

Promax / BDA New York Conference
Confirmed Speakers as of Tuesday, February 28, 2006

Maya Angelou
Poet, Author, Activist

Dr. Maya Angelou is a remarkable Renaissance woman who is hailed as one of the great voices of contemporary literature. As a poet, educator, historian, best-selling author, actress, playwright, civil-rights activist, producer and director, she continues to travel the world, spreading her legendary wisdom. Within the rhythm of her poetry and elegance of her prose lies Angelou's unique power to help readers of every orientation span the lines of race and Angelou captivates audiences through the vigor and sheer beauty of her words and lyrics.

Bob and Melinda Blanchard
Authors, "Live What You Love"

Married for more than thirty years, Bob and Melinda Blanchard have created eight different businesses varying from toys to cookware to restaurants. After decades of entrepreneurial ventures in New England, they opened the restaurant, Blanchard's, on the shores of the Caribbean island, Anguilla. They are the author of a number of books, the latest being "Live What You Love".

Linda Button
Principal / Creative Director, Smash Advertising

Linda Button has been fortunate enough to work with some of cable's most popular brands. She helped snag record ratings for A&E, The History Channel, and CBS. She has headlined creativity sessions and workshops for Starz/ Encore, the CBC, Tribune, The Creativity Conference and PBS. Her work has been honored with Clios, Addy's and Promax awards.

Kevin Conroy
Executive Vice President / COO, AOL for Broadband

Kevin Conroy joined AOL Online to head AOL Music in January 2001. In this position, Conroy helped establish AOL as an important platform for discovering, experiencing and owning music. In July 2002, Conroy became General Manager of all of AOL's entertainment offerings, leading the company's efforts in games, movies, music, radio, sports, television and ticketing. He was promoted to his current position in May 2003.

Anderson Cooper
Anchor, Anderson Cooper 360, CNN

Before hosting his own show, Anderson Cooper served as CNN's weekend anchor before moving to prime-time in March 2003 following the war in Iraq and then to a late evening two-hour timeslot in November 2005 following Hurricane Katrina. Since joining CNN, Cooper has anchored major breaking stories, such as live coverage of the funeral of Pope John Paul II as well as the Terry Schiavo story in Florida. He recently covered the devastation caused by Hurricane Katrina along the Gulf Coast.

Kyle Cooper
President, Creative Director
Prologue Films

Kyle Cooper has directed over 100 film title sequences, and has been credited with "almost single-handedly revitalizing the main title sequence as an art form." He is the founder of two internationally recognized motion design companies, Prologue Films and Imaginary Forces. Cooper earned a M.F.A in Graphic Design from the Yale School of Art, where he studied independently with Paul Rand. Cooper is a member of the Alliance Graphique Internationale and holds the honorary title of Royal Designer for Industry from the Royal Society of Arts in London.

Julie Fields
Vice President, Marketing
G4TV

As Vice President of Marketing, Julie Fields oversees all aspects of consumer marketing, brand management, on-air promotion, on- and off- channel planning and on-air presentation. Previously, Fields served as Vice President, Creative Director for G4 TV. Before joining G4, Fields served as Senior Vice President, Marketing and Creative Development for iwin.com as also served as Vice President of Creative Services at E! Entertainment Television. Fields' success at E! earned the network BDA Awards, Promax Awards, CTAM Mark Awards and an International Monitor Award.

Chris Gardner
Gardner, Rich and Co., Inc.

Christopher P. Gardner is the head of his own brokerage firm and lives in a Chicago townhouse. His path to this extraordinary success took a series of extraordinary turns. Just 20 years ago, Gardner was homeless and living, on occasion, in a bathroom at a Bay Area Rapid Transit station in Oakland, California. Gardner is now working on authoring his first book, an as-of-yet untitled account of his life story, due for release in June 2006. Columbia Pictures has also started production on *The Pursuit of Happiness*, a feature film based on Gardner's rags-to-riches tale starring Will Smith.

Stefan Gerber
Executive Creative Director of Special Projects
Planet 3 Entertainment

Malcolm Gladwell
Author, “The Tipping Point”, “Blink”

Malcolm Gladwell has the uncanny ability to generate value by interpreting groundbreaking research in psychology, sociology and neurology and applying it to business. Currently a staff writer for the *The New Yorker*, Gladwell is the author of two *New York Times* bestsellers, The Tipping Point and Blink.

David Hershey
Director of Creative Services
CBS 11 / UPN 21

As the Director of Creative Services, David Hershey is responsible for the promotion and marketing of each station as well as their creative look. Before his current position, David served as Promotion Manager for KATV (ABC) in Little Rock before becoming Director of Promotion at WJLA-TV (ABC) in Washington, D. David has won numerous awards for his creative work, including 9 Emmys and 2 network excellence awards from both CBS and ABC and over a dozen Associated Press Awards.

Dale Hopkins
COO, G4 TV

Dale Hopkins was part of the core team that created and launched G4, and previously led all advertising and affiliate sales efforts as Senior Vice President of Distribution & Ad Sales. Prior to joining G4, Hopkins played an integral part in building E! Networks into a \$1B asset for owners Comcast and Disney. She is currently an active member of CTAM, WICT, sits on the Board of Directors for Promax and has served as a mentor to many executives working in the entertainment industry today.

Lee Hunt
President
Lee Hunt, LLC

Lee Hunt works as a strategist for media companies around the world. Considered one of the industry's leading experts in television advertising and promotion, Lee began his career 25 years ago on the client side, launching and branding networks like Lifetime, VH1, and TNT. Lee is the creator of the PROMAX & BDA quarterly DVD service, BreakThroughs, the first service to compile and analyze innovative trends in television advertising and promotion.

Jeff Kreiner
Vice President, Creative Director
CBS News Advertising & Promotion

As Vice President and Creative Director, Jeff Kreiner is responsible for the advertising and promotion of all CBS News broadcasts. Prior to this position, Kreiner served as Vice President and Creative Director for NBC Advertising and Promotion where he designed and created animations for notable shows such as "Meet the Press with Tim Russert". His contribution to television has led to many awards including an Emmy, an International Monitor Award and a Promax award, among others.

Katie Lacey

Martin Lambie-Nairn
Chairman, Creative Director
Lambie-Nairn
London, England

Martin Lambie-Nairn started his career in the world of television in the sixties by joining the BBC as a 'temporary holiday relief assistant graphic artist'. He went on to form his own company in the mid seventies where he pioneered new graphic presentation techniques in current affairs broadcasting for the current affairs program Weekend World. Over the last few years, his company has developed into one of the world's leading branding consultancies working for broadcasters and non-broadcasters.

Austin Jun Lao
Founder
3Kou Branding
Shanghai, China

Austin Jun Lao entered into the world of broadcasting design as a 3D animator. He later joined the in-house promotion departments for Channel Young, HahaTV in Shanghai, and Public Channel in Foshan, Guangdong. He currently heads 3Kou Branding, serving Chinese TV media such as CCTV, SMG and other TV stations in mainland China. 3Kou is in the middle of expanding its clients to more media forms, such as radio and print. Jun Lao's book, TV Channel Brand Marketing and Total Package is the first one on this topic to be written in Chinese.

Angela Leaney
Senior Vice President, Brand Communications
Noggin / The N

Angela was born in London many, many decades ago. As she entered her teen years, she tired of crappy, uptight English television and vowed to find a place where TV was great. Where it made you laugh. Made you think. Made you cry. Dammit, **entertained** you.

She also (somewhat anachronistically) wished for online content that did the same yet also embraced interactivity, community and mobility. One day, as in a dream, the MTV Networks payroll banshees called to her. "...come to a better place...it is here...in New York City...at The N... a new digital TV and online network for teens..grab your toothbrush, mascara, and work visa and come join us...live the dream..." Unable to resist, she succumbed to the calling. Angela now runs brand marketing, on-air and online promotions for The N. She found that better place.

Bob Liodice
President / CEO
Association of National Advertisers, Inc. (ANA)

Bob Liodice , who currently serves as president and chief executive officer of ANA, previously served as executive vice president, responsible for member relations and business development. Prior to joining ANA, he was the Vice President of Global Marketing and Sales for Grupo Televisa. He has more than 15 years experience in marketing and financial management at Kraft General Foods, as well as managing the branding for Jell-O and Bakers brands.

Michael Levine

Brent Magid
President / CEO
Frank M. Magid Associates

Chris and Trish Meyer
Principals
CyberMotion

Chris and Trish Meyers are principals in CyberMotion, an award-winning Los Angeles Macintosh-based motion graphic design and animation project studio. Their design and animation work has appeared on shows and promos for CBS, NBC, ABC, Fox, The Learning Channel, HBO and PBS. CyberMotion was one of the first studios to create major release film opening titles using desktop tools, and continue to animate titles for movies such as "The Talented Mr. Ripley" and "Cold Mountain". They have also created videos for corporate clients such as Apple Computer, Scitex and Xerox.

John Miller
Chief Marketing Officer
NBC Universal TV Group

Before his current position as Chief Marketing Officer, John Miller was appointed president of the NBC Agency in November 1999. In that position, he, along with his longtime partner and co-president, Vince Manze, oversaw the television industry's first full-service advertising agency. Miller has been honored by his peers on many occasions. In 1991, he was inducted into the Promax Hall of Fame; in 1996, Miller, Manze and their

NBC colleagues received a Primetime Emmy for Outstanding Commercial for an advertisement promoting the Internet portal service Snap.Com. Only recently, Miller and Manze were honored with a Campaign of Distinction award by Promax & BDA for their work on the runaway hit reality series, “The Apprentice”.

Chris Moseley

Greg Moyer
General Manager
VOOM HD Networks

As general manager of VOOM HD Networks, Greg Moyer oversees the day-to-day operations of VOOM HD Networks’ 15 high definition channels and directs all efforts as they relate to program development, production, scheduling and marketing. Previously as president of regional programming for Rainbow Media Holdings LLC, Mr. Moyer managed all operations, strategic planning and business development for the company’s regional programming which then included News 12 Networks and Metro Channels, that together, were a complement of news, information, and entertainment channels serving the greater New York viewing area. Mr. Moyer joined Rainbow in January 1999 from Discovery Communications, Inc. He holds a Bachelor of Arts degree in Media Studies from Bucknell University.

Graeme Newell
President
602 Communications

Graeme Newell is a speaker and trainer who shows cable and broadcast teams how to focus their shows and promotion. He shows managers, producers, and on-air talent how to identify the most sellable components of a show, then teaches specific writing and producing techniques to showcase those strong components. Newell spent most of his career as a front-line producer and manager. After years as both a news and promo producer, he started 602 Communications in 1997.

Frank Radice
Senior Vice President
The NBC Agency

Beth Comstock
President, NBC Universal Digital Media and Market Development

Beth Comstock was named president of Digital Media and Market Development in December 2005. She is accountable for driving NBC Universal’s digital strategy and leading the company’s content and distribution efforts to capitalize on new and emerging

digital platforms. Comstock had served since 2003 as corporate vice president and chief marketing officer of General Electric. Before that, she held a succession of communications and publicity positions at NBC, Turner Broadcasting and CBS Entertainment, beginning in 1986. A native of Virginia, Comstock is a graduate of the College of William and Mary. A native of Virginia, she and her husband have two daughters.

Les Rose
Photojournalist
CBS News

Les Rose is downright thrilled to be a photojournalist for the CBS News bureau in Los Angeles. Prior to joining the L.A. Bureau in 1997, Les worked 13 years at KCBS and from 1984 to 1986 he was with NBC News, Miami as a freelancer. Major stories that Les has been involved with include, 9/11 in Shanksville, Pennsylvania and NYC, the Cerritos Air disaster, the Civil Wars of Nicaragua and El Salvador, the Northridge earthquake, the Nagano Olympics, a hostage release in Wiesbaden, West Germany, the Malibu Fires and the O.J. Simpson trial, among other major events.

Markus Schmidt
CEO/Creative Director
United Senses

Dennis Swanson
President, Station Operations
Fox Television Station Group

As President of Station Operations for Fox Television Stations Group, Dennis Swanson manages the 35 Fox owned-and-operated stations across the country. Prior to joining Fox Television Stations Group, Swanson served as the Executive Vice President and Chief Operating Officer of the Viacom Television Stations Group. Swanson also served as president and general manager of WNBC New York, where he was named *Broadcasting & Cable's* "Broadcaster of the Year" in 2002. From 1986 to 1996, Swanson was president of ABC Sports in which he persuaded the International Olympic Committee to stagger its winter and summer games and hold them every two years, one of the most dramatic shifts in major sports programming history. It was also during his tenure that "Monday Night Football" became one of television's top-rated primetime programs, ranking among the top 10 highest-rated shows. Swanson is married and he and his wife, Katharine, have three children and nine grandchildren.