.

For more information, please contact Sanjay Sanghooe at sanjay9000@yahoo.com

Columbia Institute for Tele-Information (CITI): Upcoming Events 2005

<i>May 23, 2005</i>	Entertainment Over Broadband – co-sponsored by the Marconi Foundation and the Association of the Bar of the City of New York’s Telecom Law Committee
<i>May 27, 2005</i>	Reforming Telecom Markets: A Commons Approach to Organizing Private Transactions
<i>June 10, 2005</i>	Corporate Governance For Telecom
<i>July 15, 2005</i>	Spectrum Allocation Methods
<i>Date TBA</i>	The Mobile Revolution – The Making of Mobile Services Worldwide
<i>Date TBA</i>	Are Multiple Broadband Infrastructures Sustainable?

Upcoming MMA Sponsored Events

<i>April 5th @ 1:30pm</i>	<i>Media Entrepreneur Panel –</i> Dave Mayes, CEO The Source Steve Gottleib, CEO TVT Records Mark Gerson, CEO Gerson-Lehrman Ethan Bermen, CEO RiskMetrics
<i>April 5th @ 7:00pm</i>	2005 Alumni/ Student Party
<i>April 7th @ 1:30pm</i>	<i>Ziff Davis Media –</i> Robert Callahan, CEO Bart Catalane, CFO
<i>April 12th @ 1:30pm</i>	<i>Media Bankers Alumni Panel –</i> Michael Anderson, Managing Director, Bear Sterns Todd J. Davidson, Executive Director, Morgan Stanley Daniel Richards, Managing Director, Citigroup Global Markets Jason Rowe, Associate, Goldman Sachs Keith Sipes, VP, Lazard

<i>April 13th @ TBD</i>	Pre-Open House Mixer
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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 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 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
- If you are interested in accessing the MMA's online resume book, go to:
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.