



## Content Forum for Scripted and Non-Scripted Creators of Color

*The Hollywood Creative Forum is one the leading programming conferences for creators of color in both the scripted and unscripted realm. The Forum provides information about practical creative and business intelligence while furthering the discussion around diversity and inclusion behind the camera.*

# DRAFT PROGRAM

## TUESDAY, FEBRUARY 21

- 8:00 am — 8:45 am **REGISTRATION AND HOSPITALITY | Beverly Hills Foyer**  
Sponsored by **Media Services**, the opening day's breakfast and keynote conversation, kicks off the 8<sup>th</sup> Annual Hollywood Creative Forum where leading content creators of color are exposed to a full day of access to senior executives in television and film and information and workshops about practical creative and business intelligence.
- 8:45 am — 9:00 am **WELCOME & OPENING REMARKS | Beverly Hills Ballroom A**  
**David Porter**, *Executive Director*, THE WALTER KAITZ FOUNDATION
- 9:00 am — 10:00 am **A CONVERSATION WITH SUZANNE DEPASSE | Beverly Hills Ballroom A, First Floor**  
**At the Producer's Desk with Suzanne dePasse**  
Suzanne dePasse symbolizes much of what is universal about the promise and perils of diversity, of excellence versus entitlement and what is unique about Hollywood. Suzanne has contributed to the dialogue in Hollywood about diversity and inclusion and has inspired and fueled a whole new generation of filmmakers.  
Interviewer:  
**Debra Langford**, *CEO*, THE LANGFORD COMPANY & *Assistant Dean, Diversity & Inclusion*, USC Marshall
- 10:00 am — 10:15 am **COFFEE BREAK**
- 10:15 am — 12:45 pm **CREDENTIALLED MEET AND GREET | Wilshire Ballroom**  
The annual structured Meet & Greet is now an industry standard where invited candidates, participating networks, studios and production company executives. The format follows a speed networking template used by various guilds and professional industry organizations, with meetings held in 10 to 15 minute intervals. Network and studio executives will each host their own branded tables to take meetings.  
Facilitator:  
**Tammy Dickerson**, *Principal*, THE BAKER GROUP

**SESSIONS DURING MEET & GREET (10:15 am – 12:45 pm)**

- 10:15 am – 11:30 am **ESSENTIAL TRENDS DRIVING CURRENT TELEVISION | Beverly Hills Ballroom B**  
Current programming executives share their keen insights and provide critical information on how writers can best maneuver the corporate environment. Panelists will discuss the intricacies of how writers should receive network notes and learn about some of the more salient traits that executives are seeking amongst writers. This is a panel not to be missed if you want to learn how networks hire writers for some of their most popular shows.  
Panelists:  
**Traci Lynn Blackwell**, *SVP Current*, THE CW  
**Kelly Goode**, *Vice President of Current*, WARNER BROS. TV  
**Eric Kim**, *Vice President of Current*, CBS  
**Chris Sanagustin**, *SVP of Current Programming*, UNIVERSAL TELEVISION
- 11:45 am — 12:45 pm **SHOW ME THE MONEY: RAISING FUNDS FOR YOUR PROJECT | Beverly Hills Ballroom A**  
Whether you are shopping to traditional broadcast and cable networks, independently producing digital content or preparing to crowdfund a project, you will need a post-millennium funding strategy. This session highlights the various pathways to getting a project funded, via B&C, financing and crowd-sourcing or tax incentives. You will also hear about best practices and walk away with a clear blueprint for what assets you need, who to approach and how to schedule a successful financing campaign.  
Presenter:  
**DMA (Donna Michelle Anderson)**, *President*, PLANET DMA

12:45 pm — 1:00 pm **REFRESHMENT BREAK**

- 1:00 pm — 2:30 pm **LUNCHEON PANEL: TOP SHOWRUNNERS IN HOLLYWOOD | Beverly Hills Ballroom A**  
Sponsored by the WGA WEST, this panel provides a unique perspective on the fascinating world of the showrunner in the digital age. Panelists talk about the challenges of working as writers/showrunners for hit television shows while simultaneously aligning their skills with viewership on a multitude of devices. They also share behind-the-scenes stories about their experiences and discuss themes such as story ideas, building race and gender neutral roles and creating content for a new generation of viewers.  
Introductions:  
**Tery Lopez**, *Director of Diversity*, WRITERS GUILD OF AMERICA, WEST
- Moderator:  
**Ligiah Villalobos**, *“Go Diego Go”* NICKELODEON
- Panelists:  
**Naren Shankar**, *“CSI: Crime Scene Investigation,”* CBS  
**Monica Owusu-Breen**, *“Marvel’s Agents of S.H.I.E.L.D.,”* ABC FAMILY  
**Manny Coto**, *“DEXTER,”* SHOWTIME  
**Mike Royce**, *“One Day at a Time,”* NETFLIX  
**Gloria Calderon-Kellett**, *“One Day at a Time,”* NETFLIX

- 2:45 pm — 4:00 pm **VIRTUAL REALITY: A BRAVE NEW WORLD | Beverly Hills Ballroom B**  
Virtual and augmented reality have become ground-breaking formats that audiences are increasingly embracing. If content creators are going to adopt these new technologies, they will need to understand its complexities, its potential and limitations. Learn from leading experts who will share their in-depth knowledge about this new cinematic language and the lessons producers need to learn in order to realize success.  
Moderator:  
**Brett King**, *Vice President, Programming for Diversity & Inclusion, SONY PICTURES*
- Panelists:  
**Guy Primus**, *CEO & Co-Founder, THE VIRTUAL REALITY COMPANY*
- 4:15 pm — 4:30 pm **RELEASE OF UCLA's 2017 DIVERSITY REPORT | Beverly Hills Ballroom B**  
As director of UCLA's Ralph J. Bunche Center for African American Studies, Professor Darnell Hunt's acclaimed research has become synonymous with the annual **Hollywood Diversity Report**. The report takes an in-depth look at the under-representation of minorities in television and film and documents the relationship between diversity and the bottom line. Hear from Professor Hunt as he unveils the 2017 report on the state of diversity in Hollywood.  
Presenter:  
**Darnell M. Hunt, Ph.D.**, *Professor and Chair of Sociology & Director of Ralph J. Bunche Center for African American Studies, UCLA*
- 4:30 pm — 5:30 pm **WHY IMAGES MATTER | Beverly Hills Ballroom B**  
The unveiling of the 2017 Diversity Report serves as a backdrop to a more in-depth discussion about images of diverse characters in both television and film. What has happened in the years of "*Empire*," "*Queen Sugar*," and now "*Hidden Figures*," is a change of both business and culture. Younger viewers for whom diversity — racial, religious, sexual — is an intrinsic part of their world is more relevant than ever. Hear from a panel of producers, network and diversity executives who discuss why groundbreaking screen images matter and how the bottom line is advanced by implementing forward-looking projects and staffing practices that are in sync with an emerging and diverse America.  
Suggested Moderator:  
**Darnell M. Hunt, Ph.D.**, *Professor and Chair of Sociology & Director of Ralph J. Bunche Center for African American Studies, UCLA*
- Panelists:  
**Axel Caballero**, *Director of Diversity, HBO*  
**Emily Rudolf**, *Vice President of Development, HARPO FILMS*  
**Ian Skorodin**, *Executive Producer, BARCID PRODUCTIONS*  
**Rahsaan Harris, Ph.D.**, *CEO, EMMA L. BOWEN FOUNDATION*  
**Lily Neumeyer**, *Senior Vice President, Development, VH1*
- 5:30 pm — 6:30 pm **COCKTAIL RECEPTION | Beverly Hills Foyer**
- 6:30 pm — 6:45 pm **NAMIC VISION AWARDS NOMINEE ANNOUNCEMENT | Beverly Hills Ballroom A**  
In partnership with NAMIC, nominees for the annual Vision Awards are announced by some of the brightest talent in Hollywood. Founded in 1994 by NAMIC's Southern California chapter, the NAMIC Vision Awards salutes original programming for linear and digital platforms that is reflective of the contributions of people of color.
- 6:45 pm — 7:30 pm **NAMIC VISION AWARDS COCKTAIL RECEPTION | Beverly Hills Foyer**



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## WEDNESDAY, FEBRUARY 22

8:00 am — 8:45 am	<b>REGISTRATION AND HOSPITALITY   Beverly Hills Salon</b> Sponsored by <b>Discovery Communications</b> , the closing day's breakfast launches a powerful agenda for the day where content creators of color are exposed to a full day of content and access to senior executives in television and film through high level sessions that underscore practical creative and business intelligence.
8:45 am — 9:00 am	<b>PROGRAM &amp; WELCOMING REMARKS   Beverly Hills Ballroom A</b> <b>David Porter</b> , <i>Executive Director</i> , THE WALTER KAITZ FOUNDATION
9:00 am — 10:15 am	<b>THE MAKING OF A TELEVISION SHOW   Beverly Hills Ballroom A</b> As a network president, Chris Linn uses his network's massive platform to bring underrepresented points of view and stories to wide audiences. Building an internal team of producers, marketers in addition to a host of experts that comprise a diverse staff requires a unique talent, vision and discipline. As a producer, Amanda Seales has developed her voice and her brand through various channels and projects throughout her career. She shares her insights on how to bring ideas and stories that are deeply personal and how to maneuver through the process from concept to pilot to series. This uniquely curated panel will expose participants to the intricacies of how these two key players – network executive and creative person – approach and navigate through the process of making a television show. <u>Speakers:</u> <b>Chris Linn</b> , <i>President</i> , TRUTV <b>Amanda Seales</b> , <i>CEO</i> , DIVAWORKS, INC.
10:15 am — 10:30 am	<b>COFFEE BREAK</b>

10:30 am – 11:45 am **TOP TALENT AGENCY | Beverly Hills Ballroom B**  
Having an agent to represent you is a necessity if you want to get work in Hollywood. Finding the right agent however may be tougher than you think. Hear from leading experts representing diverse talent, network executives and talent as they discuss their roles and how they work together effectively. Panelists will discuss how elements of a show come together with agents acting as a driving force. They will give advice on how to structure deals and how agents work for talent. Panelists will discuss the intricate relationship that exists between the agent, talent, network executives and production companies.  
Panelists:  
**Talitha Watkins**, *Multicultural Executive*, CAA  
**Ashley Holland**, *Television Literary Agent*, CAA

11:45 am — 12:00 pm **BREAK**

12:00 pm — 2:00 pm **MENTORING LUNCHEON FOR SCRIPTED CREATIVES | Beverly Hills Ballroom A**  
Sponsored by NBCUniversal, this structured luncheon is designed for scripted and established content creators who are matched with studio and network executives. The round robin format will encourage discussion between approved participants and those who hire and buy while exploring the blueprint of standards and best practices for ascending in Hollywood.  
Introduction:  
**Karen Horne**, *SVP, Programming Talent, Development & Inclusion*, NBCEntertainment  
  
Facilitator:  
**DMA (Donna Michelle Anderson)**, *President*, PLANET DMA  
  
Participants  
**Kelly Edwards**, *Vice President of Talent Development, Programming*, HBO  
**Dawn Holliday-Mack**, *Vice President, Audience Strategy & Insights*, EL REY  
**Karen Horne**, *SVP, Programming Talent Development & Inclusion*, NBC ENTERTAINMENT  
**Grace Moss**, *Manager, Entertainment Diversity Initiatives*, NBC ENTERTAINMENT & UNIVERSAL TELEVISION  
**Tim McNeal**, *Vice President, Creative Talent Development & Inclusion*, DISNEY ABC TELEVISION GROUP  
**Brett King**, *Vice President, Programming for Diversity & Inclusion*, SONY PICTURES  
**Melody Cooper**, *Director of Talent Acquisition*, BET NETWORKS  
**Debbie Douglas**, *Senior Manager-Brand Creative, Talent Acquisition*, VIACOM

2:10 pm — 3:10 pm **SCRIPTING THE UNSCRIPTED | Beverly Hills Ballroom B**  
Unscripted has spawned a new class of storytellers who use many of the same storytelling techniques to achieve the same ends as scripted writers. While there is a beginning, middle, and end, with character development, goals, conflict, and resolution, unscripted has developed a new eco-system of story producers, story editors, segment producers and associate producers. Our expert panelists will discuss what it takes to write compelling stories in the unscripted world.  
Moderator:  
**David Hudson**, *Former SVP, Late Night & Specials*, TBS & TNT  
  
Panelists:  
**Betsy Ayala**, *VP, Programming*, HGTV, DIY NETWORK & GREAT AMERICAN COUNTRY  
**Jill Dickerson**, *SVP, Programming & Development*, OWN: OPRAH WINFREY NETWORK  
**Enrique Guillen**, *SVP, Alternative Programming*, NBC  
**Nicole Silveira**, *VP of Unscripted*, PILGRIM STUDIOS

- 3:20 pm – 4:20 pm **IT'S A SMALL WORLD AFTER ALL | Beverly Hills Ballroom B**  
Animated and live action programming for children is more popular now than ever before in the competitive sphere of audience-building. This appetite for animation and live action has created new challenges for programming executives who are faced with smart and discerning audiences who have adopted second screens, tablets, smartphones and all things digital. Hear what our experts are doing to keep up with their constantly evolving and sophisticated audiences.  
Potential Panelists:  
**Yvette Urbina**, *VP Live Action Series*, NICKELODEON  
**Roland Poindexter**, *Vice President, Television Development*, 20<sup>TH</sup> CENTURY FOX ANIMATION  
**Keu Reyes**, *President*, MULTIVISION NETWORK
- 4:20 pm – 5:20 pm **METRICS THAT DRIVE DIVERSE CONTENT | Beverly Hills Ballroom A**  
The 2016 Nielsen Report on the power of African-American Millennials revealed surprising statistics that TV ads sales were up 255% from 2015. These statistics are partly attributed to Millennials who are watching TV and supporting programming featuring characters and content that reflects their lives. Consequently, content creators are fashioning their own content which has successfully attracted diverse Millennials which has contributed to the increase in ad sales. Panelists will discuss how this research and data has helped to inform programming decisions, talent hires and the inevitable focus on the bottom line.  
Moderator:  
**Cheryl Grace**, *SVP, US Strategic Community Alliances & Consumer Engagement*, NIELSEN  
  
Panelists:  
**Dawn Holliday-Mack**, *Vice President, Audience Strategy & Insights*, EL REY  
**Marissa Ronco**, *EVP & Head of Programming*, TRUTV
- 5:30 pm – 6:30 pm **CLOSING RECEPTION | Beverly Hills Foyer**
- 6:30 pm – 8:30 pm **COLOURS ENTERTAINMENT PRESENTS | Beverly Hills Ballroom A**