

Thank you to our planning partners and to all of you for participating in today's Summit.



DIGITAL MEDIA ARTS Summit

November 12, 2009 Hotel Maya Long Beach California



PLANNING PARTNERS

Antonio Pedro Ruiz, The Creativity Network
 Darick Simpson, LB Community Action Partnership
 Craig Watson, Arts Council for Long Beach
 Bob Cabeza, YMCA Youth Institute/Change Agent Productions
 Don Rodriguez, Boys & Girls Clubs of LB

AGENDA

8:00 – 8:30	Registration/networking/breakfast	
8:30 – 9:00	Welcome/Introductions/Overview	Jim Worsham LBCF Pres./CEO Craig Watson Exec Dir, Arts Council
9:00 – 9:45	<i>What Peter Knows About New Media & How He Knows It</i>	Henry Jenkins, PhD USC Provost's Professor
9:45 – 10:00	Break, Go to Breakout Sessions	
10:00 – 10:45	<u>Breakout Session #1</u> Music & Sound Production Animation/Graphics/Gaming Digital Production – Video/Still Web / Social Media	<u>Room</u> Quetzal (1 st Fl) Cival Tikal Mirador
10:45 – 11:00	Break	
11:00 – 11:45	<u>Breakout Session #2</u> (same as above)	
11:45 – 1:00 p	Lunch	
	<i>Creating a Digital Media Community</i>	John Tarnoff Newspeak Consulting



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Henry Jenkins, PhD
Provost's Professor of Communications,
Journalism, and Cinematic Arts at USC

Henry Jenkins joins USC from the Massachusetts Institute of Technology, where he was Peter de Florez Professor in the Humanities. He directed MIT's Comparative Media Studies graduate degree program from 1993-2009, setting an innovative research agenda during a time of fundamental change in communication, journalism and entertainment. As one of the first media scholars to chart the changing role of the audience in an environment of increasingly pervasive digital content, Jenkins has been at the forefront of understanding the effects of participatory media on society, politics and culture. His research gives key insights to the success of social-networking Web sites, networked computer games, online fan communities and other advocacy organizations, and emerging news media outlets.

Jenkins is recognized as a leading thinker in the effort to redefine the role of journalism in the digital age. Through parallels drawn between the consumption of pop culture and the processing of news information, he and his fellow researchers have identified new methods to encourage citizen engagement. Jenkins launched the Center for Future Civic Media at MIT to further explore these parallels.

Jenkins has also played a central role in demonstrating the importance of new media technologies in educational settings. At MIT, he led a consortium of educators and business leaders promoting the educational benefits of computer games, and oversaw a research group working to help teach 21st century literacy skills to high school students through documentary videos. He also has worked closely with the John D. and Catherine T. MacArthur Foundation to shape a media literacy program designed to explore the effects of participatory media on young people, and reveal potential new pathways for education through emerging digital media.

His most recent book, *Convergence Culture: Where Old and New Media Collide*, is recognized as a hallmark of recent research on the subject of transmedia storytelling. His other published works reflect the wide range of his research interests, touching on democracy and new media, the "wow factor" of popular culture, science-fiction fan communities and the early history of film comedy. Altogether, he has written or edited 13 books on media and popular culture. His new book project is *Spreadable Media*, which is being developed with Sam Ford and Joshua Green, in collaboration with the Convergence Culture Consortium. The Convergence Culture Consortium seeks to apply concepts of participatory culture, transmedia storytelling, moral economy, and spreadable media to address challenges confronting the contemporary media industry. The consortium is best known for running the Futures of Entertainment conference, which brings together researchers and industry leaders to discuss cutting edge trends impacting popular culture.

Henry Jenkins blogs regularly about fan studies, transmedia stories, media policy, and new media literacies, among other topics, at henryjenkins.org.



John Tarnoff
Management Consultant/Principal
Newspeak Consulting Group

John is a 30-year veteran of the media/entertainment business, with broad management experience as studio executive, film and interactive producer, and dotcom entrepreneur. Through his business advisory, Newspeak Consulting Group, he provides insightful, visionary leadership, partnering with organizations to build, manage and troubleshoot successful creative projects and project teams.

Most recently, John was Head of Show Development at DreamWorks Animation SKG. He continues to serve as a consultant to the company. Over the last 6 years, John's programs at DreamWorks Animation saved the company millions of dollars.

His curriculum of best practices in human capital, talent and workforce development enabled the company to be more productive with existing staff. John built an employee community where mentorship and self-improvement programs molded new creative leaders to drive successful product development.

John's solutions are the culmination of a career spent working with talented creatives in the media/entertainment field, as well as from his studies and degree in counseling psychology.

His work has led to speaking engagements with the National Association of Business Economics, Johns Hopkins University, and most recently as the 2009 commencement speaker at Chicago's Flashpoint Academy.

John currently serves on the National Policy Roundtable for Americans for the Arts, and on the Chancellor's Entertainment Advisory Board for the California State University. As an educator, he serves as an Adjunct Faculty member in Carnegie-Mellon University's Heinz School of Public Policy.

During the '80s and early '90s, he supervised over a dozen movies including *Diner*, *Pink Floyd: the Wall*, *Bill and Ted's Excellent Adventure*, and *The Power of One*, for studios including MGM, Orion, Columbia, Warner Bros. and New Line. He co-wrote and co-produced the Playstation title, *WarGames*, based on the MGM movie, and produced CD-Rom game *Big Brother*, based on George Orwell's classic novel, *1984*.

From 1996 to 2002, John was the CEO of Talkie, Inc., an internet technology startup that pioneered online conversational animated characters for marketing, brand building, lead generation, customer service and training. Clients included Sprint, Intel, and Scottrade.

John holds a B.A. from Amherst College, and a M.A. in Spiritual Psychology from the University of Santa Monica. Raised in New York and Paris, he is a dedicated photographer who is happy to unwind over a good glass of Bordeaux.