



**Schulich**  
School of Business  
York University

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# Arts & Media NEWS

A newsletter dedicated to the alumni and students of the Schulich School of Business MBA in Arts & Media Administration

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## Introduction to Broadcast Management

By Trina McQueen

It's April and I am sitting in my office, just starting preparation for the fourth year of "Introduction to Broadcast Management." My head is face down on the desk and I am weeping quietly. "Why I couldn't be teaching Victorian novels," "I moan. "Why do I have to do this course from scratch every single time!"

It has been a tumultuous three years in the industry since I started at Schulich. When I said Hello to my first class in September 2003, Youtube did not exist, there was no satellite radio in Canada and the value of internet advertising was about \$113.26.

The beautiful power point maps for my "Ownership Structure of Canadian Television" lesson were brilliantly designed first by Tamar and then by Kevin. They are all obsolete now. Some new, unsuspecting research assistant will produce current ones; and those too will be cyberdust next year at this time. The new shape of CTV, Global and Astral will emerge, CBC will have a new president, and yes, there will be other broadcast deals. Consumers will once again refuse to make mass decisions about new platforms, leaving executives to manage, oxymoronically, both stability and change.

Another thing that did not exist at all when I started my course was my experience at teaching in university. I had done the obligatory guest lectures and helped with student assignments, but this was an actual Course, with marks, lectures, readings, papers and I hoped, some coherent intellectual content. Not much like television work. Helped by one of my career-guiding principles "Fake it till you

make it." I slogged through the production of class objectives, class outlines, and a bibliography. I also spent a great deal of time, hysterical and desperate, in Joyce Zemans' office. Fortunately, she and Kathleen Welsby are experts in the management of hysterical desperation. Eventually, the class was approved by a large number of people that I have not seen since. The library rejected my bibliography because the commas were not in the right places.

Schulich is a remarkable school, both competitive and inclusive, a combination I find truly motivating. It has energy and a spirit that is distinctive, and it has allowed me considerable freedom to figure things out on my own. Since I am not a total fan of Wikipedia, I am sometimes dismayed to realize how much my class design owes to wikinomics, albeit strictly moderated wikinomics. Lacking a textbook, or even much writing on Canadian television management, I've relied on the class sharing with each other their interviews with industry leaders. Every year the students' aggregated work is a remarkable map of industry practices and ideas. I choose students from a variety of personal, professional and academic backgrounds. Their discussions in class, they tell me are important and useful for them. For me, they have been profoundly enriching.

In three years, I believe I have met, in my classes, many of the future leaders of Canadian media. I look forward to meeting more of them next year, even if I do have to rewrite the whole damn course yet again.

## Congratulations!

### Trina McQueen

(CTV Chair in Broadcast Management at the Schulich School of Business) was selected as one of the Top 100 Most Powerful Women in Canada in 2006 by the Women's Executive Network. Professor McQueen was honoured in the "Trailblazers and Trendsetters" category, which recognizes women who are pioneers in their field and who have made "a great contribution to Canadian society."

### Ottie Lockey

(former ARTM instructor and advisory board member) received the 2006 National Arts Centre Award for Distinguished Contribution to Touring. "Ottie Lockey has made a remarkable difference to the Canadian arts, particularly in showcasing Canadian musicians for audiences at home and around the world," said Peter Herrndorf, President and CEO of the National Arts Centre. Established in 1992, the award honours exceptional achievement in fostering the touring of live performing arts in Canada.

# Life after York

by Claire Gillis

During the last week of classes before December exams, current ARTM students were treated to a much needed break at the annual Life After York event, where they heard the advice, stories, and encouragement of five Alumni. This year's Alumni participants included Francisco Alvarez, Director of Communications at the Royal Ontario Museum; Laurie Biderman, Business Analyst at Telefilm Canada; Pat Bradley, Theatre Officer and Research Manager at the Ontario Arts Council; Tom McGillis, Executive Producer and Founder of Fresh Animation; and Jason Van Eyk, Ontario Regional Director at the Canadian Music Centre.

The Alumni shared details of their career paths and how the Arts and Media program has helped them get to where they are today. Despite the diverse backgrounds of the participants, it was interesting to see the common themes that emerged. All participants stressed the importance of networking and the value of the lifelong friendships and contacts that they developed in the program. Many also promoted the versatility of the degree, which has enabled them to work in a broad range of fields over the course of their careers.

"Hearing Pat Bradley say that she uses the skills she learned in her MBA every day was reassuring and inspiring," commented first year student Meghan Roberts. "Her particular stress on the financial and strategic thinking skills really underscored the fact that even though I'm focusing on Arts and Media management, it's important to be well rounded. By focusing on finance, strategy and arts management we can enter the cultural sector as "triple threat" business people!"

Jessica Whitford, a first year ARTM student, found the evening to be extremely valuable. "The alumni were very approachable - I spoke with a number of the speakers on various topics which made me feel like I was part of the larger cultural community. At least one of them is a potential future contact!"

Megan McGuire was motivated by the speakers' experiences. "I really valued meeting people in the industry, and hearing about their career paths. In media and the arts, there are few people who follow a traditional career path, so it was great to hear about how some people had used the MBA to help them succeed. It helped get me through the core courses, knowing that there was a light at the end of the tunnel."

## Arts and Media Management Club asks: *What's next online?*

By Richard Bloom

As the media industry undergoes changes unlike anything experienced in the sector's centuries-long history, the Schulich Arts & Media Management Club held a panel entitled *What's Next Online?* The panel featured Tomer Strolight, the president of Torstar Digital and a graduate of Schulich's BBA and MBA programs; as well as Mathew Ingram, a technology columnist and blogger at *The Globe and Mail*. The discussion was moderated by second-year MBA student and SAMMC events director, Richard Bloom.

The hour-long event discussed numerous issues that keep many the media executive up at night – changing consumption trends, the revamped advertising model of today's media concerns, citizen journalism, the free-vs.-paid-content debate and how companies are being forced to blow up their current strategic models in favour of ones that centre around the Internet as the key source of content dissemination. Strolight got a chance to demonstrate what Torstar has been doing to keep ahead of its competition, such as its re-design of Toronto.com, its purchase of Workopolis.com, the creation of an online advertising network and its stake in online classified site Livedeal. Ingram, meanwhile, discussed what news organizations "get it" online, his from-the-trenches view on how traditional newsrooms are adapting to the web and how *The Globe and Mail* views online content.

Mark Evans, the VP of operations at b5media blogging network and a former *National Post* tech reporter, was also scheduled to be on the panel but was stuck in New York due to inclement weather.

## Women in Film and Television-Toronto and the Schulich School of Business: *Business Learning Initiative*

In February 2007 Women in Film and Television-Toronto (WIFT-T) announced that it was partnering with the Schulich Executive Education Centre and Schulich's MBA Program in Arts & Media Administration to offer a senior level certification course for women and men as part of WIFT-T's Business Learning Initiative. This senior level program will target managers, professionals and entrepreneurs in the film and television industries.

"We are very excited by our partnership with Schulich on this new training initiative," said Sue Sheridan, Executive Director of WIFT-T. "We look forward to a rewarding relationship that will provide tremendous benefits to the industries that WIFT-T and our Centre for Media Professionals serve."

Developed in partnership with the Ontario Ministry of Training, Colleges and Universities, the Business Learning Initiative is a comprehensive standardized business training certificate program for working film and television professionals. The Ministry's participation will allow for the development of the curriculum and the piloting of the program through 2008.

The impetus behind this training initiative comes from the needs expressed by the industry and compiled in WIFT-T's 2004 groundbreaking study *Frame Work: Employment in Canadian Screen-Based Media - A National Profile*.

# A Semester at Stern

by Josiah Rothenberg

During the fall of 2006, I was lucky enough to have participated in the Schulich exchange program for a semester at the NYU Stern School of Business. The experience was undoubtedly one of the most enjoyable and rewarding experiences of my academic career. The knowledge and skills that I developed, as well as the contacts that I made while there, will certainly help me to realize my professional ambitions.

In addition to its excellent overall reputation, NYU Stern is recognized as having one of the strongest Entertainment, Media and Technology (EMT) specializations in the world. As a visiting student, I was able to take eight courses within this specialization, including The Business of Music and Film, Financial Analysis of Entertainment and Media Firms, Corporate Strategy and Finance in EMT, and Globalization of Entertainment Industries. The majority of courses were taught by full-time practitioners working at the highest levels of the entertainment industry in New York City. Not only were the professors extremely knowledgeable in practical as well as theoretical issues in the entertainment business, but they were also keen to engage with students and to assist them in pursuing their professional ambitions. Some of the more valuable skills that I developed during my studies at Stern were: valuation of intellectual properties; concept, creative and financial analysis of films, prior to green lighting; and preparation of film treatment proposals for prospective investors.

Overall, my semester at NYU Stern was invaluable; it provided me with tremendous educational, professional and personal development opportunities. In conjunction with the skills that I have developed through the Arts & Media program at Schulich, the experience has equipped me with the skills, knowledge and experience that I need to fulfill my career aspirations.

# An Interesting Internship

By Richard Bloom



His tone was confident and he didn't mince words. And, lucky for me, I listened.

"You'll learn way more here. Trust me on this one," said the executive, when discussing the possibility of my working at his media company over the summer. Deciding where to do my summer internship was a difficult process. However, it was that assurance of learning that sealed the deal. I decided to quit my steady full time job to pursue my MBA with the goal to remain in the media sector but in a management position.

I knew that to accomplish that goal I needed to broaden my skills and build a foundation of business knowledge. Learning was my key objective for this two-year MBA endeavour. And so, I took the executive's advice, working in a strategic role for the Internet arm of a Toronto newspaper. It was a jam-packed three months, complete with numerous high-level meetings, a presentation to senior management, the creation of a website from scratch and the preparation of a strategic report for a new product.

While I'll never know for sure whether I got "way more" than had I interned at a more established media company, here are some of the lessons learned during my summer working vacation: Never stop networking: After spending a couple of weeks nodding and smiling as I passed company managers in the halls, I decided to set up as many meetings as possible -- and the more senior the position, the better.

You never know who might be hiring or might hear of positions, and I'm positive that holding in-person meetings will improve my odds should one of those managers be considering me for a job some day.

Start small: Working in a startup with a small employee count allowed me to quickly learn about the various operations within the business, try my hand at different projects and quickly access supervisors who could answer questions.

Attend meetings: Lucky for me, my employer had a lot of different projects on the go. I was invited into a handful of planning sessions -- and being able to watch managers debate issues, brought numerous in-class lessons on effective communications and team work to life.

Real-world experience counts: Learning on the job is a crucial part of any professional degree program, since there are so many subtleties about business that can't possibly be taught during a four-semester MBA pursuit.

As my supervisor, who also has a business degree, said to me at the end of my internship: "Class work can only get you so far. You really need to get your hands dirty to understand how business works."

Lesson learned.

*The original version of this piece ran in The Globe and Mail's Careers section.*

## Schulich Students Invade New York: the MBA Media and Entertainment Conference

In February, nine Schulich arts and media students took the 'Big Apple' by storm, attending the annual MBA Media and Entertainment Conference (MEC) at New York City's Columbia University. The students attended numerous workshops and panels during the single-day conference. Some of the highlights: Keynote addresses by executives at Marvel Enterprises News Corp., Dow Jones Online and ShopWiki; as well as discussions with some of the top media minds in the United States on strategies in film marketing, Web 2.0 technologies and Internet neutrality.

"The opportunity to speak to, and learn from, these people was priceless given the significant role the United States plays in the global industry," said Angela Nelson, who took time out of her final semester of the MBA program to attend the MEC.

Added Claire Gillis, a first-year MBA student: "It was inspiring to be exposed to fresh minds and perspectives on a struggling industry, and I hope to be able to incorporate those perspectives in my studies at Schulich." Of course, there was also ample time to network with some of the continent's best b-students from Columbia, Stern, Wharton and Duke (to name but a few) and the obligatory touring of the city's sites.



2006 MBA Media and Entertainment Conference, Left to Right: Josiah Rothenberg, Brenda Grunau, Angela Nelson, Meghan Roberts, Claire Gillis, Craig Gibson

# Entrance Award Recipients

Congratulations to our ARTM Entrance Award Recipients and all the outstanding Arts and Media Students who received bursary awards in 2006-07.



**Claire Gillis,** Seymour Schulich  
MBA Entrance Scholarship

Originally from Vancouver, Claire Gillis moved to Toronto in 1998 and graduated in 2002 from the University of Toronto with a BA specializing in Architecture. Although she decided not to pursue architecture, Claire remained committed to working in the arts and entertainment sector, which led her to her most recent job working in the Business Affairs department at EMI Music Canada.



**Meghan Roberts,**  
Robert Krembill Award

Researching the effects of music on the brain contributed to Meghan's desire to explore the effects of creativity on business practice, social engagement and community building. She comes to Schulich after working for 3 years at Hart House, at the University of Toronto, where her job was to build student leadership through creative engagement. She is a classically trained Baroque soprano and sings with the Tafelmusik Chamber Choir and the Exultate Chamber Singers.



**Jessica Whitford,**  
Arts and Media Entrance Bursary

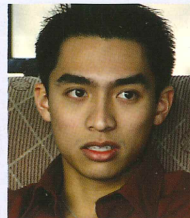
Jessica Whitford's passion for the arts and cultural sector grew from a young age when she first identified as a ballet dancer. After graduating from the University of Calgary with a Bachelor of Arts in Dance, Jessica toured as a performer and participant to festivals in Ottawa, Poland and Finland. In 2005, she moved to Toronto where she immediately engaged in the dance community as dance artist, volunteer and arts administrator. Recognizing her drive to promote the sector, Jessica chose to pursue the combined MBA/MA (Dance) programme at York University.



**Alison Noseworthy,**  
Robert Krembill Award

Born and raised in St. John's Newfoundland, Allison holds a Bachelor of Science with a major in Psychology, as well as a Certificate in Criminology from Memorial University of Newfoundland. Dancing is her passion and she has been performing on stage since the age of three. Allison has been working with TADA! Events Production Company in St. John's as a dancer and more recently as a production assistant, and has performed in musicals, fundraising events, local dance shows, and a made for TV movie titled "Bloomsday Cabaret". Allison has chosen to pursue her MBA in hopes of obtaining a career in the field of production management in theatre or other live events.

**Kevin Lee,** Arts and Media Entrance Bursary



Kevin Lee is an accelerated MBA candidate graduating this April, pursuing a double specialization in Arts & Media Administration and Strategic Management. Kevin's main focus is on new media, sustainable property development and social technology. After Schulich, Kevin intends to return to Beijing where he is a partner in New Art Dynasty, a contemporary Chinese art gallery. Kevin is hoping to pursue a career as a new product development manager.

## 2006 Arts and Media Bursary Recipients

*Asita Amighi, Richard Bloom  
Nina Drakul, Brian Goldenberg  
Slade Lander, Elizabeth Lee  
Chris Murphy, Michael Murray  
Angela Nelson, Anthony Pangalos  
Josiah Rothenberg, Roberta Smith*

## Arts & Media Internship Award Recipients

Thank you to our very generous donors for providing our students with the opportunity to pursue internships in the arts and cultural sectors. Congratulations to the internship scholarship award recipients for 2006.



**Asita Amighi,**  
Imasco & McAllister Internship Awards

Asita graduated with a Bachelor of Science Business, Economics and Law degree from the UK's University of Buckingham. Prior to Schulich, Asita was a sales and promotions manager of industry machineries at Trans Machine Corp. In 2005, Asita spent the summer at L'Oreal Canada, working in brand management. Asita completed her internship in Marketing and Development at Toronto's Theatre Passe Muraille.



**Anthony Pangolas,** Imasco  
& McAllister Internship Awards

Anthony has a Bachelor of Journalism degree from Carleton University. Before Schulich, he was a freelance consultant on over 25 film-and-television productions for a wide range of organizations, including Global Television, NBC, Paramount Pictures and Walt Disney. He was also a production assistant on a variety projects. Pangalos interned in the Public and Regulatory Affairs department of Alliance Atlantis.

# Arts & Media Internship Award Recipients continued...



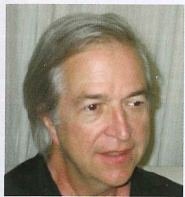
**Richard Bloom,**  
Imasco Internship Award

Richard has a Bachelor of Journalism degree from Carleton University (high honours, 1999). He came to Schulich from *The Globe and Mail*, where he was a business journalist with the 'Report on Business' section of the newspaper. Prior to that, he was a reporter and writer at 680News radio. Outside of class, he is the co-creator of a very successful walkathon in his hometown of Brampton, Ont. for brain tumour research. He also sits on the board of London, Ont. based Brain Tumour Foundation of Canada. This past summer, he interned in strategy at Torstar Digital, the online arm of publisher Torstar Corp.



**Brenda Grunau,**  
Bickell Internship Award

Brenda trained as a classical oboist at the University of Manitoba, performing professionally until lured to arts management. She worked at numerous arts and nonprofit organizations, such as the Winnipeg Folk Festival and Canadian Mennonite University, before signing up for the MBA program. This past summer, Brenda interned at the Nidus Festival as Production Coordinator. As a member of a three-person staff, Brenda was involved in all aspects of the festival, including programming, marketing, sponsorship, volunteer supervision and strategic planning.



**Slade Lander,**  
Imasco Internship Award

Slade entered the ARTM program at the tender age of 56, starting what would be his third career. The Imasco Internship Award allowed him to work with Wendy Reid in a study of the George Cedric Metcalf Charitable Foundation's Performing Arts funding program. Slade found the experience invaluable and it offered excellent preparation for his current position as Arts Manager at Dance Umbrella of Ontario.



**Chris Murphy,**  
Imasco Internship Award

Chris spent three years managing the hidden, business side of theatre and a year as Marketing Officer for The Small Enterprise Development Unit in St. Vincent & The Grenadines before enrolling in the Schulich MBA program. Chris completed an internship at the Toronto International Film Festival in the summer of 2006. Working in the Sales and Industry office, he spent long hours talking film, sorting through thousands of registrations, and editing a guide book for the incoming film delegates. He loved the atmosphere at the festival and looks forward to one day being one of those many delegates.



**Michael Murray,**  
Imasco & McAllister Internship Awards

Michael is a live performance artist, in trumpet and electronics, and graduated from McGill's music technology program before coming to Schulich's MBA in Arts & Media Administration. His internship was as the Executive Director in training for UrbanArts, a progressive arts council that engages youth in community building through the arts. Over the course of the four month internship and the additional eight months Michael has spent as ED, UrbanArts has experienced a 300% increase in operational budget and a 400% increase in charitable spending.



**Angela Nelson,**  
Imasco & Bickell Internship Awards

Angela is originally from Camrose, Alberta where she received her BA in Music from Augustana University College before moving to Oberhausen, Germany to teach English and Music. Her 2006 summer internship with Tafelmusik Baroque Orchestra and Chamber Choir provided her with incredible learning experiences in both the Development area and the summer Artist Training Programme.



**Josiah Rothenberg,**  
Imasco Internship Award

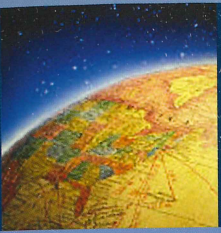
Josiah holds a Bachelor of Commerce with a major in Finance. Prior to commencing his MBA, he spent four years in the Post-Production Industry at Deluxe Sound & Picture. In the summer of 2006, Josiah completed a summer internship at Focus Features, in International Distribution. His responsibilities included revenue forecasting and risk assessment for international releases, as well as the analysis of the box office performance objectives, competitive release plans and marketing strategies of Focus' international sub-distributors.

## Pickering Bursaries

*In 1989 the Corporation of Massey Hall and Roy Thomson Hall established the Pickering Bursary in Arts Administration, named for Roy Thomson Hall's Founding President Edward A. Pickering. Bursaries are awarded to students who have placements in Ontario based performing arts organizations, whether profit or not-for-profit, that have no fewer than five administrative staff.*

*The 2006 recipients of the Pickering Bursaries included Arts and Media students **Angela Nelson** and **Asita Amighi**.*

***Thank you** to the Education and Outreach Committee of the Corporation of Massey Hall and Roy Thomson Hall.*



## “Who’s Where?” Alumni News

2006 – Slade Lander  
Arts Manager  
Dance Umbrella of Ontario

2005 – Piper Harris  
Investment Advisor  
The Harbour Group (RBC Dominion  
Securities)

2004 – Elan Baron  
Production Assitant  
Big City Broker, HGTV

2004 – Michael Brown  
VP/General Manager  
Artisan Live

2004 – Allison Larrea  
Director of Marketing  
Hispano-American Film Festival

2004 – Christopher Whitney  
Major Gifts Officer, Faculty of Arts  
University of British Columbia

2002 – Jinny Yu  
Assistant Professor, Visual Arts  
Univeristy of Ottawa

2001 – Shin-yi Dung  
Senior Consultant, Project Manager and  
Simultaneous Translator  
Cine Oggi, Rome

2001 – Jeff Dutrizac  
Analyst  
Info-Tech Research Group

2000 – Leanne Atkinson  
General Manager  
Thunder Bay Symphony Orchestra

2000 – Rebecca Gimmi  
Associate Publisher  
C Magazine

2000 – Darrell Steele  
Manager of Development Services  
Art Gallery of Ontario

1998 – Pascal Moyse  
Executive Director  
Commonwealth Film Festival, Manchester

1998 – Cecelia Paolucci  
Administrative Director  
Toronto Summer Music Academy &  
Festival

1998 - Lindsay Reid  
Manager, Alumni Stewardship  
York University

1998 – John Stanwyck  
Direct Response Manager  
Habitat for Humanity

1998- Daisy Thomas,  
Director of Planning & Analysis  
Toronto International Film Festival

1998 – Ira Wagman  
Assistant Professor, Mass Communication  
University of Ottawa

1998 – Kevin Wagman  
VP Events  
Segal Communications

1995 – Baron Manett  
Vice President  
Segal Communications

1994 – Tom Bergeron  
Director of Production Finance  
9 Story Entertainment

1993 – Clarke MacIntosh  
Co-founder  
Novus Via Music Group

*Congratulations to our alumni and their  
spouses who have recently had children:*

*Lori Rosenberg  
Susan Brecklemans  
Fangyi Pan  
Andrea Seaborn & Dave Allard  
Clare Cockell  
Lisa Freeman  
Tonya Lindo*

*Congratulations on recent  
marriage celebrations to:*

*Brian Goldenberg*

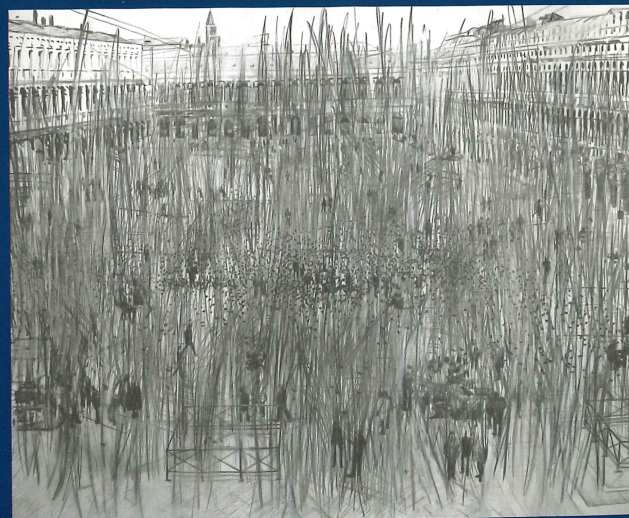
## Jinny Yu: Bridging the Gap between Arts & Business

I was invited to the Venice International University from September 2005 to August 2006 to work as a research fellow at the TeDIS Center—Innovation and Competitiveness in the Global Economy (Center for Studies on Technologies in Distributed Intelligence Systems).

TeDIS undertakes applied research activities on innovation and the competitiveness of Small and Medium Enterprises in industrial districts. My principle role within the centre was to conceive the Creativity School. This included designing and building the curriculum for its three programs. By integrating artists and designers, these programs aim to bridge the existing gap between art and business and to create mutual understanding between both practices, which are important parts of many SMEs in Northern Italy. They are also designed to enhance the importance of innovation and creativity in SMEs' competitiveness, encouraging designers, entrepreneurs and managers to work together to develop original business solutions.

While in Venice, I created a series of five paintings with the motif of water of the lagoon and continued the production of Me(n)tal Perspective series, begun after my artist residency in Berlin, in the summer of 2004. The lagoon series was exhibited in Venice, at La Fondazione Bevilacqua La Masa. Works in the Me(n)tal Perspective series, produced while in Venice, were shown at Eastern Edge Gallery in St. John's, NFLD. Another Venice work was exhibited at the Sotheby's in London, in a show that included 26 British artists.

*Jinny graduated with a combined MBA/MFA in 2002.*



*Venezia, Charcoal on Paper 150 x210 cm, 2006*

# Reflections on the Combined MBA Programs

## Craig Gibson An MBA/LLB Profile



**Name:** Craig Gibson  
**Program:** Joint MBA/LLB Degree  
**Background:** Bachelor of Journalism with Political Science (Carleton University); Reporter/Videojournalist (CTV News Toronto); Reporter (CBC-TV News Toronto); China-Canada Scholars Exchange Program (2005); Canada-Taiwan Student Exchange Program (1997)

**Why I went back to school:** After working in TV news for almost four years I felt the urge to return to school to improve my Mandarin-Chinese fluency. Making the decision to leave my colleagues at CTV was difficult but I wanted to broaden my experiences so I moved to Taipei and eventually to Shanghai – immersing myself in the language and culture of China. I had always thought of studying law and after my Chinese scholarship ended it seemed like the perfect time to start law school. Also, I recognized I lacked business knowledge and decided to apply for admission to the joint MBA / LL.B degree program to augment my skills.

### Key lessons I've learned:

- As I change careers I've learned the skills I developed as a news reporter are transferable to many industries
- There are amazing opportunities for students graduating with the joint MBA and law degree – including in the areas of arts and media
- It takes a great personal support network to pull off returning to school after working full-time
- My strongest passions are in areas where I am constantly interacting with people

**Future goals:** I am keen on becoming a lawyer and focusing my energies on three practice areas: communications law, entertainment & media law, and international business law in China and the Asia-Pacific.

## Renee Stephen An MBA/MFA Profile



**Name:** Renee Stephen  
**Program:** Combined MBA/MA (MA in Art History and Curatorial Studies/MBA in Arts and Media Management)  
**Background:** Bachelor of Arts in Art History and Criticism (University of Western Ontario), Dental Assistant – one year in a Pediatric Dental Practice in London and two years in a Family Practice in Regina, Saskatchewan.

**Why I Went Back to School:** I initially applied to Western to attend Dental School. During the months between my application to UWO and my acceptance, I was diagnosed with a latex allergy which dashed any hopes of a dental career. I took the opportunity to explore other disciplines and enrolled in courses that I had never had the chance to take. Art History was one of these courses and I loved every minute of it! I took as many art history courses as possible and decided to become an academic. However, a semester into my MA I realized my interest lay in arts administration. After speaking to people who had done the combined MA/MBA and to those who served as my mentors, I applied to do the MBA.

**Key Lessons I've Learned:** Art History is very independent endeavour – time is spent in the library or archives, reading and writing, and working according to your own schedule (save the deadlines set by professors). The intensity of the MBA and focus on group-work was a very different way of working than what I was used to. Learning how to prioritize, manage time and conflict, and navigate a balance between work and life are the most valuable lessons I can take away from the Schulich experience.

**Future Goals:** After completing my degrees (and seven straight years of school), I would like to work as a Director/Curator at a small art gallery or museum. This role would allow me to use the business skills to run the gallery and to exercise my creativity through curating. I am also interested in Cultural Policy and would like to work in this field at the municipal or provincial level. Eventually, I would like to open my own gallery and give more contemporary Canadian artists an opportunity for exposure.

## Congratulations to our Alumni!

**Leanne Atkinson** (MBA 2001), recipient of the 2006 Pfizer Award for Emerging Arts Managers. General Manager of the Thunder Bay Symphony orchestra, Leanne has a strong record of leadership at Tafelmusik, the Kitchener-Waterloo Symphony and the Corporation of Massey Hall and Roy Thomson Hall. As one of the jurors put it, "Leanne shows that she has the courage to invest in personal skills development by reaching for progressive challenges – a trait exhibited by emerging leaders in every field." Leanne joins a number of Schulich Arts and Media graduates to be recognized by the CAAAE, including Janice O'Brien, Abishek Mathur, and Colleen Smith.



Joyce Zemans, Leanne Atkinson and Heather Clark

**Du-Yi Leu** (MBA '97) has been awarded a place in the Canadian Women in Communications Jeanne Sauve Program for 2007. The program provides women in the Canadian communications field with opportunities to gain first-hand knowledge of federal communications policy, the role of the government and its impact on industry as well as dynamic of the relationship between public and private sectors. In addition, the program strengthens the relationship between government and industry and encourages dialogue on issues of common interest.

**Lori Rosenberg** (MBA '93) was awarded a place in the New Media Career Accelerator program (2006). The seven-day executive training program is offered jointly by Canadian Women in Communication, Corus Entertainment Inc. and The Banff Centre. The Program is a unique, industry-specific professional development program that is focused on advancing women who work within the communications field. The 2006 program offered a sound grounding in new media content development and producing. It included a discussion of future trends in new media, mobile content and technologies, interactive games, the challenge of converging industries and processes and legal strategies and trends.

**Keith Clarkson** (MBA '93), along with York alumni Patrick Crowe and Thomas Wallner, received a Gemini for Best Cross Platform Project for ReGenesis, which airs on Global TV. The ReGenesis web site was nominated for most-popular site in Canada. The project, "ReGenesis Extended Reality" developed by Xenophile Media where Keith is Executive Producer, is a groundbreaking online game that allows viewers of the television show to interact with the program's characters and assist the team in their investigations. The game uses emails, phone messages, live messaging and secret documents to thrust viewers into a world of intrigue and scientific conspiracy.

# 2006 Arts & Media Graduates

*The faculty, staff and students of the Arts and Media Administration Program would like to congratulate our 2006 graduates:*

## **Graduate Diploma**

Jennifer Lam  
Slade Lander  
Michael Murray  
Nina Drakul (IMBA)

## **Specialization**

Asita Amighi  
Anthony Pangalos  
Tamar Huberman (MBA/MA)  
Elizabeth Lee



## Arts and Media Workshops

### ***Rights Management for Entertainment and Information Industries: Copyright and New Alternatives***

with Brian Wynn, Heather Marshall and Paul Hoffert by Brenda Grunau

"Copyright is a sword. It can cut forward, but it can also cut you on the way back", quipped Brian Wynn, entertainment lawyer and teacher of the Legal Issues course at Schulich. In this fall workshop, Brian explained the perils and pitfalls of copyright law, and its effects on the lowliest composer and the biggest conglomerate.

The workshop addressed different examples of copyright legislation: early rights of printers in New England; the 'droit d'auteurs' of Quebec; the International Copyright Agreement; and the Digital Millennium Copyright Act, among others.

### ***"So what exactly do I need to know about development?"*** with Heather Clark

by Angela Nelson

"So, what exactly do I need to know about development?" This is a question often asked by those looking to work in the cultural sector, and the topic of a workshop given by Heather Clark, Director of Marketing and Development at The Corporation of Massey Hall and Roy Thomson Hall, at the Nadal Management Centre on March 10. The workshop, for students and alumni of the Arts & Media Administration program, provided a vast array of information regarding development and what arts administrators need to know about it.

Brian illustrated the effect of legislation on how the profit 'pie' is sliced.

Heather Marshall, Deputy Director, Business, Rights & Content Management - TV A & E for CBC English Network, described how rights impact her job on a daily basis. She illustrated the level of complexity involved in rights management, warning all future producers to take heed.

Paul Hoffert, a leading academic and researcher in the field of digital rights management, led a discussion on different cultural understandings of intellectual property. Paul also discussed alternative payment models to copyright legislation, and explained his fascinating test project in China, where university students pay a flat fee for all content, and a computer program tracks use and allocates the funding to the appropriate creators. This fascinating project offered a glimpse of the future of rights management, and hope to the composers and writers trying to make a living.

Beginning with an overview of the philanthropic sector, we learned about the incredible growth in the non-profit sector and the recent policy initiatives to increase giving in Canada. We then explored the motivations behind giving for individuals and corporations and the various kinds of giving that exist – ranging from altruistic philanthropy to sponsorship for pure marketing purposes. It was fascinating to learn about Heather's experiences, and challenges with sponsorship at Massey Hall and Roy Thomson Hall. Heather guided us through a few "case studies" and we learned about many of the challenges that are faced by those working in the area of sponsorship.

Once again, Heather provided us with invaluable insights into the industry and a basis for those considering a career in development.

Visit the Arts and Media Website for upcoming events: [artm.schulich.yorku.ca](http://artm.schulich.yorku.ca)