



# Master of Science in Leadership for Creative Enterprises

Newsletter  
Fall 2015



# From the Director

## Integrating Theory and Practice



The integration of theory and practice is one of the pillars on which the Master of Science in Leadership for Creative Enterprises program (MSLCE) was founded. This happens in multiple ways during the program: the scholarly content discussed in the classroom has real-world applications; our classes regularly host professionals from the Chicago area who convey their knowledge; our monthly speaker series brings leaders from across the creative enterprises to share their career journeys and the latest industry trends; over spring break we take students on treks to creative sector capitals like New York, Los Angeles, and San Francisco for an intensive week-long immersion in a city's culture and business; and during the summer the students complete an internship, where they spend eight weeks putting theory into practice at a site of their choosing.

Of all the ways in which we integrate theory and practice within the MSLCE program, the summer internship class is the one in which this happens the most intensely.

This issue of the newsletter features columns by three graduating students, Melissa Cline, Mona Fu, and Zach Silva, about their summer internship experiences at the Oprah Winfrey Network, Tyler Rollins Fine Art, and Sony Music Entertainment, respectively. Taken together, these columns communicate the value of the experiential learning that takes place in the program, from the relevance of the knowledge gained in the classroom to the importance of the networking and career development opportunities that originate when theory and practice are brought together.

As we enter into the second year of the MSLCE program, we plan to deepen our approach by adding one more instance of integrating theory and practice: monthly visits to key sites of the creative sector in the Chicago area. This fall, we will visit the Lookingglass Theatre Company; Threadless, a crowdsourced artist platform; Jeff McClusky and Associates, an entertainment promotion and artist exposure company; and Audiotree, an artist-centric music company.

And we have more in store for the following quarters. So, stay tuned by following us online at [creative.northwestern.edu](http://creative.northwestern.edu)!

Pablo J. Boczkowski  
Professor, School of Communication

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Cover photos (clockwise from top). Students at the 2015 MSLCE convocation ceremony. Photo courtesy of Dan DiNanno; Melissa Cline at the Oprah Winfrey Network in Los Angeles; Ting Luan at Hong Kong TV.

# Classroom Speakers

Distinguished professionals shared their experiences and advice in the classroom during the last year



John Michael Schert, co-founder of the Trey McIntyre Project, speaks in Colin DeKuiper's Professional Development workshop during the winter quarter. Photo by Kathryn E. Lawson.

**RUTH BLATT** COLUMNIST, FORBES

**ANDREW BUSCH** AUTHOR, HOST OF RADIO SHOW 'ENGAGE WITH ANDY BUSCH' AND CNBC HOST

**KAY CANNON** WRITER AND ACTRESS

**ERICA DANIELS** ASSOCIATE ARTISTIC DIRECTOR, STEPPENWOLF THEATRE COMPANY

**MEGAN DAVEY** VICE PRESIDENT OF FINANCE, PITCHFORK MEDIA

**ZACKARY DRUCKER** ARTIST AND CO-PRODUCER ON AMAZON'S TRANSPARENT

**ZACK JOHNSON** CO-FOUNDER AND CEO, SYNDIO

**AMANDA KULCZEWSKI** EXECUTIVE DIRECTOR, PICCOLO THEATRE

**JESSICA LINKER** FOUNDER AND PRESIDENT, PITCH PERFECT PUBLIC RELATIONS

**DAVID NEILSON** MANAGING DIRECTOR, TALMER BANK AND TRUST

"It all boils down to the secret sauce of no fear and unlocking value in the smallest pieces."

**JULIAN POSADA**

EXECUTIVE VICE PRESIDENT, WRAPPORTS

**LATEEF SARNOR** OWNER AND FOUNDER, KOLLIDE.TV

**MARY SANTANA AND VANESSA TORRES** THE MIRACLE CENTER

"It's that human touch, it's someone getting a direct email from me"

**JOHN MICHAEL SCHERT**

CO-FOUNDER OF THE TREY MCINTYRE PROJECT

**DR. WENDY STERNBERG** FOUNDER AND EXECUTIVE DIRECTOR, GENESIS AT THE CROSSROADS

"Passion is incredibly important, but follow where the dollars are"

**JOHN STOOPS**

FOUNDER AND EXECUTIVE DIRECTOR OF THREE OAKS THEATRE FESTIVALS

**MEIKO TAKAYAMA** FOUNDER AND CEO, ADVANCING WOMEN EXECUTIVES

**ROGER WOLFSON** TV AND SCREENWRITER



Julian Posada in the NUvention: Arts Entrepreneurship Class taught by Gregg Latterman through the Farley Center for Entrepreneurship and Innovation. Photo by Amy Ross.

# Student Internships

Our first cohort applies their classroom learning to the workplace

## ZACH SILVA

This past summer, I had the great fortune of interning for the Digital Marketing team at **Legacy Recordings**, the catalog division of **Sony Music Entertainment**. This experience has shown me the inner workings of music marketing and project development. I worked on everything from social media copywriting to coordinating with sales on Legacy's involvement in Apple Music. Some of my tasks included constructing social media calendars for artists under the Legacy and Sony Music umbrellas, giving input on marketing plans for upcoming Legacy releases, and finding better ways to engage with fans of these highly-respected artists.



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***'The weekly readings and assignments during our summer internship course ... really put my internship and subsequent job search into perspective.'***

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The best part was being able to work with some of the music that inspired me to pursue a career in the music industry in the first place and being around others who share the same passion. Accomplishing tasks for the Michael Jackson and Jimi Hendrix estates has validated all the hard work I've put into my MSLCE studies and my pursuit of a career in music.

Courses like Project Management, Entrepreneurship in the Arts and even Business Models gave me tools that I have found extremely advantageous over the course of my internship. Writing a report on Spotify and music streaming for Professor Dan Gruber's course took on a whole new meaning when sitting in a digital marketing meeting discussing Legacy's approach to Spotify. Gregg Latterman taught us how to develop our own innovative ideas, which encouraged me to participate in the Sony Catalog Global Innovation challenge.

Moving forward, I now have a better sense of my 'career path'. I joined the MSLCE program mainly because of my career uncertainty. I was looking to build the right skill set and the best experience to find what will ultimately make me happy. The weekly readings and assignments during our summer internship course really put my internship and subsequent job search into perspective. I've been able to make a plan for the 'next five years', which includes pursuing music marketing and possibly moving into artist and product management.

Most of all, I'm so thankful for the relationships I've been able to build with my classmates in the program. The diversity of interests and backgrounds in our group made for such an enlightening experience. I wish the best for everyone in their own career pursuits, and I look forward to meeting with them again down the road in professional settings.

## MELISSA CLINE

A famous quote by James Herriot states, "Cats connoisseurs of comfort." It made me think, if cats are connoisseurs of comfort, then what are *Wildcats*? Throughout my internship journey, from the application submission, to now completing my last week at the **Oprah Winfrey Network**, I was everything but comfortable. It took more tenacity, agility, and heart than I knew existed. The hunt for the internship alone gave me life lessons that I will be using for the rest of my career. Taking sole responsibility for my professional materials, application, personal brand, follow through, and most importantly networking, was key in this entire journey.

Walking through the doors of the Oprah Winfrey Network on June 23 was an experience I'll never forget. From the parking attendant who gave me security clearance, to the front desk officers who opened what could be described as a palace door, it was a *wild* experience. Not only was I greeted like the staff had been awaiting my arrival, but my name was engraved on the wall above my desk. After being seated at my new desk a total of 15 minutes, my supervisor asked me to attend a meeting with a senior vice president of OWN. I grabbed my notebook, my fear, my instincts, and all my life experiences and walked completely out of my comfort zone. Looking back, what I realized is that there is a network of people who are awaiting your

arrival, your ideas, and your passion. The entertainment industry is described as a cut-throat business, very similar to that of a jungle. Though I understand this philosophy, I experienced the direct opposite at OWN and here in Los Angeles. The team I worked with was incredibly intelligent, detailed, and very ready and eager to hear a new idea. Meetings, informational interviews, presentations, and one-on-ones were all very similar to moments of inspiration. I've never been in a professional setting so encouraging and enlightening. Those are not only elements of the OWN brand, they are also embedded in its company culture. For that, I am so grateful. From having personal meetings with network executives to receiving cold emails from industry professionals who just wanted to connect, this internship has created an overflow of opportunities.

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***'One of Ms. Winfrey's famous quotes is, "You get in life what you have the courage to ask for." Northwestern gifted me with that courage.'***

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One of Ms. Winfrey's famous quotes is, "You get in life what you have the courage to ask for." Northwestern gifted me with that courage. As a Wildcat, very familiar with the hard work required to wear your purple and white stripes, I realized that Los Angeles is in fact not a jungle. Northwestern is the jungle and if you can succeed within the university, your preparation grants you the confidence needed to succeed outside of your comfort zone and inside a network of amazing professionals.

## **MONA FU**

I interned at **Tyler Rollins Fine Art** this summer for about three months. This gallery focuses on promoting contemporary Southeast Asian artists, such as Tiffany Chung, Henri Dono, and Sopheap Pich.

During my internship, I was responsible for researching and recording clients' information into the gallery's database and managing the invitation process for their participation in Basel Votal and the Seattle Art Fair 2015. I also helped with the

preparation for their summer group exhibition "From the Shadows." I created the exhibition labels and assisted with file maintenance and exhibition installation. It was a very interesting work experience and provided me with a lot of knowledge about Southeast Asian art and the gallery's operation in New York City.



The Nonprofit Arts Management course gave me an idea of how a nonprofit arts organization operates, especially the museum administration. It complemented my knowledge in this area, and helped me better understand the organizational ecosystem of the fine arts sector.

In addition, the Business Models course helped me understand some relevant trends in the sector. For instance, digitalization has been increasingly prevalent in recent years. The online fine art trading sites have a similar goal, which is to make the art accessible to anyone with an internet connection.

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***'As I move forward in my professional endeavors in New York City, I will take with me all that I learned in our program.'***

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Although it is still an emerging model in the fine arts, the technology of digitalization has been applied to so many industries and I think the online fine arts market has tremendous potential in the future.

As I move forward in my professional endeavors in New York City, I will take with me all that I learned in our program. I would like to join companies with creative ideas and keep pursuing my interests in Asian art in the future.

# Convocation

## MSLCE celebrates its first graduating class



Students at the convocation reception. Photo by Kathryn E. Lawson.

### By Amy A. Ross

Thirteen students completed their year-long journey as the inaugural class of Northwestern University's Masters of Science in Leadership for Creative Enterprises (MSLCE).

The students received their degrees in a ceremony held at the Alice Millar Chapel in Evanston, Illinois on August 27th.

In an overview of the program's achievements during its first year, MSLCE Director Pablo Boczkowski highlighted the launch of 13 new classes, visits to more than 30 organizations in different parts of the country, the hosting of eight prominent industry professionals in the Speaker Series, and interactions with over two dozen other key professionals in classes.

"Each quarter students increasingly talked about

the ways in which their courses connected and complemented each other, deepening their understanding of the creative enterprises," said Boczkowski, at the beginning of the ceremony.

The MSLCE is one of three professional degree programs launched last year by Northwestern's School of Communication. **The School's Dean, Annenberg University Professor Barbara O'Keefe**, applauded the students for their efforts in pioneering the launch of such a unique program.

"This is a very unique program because of that synthesis and as a result this program is able to build in its students both a deep understanding of leadership and a toolkit that can be used to meet the very difficult challenge involved in assembling and directing creative teams," said O'Keefe.



Dean O'Keefe handing diploma to new graduate Mona Fu.  
Photo by Dan DiNanno.

The Dean also spoke about the work that went into creating the program and the length of time it had taken to develop it – five years – praising the students for being pioneers.

“I am particularly honored to be here today to recognize the first class of students who have completed this new program. Over the past year, the faculty and I have come to know them and appreciate their many strengths – their hard work, dedication, creativity, and commitment to find new ways of reshaping our common culture,” she said.

Prior to the receiving their diplomas, the students had the opportunity to listen to the advice of **Laverne McKinnon, MSLCE professor and Head of Television at Denver and Delilah.**

In a moving and heartfelt keynote speech, McKinnon shared with the students some of the lessons she learned on her professional journey, after working as Senior Vice-President of Drama Development at CBS Entertainment. While holding that position, she oversaw the development of series such as *Criminal Minds*, *Without A Trace*, *The Unit*, *Numb3rs*, *Cold Case*, *NCIS* and the *CSI* franchise.

“I was so busy doing, being proactive and trying to succeed, I was disconnected from my purpose,” McKinnon said, “Over time I learned to hear the voice inside my head, my true essence and who I was before I was told who to be.”

McKinnon urged students to learn to listen to their intuition and be faithful to their true purpose in life. “Honor your life purpose and if you don’t know what it is yet, go figure it out. Ignorance is not an excuse. You are so capable, so smart. Go find your life purpose! ... Match what you say with your actions. How you spend your day tells you everything you need to know about your values. If you don’t like what you see, change it,” she said.

After the ceremony, students reflected on their experience in the program over the past year. “I’ve learned so many skills, so many things that I never thought I would know in terms of business like how to fill out a proforma sheet, how to do all sorts of finance things, a lot about contract law, etc.” said **new alumna Hannah Aubry.**

“Even more than all of that, it was such an incredible experience just to be working with such intelligent, passionate, creative people in terms of the professors and professionals we met on the treks, which were phenomenal experiences,” said Aubry, “I would not trade the past year for anything.”



Convocation keynote speaker Laverne McKinnon. Photo by Dan DiNanno.



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## Fall Speaker Series



**OCTOBER 1 MARA WEBSTER** Panels and Programs Producer, Tribeca Film Festival



**NOVEMBER 5 LEN KASPER** Play-by-Play Announcer, Chicago Cubs



**DECEMBER 3 ERICA LABOVITZ** Category Business Director, Film, Indiegogo

*First Thursday of each month at 5:15pm. Open to the public.  
To register visit [creative.northwestern.edu/speaker\\_series](http://creative.northwestern.edu/speaker_series) or scan the QR code.*

## Learn More

Online sessions are held the first Tuesday and third Thursday of each month.

On-campus sessions are held the first Wednesday of each month.

**Sign up: <http://www.communication.northwestern.edu/programs/mslce/events>**

Interested in applying? The final deadline for winter 2016 admission and the early decision deadline for fall 2016 is **December 1, 2015.**

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