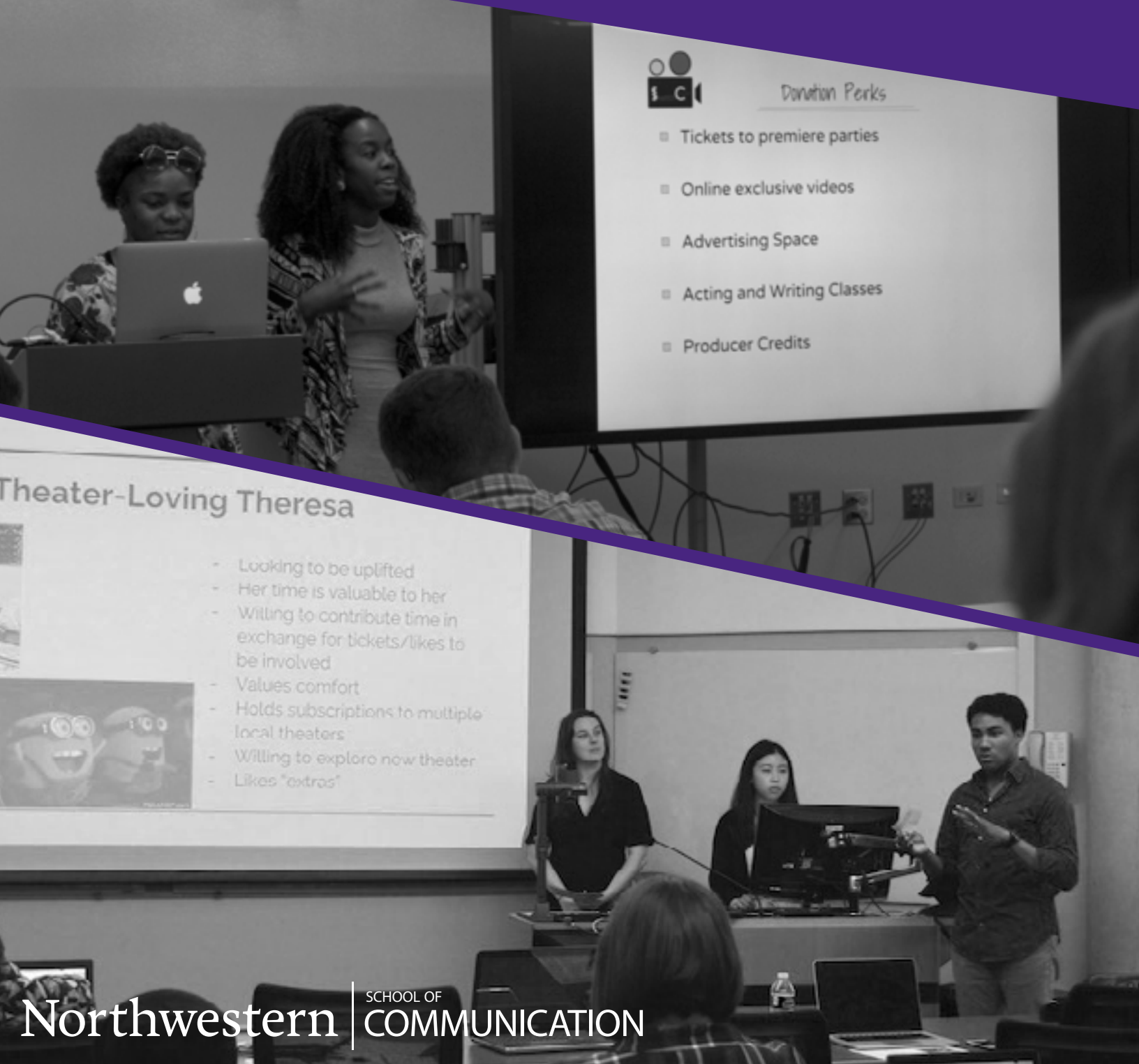


Master of Science in Leadership for Creative Enterprises

Newsletter
Summer 2017



Donation Perks

- Tickets to premiere parties
- Online exclusive videos
- Advertising Space
- Acting and Writing Classes
- Producer Credits

Theater-Loving Theresa

- Looking to be uplifted
- Her time is valuable to her
- Willing to contribute time in exchange for tickets/likes to be involved
- Values comfort
- Holds subscriptions to multiple local theaters
- Willing to explore new theater
- Likes "extras"





A TIME TO SAY GOODBYE

On September 1, 2014, I began a three-year assignment to launch the Master of Science in Leadership for Creative Enterprises program at Northwestern University’s School of Communication. With my tenure as faculty director coming to an end very shortly, I would like to reflect on the journey traveled so far and on lessons learned leading this creative enterprise.

Over the past three years, the program has grown considerably. The number of students projected to be in the classroom when the fall 2017 quarter starts will more than double those that started in fall 2014.

This has happened at the same time that our selectivity has risen remarkably and consistently. We have also had a major expansion on the faculty side with the hiring of three new full-time professors affiliated with the program. Our curriculum was also expanded with the addition of several new classes, day-long workshops, and research seminars.

We have also been busy at work developing a robust industry outreach effort. The monthly speaker series I created during my first month on the job generated twenty-four presentations by distinguished professionals that were attended by a total of 1,069 people. In addition, fourteen Chicago-area enterprises were engaged during our quarterly site visits. Finally, over the past three years we put together seven week-long trips to Los Angeles, New York and San Francisco, during which the students interacted with key players at fifty different organizations.

Building and strengthening our brand has been key to our growth and success. We have utilized the different media platforms available to tell our story, showcasing our students and faculty at every step of the way, from posts on our blogs to entries on our Facebook page to videos on our YouTube channel. The growth in traffic on our website is a clear indicator of our high level of visibility: during the current academic year it has averaged almost 12,000 sessions per month.

The main lesson I learned along this journey is not an original one, but it is worth repeating: it takes a village and the better the people one works with, the more successful the enterprise becomes. I have had the chance to learn from an outstanding staff, led by associate director Kate Lawson and that over the years also included Jenna Myers, Colin DeKuiper, Emily Main, Marlena Reimer, Johan Zeiger, Mandi Glowen, and Mike Rooney, as well as graduate assistants Jake Nelson, Amy Ross and Miya Williams, and undergraduate assistants Kate Leggett and Caylin Kaunas. I have also enjoyed the unfailing support of Dean Barbara O’Keefe, whose vision inspired the creation of MSLCE, and the guidance of Associate Dean Rick Morris, who always answered my questions—and there were many of them over three years!—with his usual combination of expedience, effectiveness, and humor. But the main people who have made this journey possible are the students, past and present. I have benefited greatly from their trust, hard work, creativity, and ambition. Thank you all, it’s been a real privilege.

Pablo J. Boczkowski
Professor, School of Communication
Faculty Director, MSLCE

MEET THE MSLCE STAFF



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MARKETING STRATEGIES IN CREATIVE INDUSTRIES

Conversation. Insight. Problem Solving. These are Rick Kolsky’s tools for marketing strategy. A bonafide player in the marketing consultation world, his stories of Smucker’s and Discovery Kids brought with them not only the theory of effective brand management and marketing, but the experience of someone who has been in the room for big marketing decisions. What Kolsky’s resume and stories can’t make clear, however, is his own engagement. Throughout the course, each and every lecture, discussion comment, or email conveyed his dedication to his students. *By John Hounihan*

NUVENTION ARTS: ENTREPRENEURSHIP

MSLCE students are joined by business, engineering, and other students from across the university in Gregg Latterman’s class on entrepreneurship in the arts. Students break themselves up into groups with the goal of taking their original business venture idea from concept to reality in ten weeks. Latterman brings in entrepreneurs from Chicago and across the country to mentor students as they build their business canvas, develop and refine their ideas, and test the market demand for their products. After an intense quarter of work, students pitch their ideas in front of a panel of entrepreneurs, VCs, and other potential investors. *By Kathryn Lawson*

CULTURAL NONPROFITS

In this course, led by Larissa Buchholz, the primary assignment came from an actual client, TransCultural Exchange, and the entire class worked on it as one team. In April, TransCultural Exchange founder and director Mary Sherman discussed her organization with students, and said the key challenge she faced was getting more sponsorships for their 2018 conference in Quebec City. Students were tasked with working together to advance a set of strategies to address this issue. They learned a lot through working for an actual organization and received valuable feedback from an experienced and esteemed nonprofit leader. *By Leslie Zhu*

CULTURE + GLOBALIZATION

In this course, Claudio Benzecry led students through an intense, interesting journey into globalization with a sociological perspective. The class read academic articles, and discussed them with experts on different topics such as national campaigns, music festivals, and the movie industry. Moreover, the students’ different nationalities and cultural backgrounds drove the dynamics of the class. By navigating the way that art is produced and marketed in different cities around the world, students realized how globalization is rooted in cultural practices. *By Leslie Zhu*

LEADING CREATIVE TEAMS

Gail Berger’s ultimate goal for her course was to help each student identify, define, and articulate their own “Vision of Leadership.” A passionate and engaging professor, Berger is never one to stick solely to traditional, three-hour lectures. Every week, the class engaged in an in-depth learning activity that tested their strengths and weaknesses as leaders. The activities varied in length, style, and intensity, but were always active. *By Joe Giovannetti*



CHIP POTTER

Hometown: Winnetka, Illinois

Though a countless number of people have attended world renowned film festivals like Sundance and Cannes, few can say they've been there for college credit. Chip is one of them. He went to Sundance in 2013 for school credit while studying at DePauw University in Indiana. "I met these people who are so passionate about what they did," he said, referring to the filmmakers who were there representing their movies. What's more, he saw some of these people get their films sold, which was a thrilling experience.

Summer Internship: Ghost House Pictures + Cold Iron Pictures in Los Angeles, CA

Dream Internship: HBO, A24 Productions

Favorite Quote: "Make. Good. Art." -Neil Gaiman

Dream City: Paris, France



SAMARA DESROCHERS

Hometown: Winnipeg, Canada

Samara was born into a musical family. The Canadian native has a lot of kin who play instruments, including her grandfather who played the trumpet. She started playing trumpet herself when she was only eight years old, but now she is interested in what happens off stage. "I spent a lot of time doing concerts and recitals growing up. As much fun as that was, I enjoy more behind-the-scenes aspects."

Summer Internship: The Lyric Opera + Chicago Symphony Orchestra in Chicago, IL

Favorite Artist:

Rafael Mendez

Dream Job:

Youth Concert Director

Areas of Interest:

Music, Fine Arts, Theatre

Photos provided by students.



LESLIE ZHU

Hometown: Jiangsu, China

Leslie would like to help make art more widely available to the public. A graduate of Nanjing University of Posts and Telecommunication and New York Institute of Technology, Leslie's dream job is to be a creative director at either a museum or an advertising agency. She sees both as avenues to bridging her interests in marketing, branding, and the arts. "[The MSLCE] program is the one that can help me to gain the ability to put these skills together to make a dream come true."

Summer Internship: Museum of Contemporary Art in Chicago, IL

Favorite Song:

"Champagne Supernova" by Oasis

Dream Internship:

Video production for Vice Magazine

Dream Job:

Creative director at a museum or ad agency

LOUIS HUANG

Hometown: Wenzhou, China

The Fudan University, Shanghai native came into the MSLCE program with a passion for drawing and a desire to work in an animation studio or to start his own brand. His course changed dramatically, however, after he took his first big data class, *Culture and Arts Analytics*, with Prof. Agnes Horvat in the fall quarter. "She introduced me to the basic concepts of data analytics and its use in culture and art". Louis is now looking to combine the business knowledge he learned in the MSLCE program with further big data training to pursue data analytics for his career.

Summer Internship: Phoenix Tree Publishing in Chicago, IL



Favorite Movie:

Once Upon a Time in America

Dream Job:

Data Analyst

Areas of Interest: TV/

film, visual arts, fine arts, photography

AMY ALDRICH

Hometown: San Diego, California

Amy has a unique interest in classical music. First, she performed it. Now, she wants to develop it. The San Diego native started as a clarinetist, before deciding she was more interested in nonprofit development, specifically within classical music or theatre. While studying performing arts management and business administration at DePaul, she worked as a development intern for Chicago's recently shuttered Redmoon Theater, and for Studio 773. She's also worked for the Newberry Consort, a classical music organization in downtown Chicago.

Summer Internship: Chicago Sinfonietta in Chicago, IL



Favorite Chicago Landmark:

Chicago Botanic Garden

3 Words That Describe You:

Diplomatic, Passionate, Whimsical

Dream City: Vienna, Austria

SABRINA WANG

Hometown: Xiamen, China

Sabrina has a very specific goal while enrolled as a student in the MSLCE program: she wants to bring her love of museums and marketing together for her dream job. While studying communication and East Asian studies at the University of Southern California, Sabrina interned at both the campus' Fisher Museum of Art as well as at *Los Angeles Magazine*, where she focused on marketing. She also did event planning for the USC Pacific Asia Museum, amongst her other responsibilities like writing scripts for tours and engaging with the museum's audience as a docent.

Summer Internship: Digital Branding Institute in Los Angeles, CA



Favorite Chicago Landmark:

The Art Institute of Chicago

Dream City:

Los Angeles, CA

Areas of Interest:

Fine arts, entrepreneurship, PR/marketing



MARY SHERMAN
 Founder + Executive Director
 TransCultural Exchange

Much of Sherman’s talk focused on skills needed to successfully run a nonprofit, as she has done since starting TransCultural Exchange, which began informally in 1989, and incorporated in 2002. For Sherman, a large part of the appeal of her organization is that it brings together artists from around the world, though this aspect sometimes makes fundraising more difficult. “Most people want to fund things they can see happen in their own backyard, and they want to fund their neighbor,” Sherman said, “but what I think makes it exciting is that we do live in 2017 now, our world is global, our neighbors can be anywhere.” Sherman advised students interested in pursuing nonprofit management that they needed to be good writers, good organizers, and be willing and able to pay attention to details. They also need to have a flexible, go-with-the-flow attitude, a trait Sherman revealed when asked about her daily routine. “I have a list of things that need to get done... but often something else comes up.”

ANDY BOHN
 Co-Founder + Partner
 The Film Arcade

Andy Bohn had some straightforward advice for students aspiring to work in the film industry: learn as much as you can about movies. “Read about the history of the business and current news, watch a lot, really become a student of film or television,” Bohn said. “You find yourself in meetings with writers, directors, producers, and you’re referencing industry history, it shows you’re knowledgeable. Having that context is invaluable.” Bohn would know, too. His career in the film industry has taken him from an unpaid internship at MGM, to an assistant job at the renowned agency International Creative Management (ICM), to the role as head of development at Morgan Creek Productions, where he oversaw films like *The Good Shepherd* and *Man of the Year* from development to production. Bohn explained that each experience was educational, and encouraged attendees to take whatever positions they can get at industry-related companies like agencies and studios. “Even if you’re there pushing the proverbial mail cart, you just learn so much,” Bohn said. “It’s a great way to spend a year, you’d be shocked by how much you learn.”



WORKSHOPS



CULTURAL INTELLIGENCE + MANAGING INCLUSION WITH SUSAN CARVER

Throughout the seminar, Susan Carver moved students through activities that focused on assumptions, oppression, privilege, and taking action. Carver began by splitting students into pairs and giving them an Assumptions Worksheet. The instructions were simple: “Without talking, look your partner directly in the eye, and fill out the worksheet.” Students were surprised to learn about the first impressions they projected onto their partner.

By Joe Giovannetti



COLLABORATIVE LEADERSHIP WITH LESLIE DECHURCH

Creative sector collaborations come in different shapes and sizes: How do we bring together professionals from widely different backgrounds to meet the needs of an organization efficiently and effectively? Leslie DeChurch guided students into the world of collaboration with a day of reflection, workshoping, and activities that tested the brain and teams of many sizes. Overall, DeChurch’s seminar brought solid lessons in teaming with the perfect balance of hands-on practice and theory.

By John Hounihan

FACULTY TALKS



CHILDREN + MEDIA WITH ELLEN WARTELLA

In studying entertainment, many students have seen the power that media can have in shaping young minds. Movies, television, and live performance are so often in front of modern youth that we must make sure that we are cognizant of the types of media we create for children. Ellen Wartella is a giant in the world of educational media, and she discussed her research with one of the most popular children’s programming companies, Sesame Workshop. It was inspiring to hear how Wartella’s study has gone into the creation of several initiatives at the most notable name in educational media.

By John Hounihan

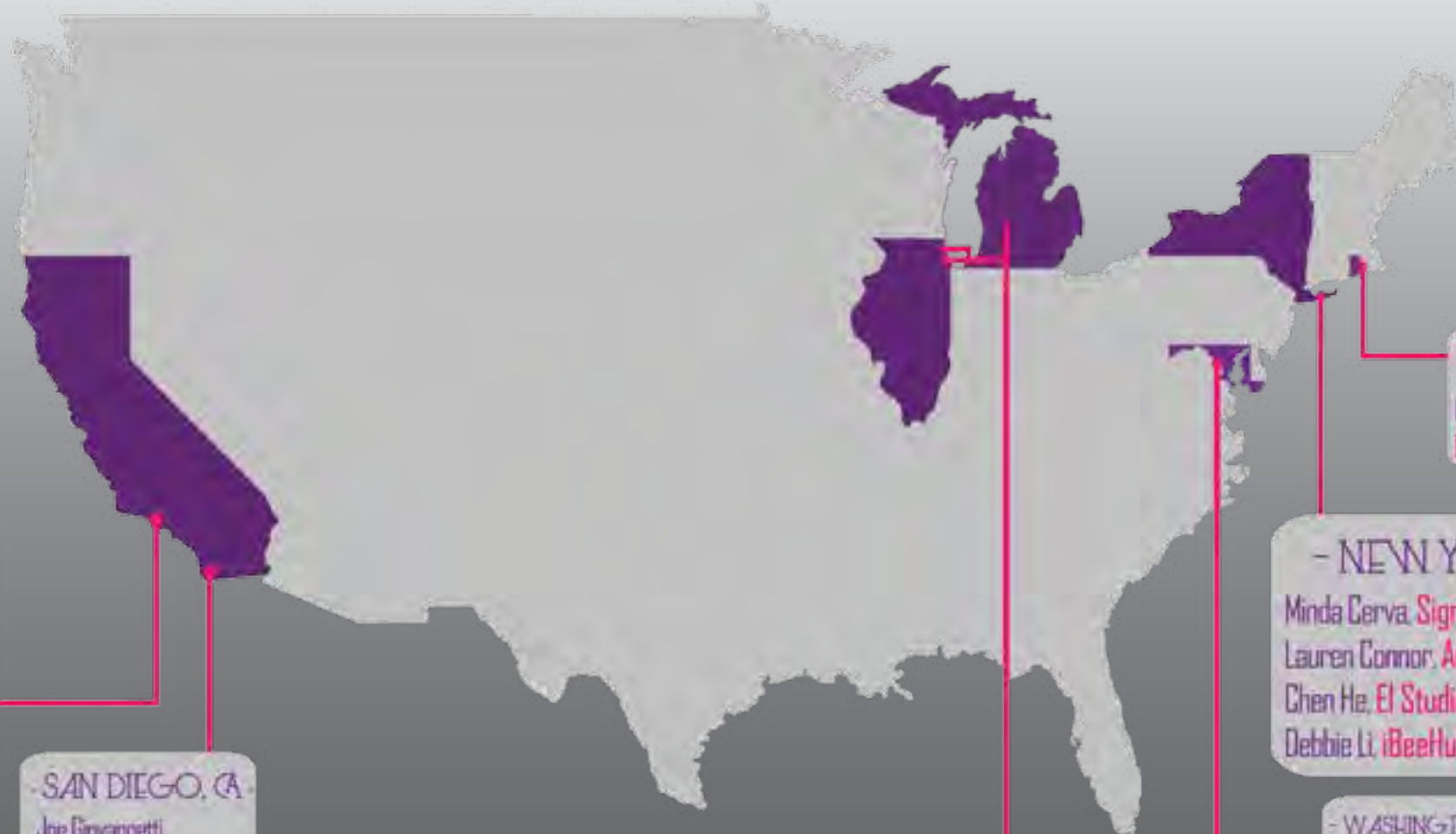


INTEGRATING PERFORMANCE + RESEARCH WITH E. PATRICK JOHNSON

E. Patrick Johnson is a widely published author and founder/director of the Black Arts Initiative at Northwestern. He spoke with students about a project close to his heart: *Sweet Tea: Black Gay Men of the South*. *Sweet Tea* originally began as a book meant to record testimonials illustrating what it was like for individuals to grow up as gay men in the south. However, Johnson quickly found that the written word could not adequately represent the “characters” of his show, and turned it into a theatrical performance.

By John Hounihan

WHERE IS MSLCE?



-LOS ANGELES, CA-
 Sabrina Wang, Digital Branding Institute
 Raavens Lee, Digital Branding Institute
 Chip Potter, Ghost House Productions + The Film Arcade
 Avielle Suria, Digital Branding Institute
 Robin Zhou, HTTV

-SAN DIEGO, CA-
 Joe Giovannetti,
 La Jolla Playhouse

-EVANSTON, IL-
 Kelsey Wright,
 Evanston Arts Center

-CHICAGO, IL-
 Amy Aldrich, Chicago Sinfonietta
 Jacques Cofield, Arise 2 Documentary
 Claire Conrad, Allied Live
 Chien Dong, Facets
 Alexander Fah Sang, El Studio, Inc.
 John Hounhan, Collaboration
 Louis Huang, Phoenix Tree Publishing
 Samara Desrochers, Lyric Opera+Chicago Symphony Orchestra
 Ashwetha Iyer, Chicago Children's Theatre+Open Books
 Kat Hudson, Chicago Opera Theater
 Cindy Lau, Beach
 Alex McKenna, Lillstonet Art Center
 Zoe Stefan, CorradoMancini
 Danton Sprull, Music Box Films
 Leslie Zhu, Museum of Contemporary Art
 Alexander Fah Sang, VM Productions

-GRAND RAPIDS, MI-
 Yu Li,
 Burke Porter Group

-NEW YORK, NY-
 Minda Cerva, Signature Theatre
 Lauren Connor, Ark Media
 Chen He, El Studio, Inc.
 Debbie Li, iBeeHub

-WASHINGTON, DC-
 Paige Lester,
 The Kennedy Center

-PROVIDENCE & NEWPORT, RI-
 Natalie Agbele,
 Rhode Island Film Festival



-SHENZHEN, CHINA-
 Yuan Tian,
 Tencent

-SHANGHAI, CHINA-
 Wendi Liu,
 Disney Shanghai



-SANTIAGO, CHILE-
 Luis Perez,
 Adanda Media



YEAR END PARTY



SECOND ANNUAL TALENT SHOW



A Look at ENTREPRENEURSHIP with Gregg Latterman Adjunct Lecturer, Kellogg School of Management + Farley Center for Entrepreneurship and Innovation

What is the most important skill for an aspiring entrepreneur?
The most important thing is to have an intense drive and passion for what you're doing. You have to look at it that what you're doing is something that's great, it's what you believe in, and there's nothing that's going to stop you from getting it done. It's the only way to make things work. I started a record label, and I was so driven by what I was doing that nothing would get in my way. It wouldn't have mattered if someone had said, "You can't do this," I didn't know anything other than I was going to get it done. It's really the only way to succeed because there are going to be a ton of setbacks. You're going to get frustrated. That's part of the journey of the entrepreneur.

How have you seen Chicago's entrepreneurship scene change and develop over the years?

I started my company in 1993. Back then no one talked about entrepreneurs. I graduated from Kellogg in '96, and I was the only entrepreneur in my class. I was in *Businessweek* and *Inc.* magazines while I was going to Kellogg and it was all about, "Why is this MBA who is going to Kellogg starting his own company?" You go to business school to get a job, not to start a company. Entrepreneurship is now a path you can take if you're coming out of school. Back then, it wasn't a path, it was more like, "What is this person doing?" It was so much harder to start a company because there were so many barriers to entry. Now the internet has just made a much more level playing field. Today is a thousand times better because anyone can do anything.

What's the most unique aspect of Chicago's entrepreneurship scene?

Chicago is the best place right now to be an entrepreneur for most industries. Not only is it big enough to get done what you need to get done, but it's small enough that everyone still wants to help each other. Two rival venture capital companies in Chicago don't see themselves as rivals because we all work together a lot. Chicago is the perfect size, and we've got something to prove, which makes people more cooperative.

You teach a class focused on entrepreneurship in the arts: how do you approach the material in this course differently than other entrepreneurship classes?

Arts entrepreneurship is very different from straight up



Photo courtesy of Gregg Latterman.

entrepreneurship because if you're starting a company, your goal is to have product market fit. You may have a great idea but the question is, do other people think it's a great idea? Do they value it, and are they going to pay for it? In traditional entrepreneurship, we say here's what I think the world needs and I know how to provide it so I'm going to put it out there. If you're an artist most likely what you are doing is something that's super passionate, from the heart. It's not just building a mousetrap, it's a piece of you. If you change your product to what the customer wants, it could get so far away from what you're trying to do. Because arts-based businesses are much more personal, people are unwilling to change them. You have to find a happy medium. It's a little harder.

You've worked in music, film, and television. What's been your favorite medium to work in, and why?

I guess I'll say music just because I've been there in the room when a song gets created and then I've been a part of the process that pulls it all together. I've taken a song, knowing the people who created it, and then helped that song become successful from how it was recorded to how it got rolled out to the world, and then I've watched hundreds of thousands of people sing the song back to the band. I've been a part of the whole 360 process for that.

Gregg Latterman spent over two decades in the music and entertainment industry. He created and teaches a class entitled, NUvention: Entrepreneurship for the Arts.



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CHECK BACK IN SEPTEMBER FOR THE FALL QUARTER SPEAKER LINE-UP!

First Thursday of each month at 5:15pm. Free + open to the public.

LEARN MORE

Sign up for an online information session at
<https://creative.northwestern.edu/admissions/information-sessions/>

Interested in applying? The final deadline for Fall 2017 admission is August 15, 2017.
Applications for Winter 2018 admission will be accepted through December 3, 2017.
Learn more at <https://creative.northwestern.edu/admissions/application-instructions/>

Newsletter Editor: Jacob Nelson
Contributors: Jacob Nelson, Miya Williams, Kathryn E. Lawson
Unless otherwise stated, photos by Kathryn E. Lawson

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