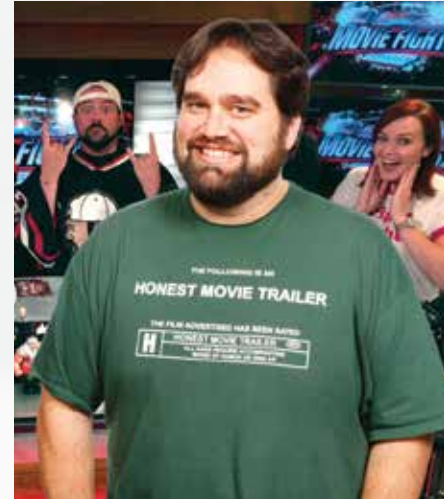


SMC ASSOCIATES FALL 2016 LECTURE SERIES

COMMUNICATION & MEDIA SERIES

Sponsored by the SMC Communication & Media Studies Department
and the SMC Associates



Andy Signore

How Videos Go Viral Andy Signore—Emmy-nominated co-founder of Honest Trailers and Screen Junkies, and vice president of programming at Defy Media—will share how he created a successful viral video franchise, screen a few of the most popular trailers, discuss his creative process and strategy, and offer tips on how students could succeed in this industry.

TUESDAY, OCTOBER 4 11:15AM FREE HSS 165



Tom Yellin

Cartel Land Screening and Q&A Co-founder of independent production company The Documentary Group and award-winning TV/film producer Tom Yellin—whose works include the film *Girl Rising* (2013), the PBS series “America in Primetime” (2011), and the PBS special “Operation Homecoming: Writing the Wartime Experience” (2007)—will screen his 2015 documentary film *Cartel Land*, nominated for the Academy Award for Best Documentary and BAFTA for Best Documentary. An audience Q&A session is included.

THURSDAY, OCTOBER 20 7PM FREE HSS 165



Allan Kartun

Directing Event Television Director Allan Kartun—renowned for his work on productions such as “Late Night with Conan O’Brien,” “The Tonight Show with Conan O’Brien,” and “Conan on TBS,” as well as highly acclaimed specials such as “AFI Life Achievement Award: A Tribute to Elizabeth Taylor” and “Bob Hope: The First 90 Years”—will talk about his live directing experiences.

THURSDAY, NOVEMBER 3 11:15AM FREE HSS 165



Alisa Ben, Adina Friedman, & Aimee Chen

Female Voices in the Music Business Alisa Ben—Vice President of Strategic Insights & Research at Universal Music Group— Friends At Work Partner Adina Friedman and joins SMC Communication & Media Studies instructor Aimee Chen for a discussion on the challenges, gender roles/expectations, outsider experience in the music industry, and more!

THURSDAY, NOVEMBER 17 11:15AM FREE HSS 165



Andre Gordon

Making it in the Entertainment Business Renowned award-winning independent filmmaker/producer Andre Gordon—president and CEO of 4Horsemen Films, and an actor working with UTA, CLEAR Talent Group, and Flick Commercials—talks about navigating and succeeding in the entertainment business.

TUESDAY, DECEMBER 6 11:15AM FREE HSS 165

Public parking is limited during the day at SMC. Please allow extra time when attending events.

See www.smc.edu/transportation for parking options.

The Santa Monica College Associates is a community-based support group that brings outstanding speakers, performers, and special events to SMC to enhance student excellence. Associates members receive invitations to special receptions and advance notices of lectures. Annual Associates memberships are entirely tax-deductible. Call (310) 434-4100 or visit www.smc.edu/associates for more information.



Associates

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