

Friday, June 16, 2000

**2:45-3:45 PM  
CONCURRENT SESSIONS (CONT.)**

**e DESIGNING FOR DIGITAL KIDS**

Room: R03-05

**Chair:** Jan Craig Singer, Pres., BIG BLUE DOT, Watertown, MA

**Speakers:** Amy Friedman, Creat. Dir., NOGGIN, New York;

Marty Krofft, Pres. Sid & Marty Krofft Pictures, Sherman Oaks, CA

Michael Ouwelen, SVP/Creat. Dir., Cartoon Network, Atlanta;

Nico Steyn, Creat. Dir., Clearwater Group, Johannesburg, South Africa

They're the savviest user-choosers on the block. So how do you tap into an audience faced with a flood of entertainment choices? Hear from a team of experts on how to crack the toughest nuts in the TV playground.

**GETTING BACK YOUR MOJO**

Room: 208-210

**Chair:** Patricia Spellman, Writer/Prod., ABC Network/Prom., Stevenson Ranch, CA

**Speakers:** David C. Baker, El Grande Queso, Recourses, Inc., Nashville, TN; Peter Martin, VP Creat. Svcs., Buena Vista Television, Burbank, CA

Creativity suffers when something is wrong. Experts identify major mojo zappers and explore practical solutions to get your mojo back where it belongs.

**STORM FRONT - WINNING THE WEATHER WARS**

Room: 218-19

**Co-Chairs:** Tom Hebel, Dir. Creat. Svcs., WLS-TV, Chicago;

Graeme Newell, Pres., 602 Communications, Phoenix

Blizzards, hurricanes, floods - or any old natural disaster. See how local stations beat the elements ... and the opposition!

**THE APPROVAL PROCESS:  
STORIES FROM THE FRONT LINES**

Room: 206

**Chair:** Tim Masters, Sr. Mgr., Prod., Exhibits & Events, Discovery Comm., Inc., Discovery Networks, New York

**Speakers:** Chris Abel, Sr. VP, Corp. Mktg., Discovery Comm., Inc., Bethesda, MD; Craig Cleek, Pres./Creat. Dir., Einstein Creative, Cleveland, OH; Gilbert Haslam, VP of Design, Novocom, Los Angeles

At some point, we've all had to deal with the approval process. How do you present your work? Sell it in? Negotiate the creative and/or the content? And how to get things approved while maintaining the integrity and effectiveness of the original marketing and design concept? How do you deal with management that is too hands-on? Or the "too many cooks" syndrome?

**DESIGNING AND EDITING ON A LAPTOP:  
PORTABLE AND AFFORDABLE**

Room: 215-216

**Co-Chairs:** Lloyd Alvarez, Creat. Dir., Milkshake Design, Inc, Miami, Dirk Van Dall, Principal Consultant, Digital Video-Showtime Networks, Inc., New York

This "road warrior" panel will demonstrate ways of using a laptop to log, edit and incorporate digital video into your workflow. Emphasis will be on labor-saving tips to speed the tasks of editing and compositing.

**e DESIGN FOR STREAMING**

Room: 207

**Chair:** Mike Weitz, Mgr. Mktg. Comm., Media 100 Inc., Marlboro, MA

**Speaker:** Erik van der Wilden, Dir. of Edit. & Anim., The Diecks Group, New York

Your mission: bring the highest quality video and audio to your Web site reliably and affordably. Learn how the Internet streaming leaders like CNN, Universal Online and ABCNews.com provide media in Real, QuickTime, Windows Media and MP-3 formats. Utilizing real-world examples, join experts from Media 100 and understand the reality of producing first-rate Internet video.

**e** indicates our e-track devised with the Creative Planet Network.  
**v** will indicate session is being videotaped. Tapes may be purchased at the Association Store.  
No sessions will be audio taped.

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