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OF THE GRAPHIC COMMUNICATIONS
MANAGEMENT AND TECHNOLOGY PROGRAM
PRESENTS

The 28th Annual
PRISM
AWARD
LUNCHEON

HONORING
Charles H. Townsend
Chief Executive Officer, Condé Nast

LUNCHEON CHAIRMAN
Scott Dadich
Editor-in-Chief, WIRED

Tuesday, June 17, 2014
Cipriani 42

The Graphic Communications
Management and Technology Program
and the PRISM Committee wish to acknowledge
with profound gratitude

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PROGRAM

WELCOME

Buzz Apostol and Jennifer Bergin
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INTRODUCTIONS

Buzz Apostol
*Advisory Board Co-Chair and
Prism Committee Co-Chair*

GREETINGS

Dennis Di Lorenzo
Dean, NYU-SCPS

PRESENTATION OF ALUMNI AWARD

Joseph P. Truncale
Advisory Board Co-Chair

ACCEPTANCE

Tina C. Powell
Alumni Achievement Award

PRESENTATION OF THE PRISM AWARD FOR DISTINGUISHED LEADERSHIP

Introduction by:

Paula Payton
*Director, Strategic Communication, Marketing, and
Media Management Programs, NYU-SCPS*

SCOTT DADICH

*Editor-in-Chief
WIRED*

ACCEPTANCE

CHARLES H. TOWNSEND

*Chief Executive Officer
Condé Nast*

CLOSING

Jennifer Bergin
Prism Committee Co-Chair

CHARLES H. TOWNSEND

Chief Executive Officer
Condé Nast

Charles H. Townsend is chief executive officer of Condé Nast, the premier media company renowned for producing the world's highest quality content for the world's most influential audiences. Attracting 164 million consumers across its industry-leading print and digital brands, the company's properties include some of the most iconic titles in media: *Vogue*, *Vanity Fair*, *Glamour*, *Brides*, *Self*, *GQ*, *The*



New Yorker, *Condé Nast Traveler*, *Details*, *Allure*, *Architectural Digest*, *Bon Appétit*, *Epicurious*, *Wired*, *W*, *Lucky*, *Golf Digest*, *Golf World*, *Teen Vogue*, and *Ars Technica*. Condé Nast also owns Fairchild Fashion Media (FFM) and its portfolio of comprehensive fashion journalism brands: *WWD*, *Style.com*, *Footwear News*, *NowManifest*, *Beauty Inc.*, *M*, and Fairchild Summits. The company's newest division, Condé Nast Entertainment, was launched in 2011 to develop film, television, and digital video programming.

During Townsend's 20-year tenure at Condé Nast, the company has reached record profits, tripling its topline growth and exponentially expanding its distribution platforms. In just the past five years, Condé Nast's footprint swelled by more than 100 million consumers and in 2013, the corporation was named one of the fast-growing companies in the digital video business. Earning a record 107 National Magazine Awards in the past 20 years, Condé Nast also led the industry as one of LinkedIn's Top 50 Most In-Demand Employers in the World. In late 2014, the company will relocate to its new global headquarters at 1 World Trade Center, where it will play a leading role in the resurgence of Lower Manhattan.

Before being named CEO in 2004, Townsend served as Condé Nast's chief operating officer after joining the company in 1994 as publisher of *Glamour*. Earlier in his career, he served as president and CEO of The *New York Times*' Women's Magazine Publishing Division and as publisher of various Hearst Magazines titles. Townsend is a graduate of the University of Michigan.

SCOTT DADICH

Editor-in-Chief
WIRED

Scott Dadich was named editor-in-chief of *WIRED* in November of 2012.

Prior to being named editor-in-chief, he served as vice president, Editorial Platforms & Design for Condé Nast. In this role, he oversaw the creative efforts to bring Condé Nast's storied brand portfolio to emerging digital channels.

From 2006-2010, Dadich was the award-winning creative director of *WIRED*, where he initiated and led the development of *WIRED*'s groundbreaking iPad app, which was introduced in May 2010, one month after the introduction of the revolutionary device. Building upon that success, Dadich and his team have led all of the company's brands into monthly tablet publication across multiple digital platforms.



Collectively, Dadich's work has been recognized with 8 National Magazine Awards, including three General Excellence Ellies (*Texas Monthly*, 2003; *Wired*, 2007 & 2009). He is the only creative director ever to win both the National Magazine Award for Design and the Society of Publication Designers Magazine of the Year award three consecutive years: 2008, 2009, and 2010. Additionally, he has received more than 100 national design and editorial awards from organizations such as the Art Directors Club, American Photography, American Illustration, The Society of Illustrators, and the Type Directors Club. In 2011, Fast Company named Scott Dadich one of the 50 Most Influential Designers in America.

Prior to joining Condé Nast, Scott was creative director of *Texas Monthly*, which was nominated for 14 National Magazine Awards during his tenure and won for General Excellence in 2003.

Dadich graduated from Texas Tech University with a Bachelor of Fine Arts degree.

Welcome to the 28th Annual Prism Award Luncheon

On behalf of our students, faculty members, alumni, administration and Advisory Board, we thank you for your presence today at the 28th Annual Prism Award Luncheon. You are transforming the lives of our students through your generous support: net proceeds from the Prism Award Luncheon support the Prism Fellowship Scholarship Fund.

ABOUT OUR GRADUATE DEGREE PROGRAM

The program integrates the practical and the visionary, combining theoretical knowledge, critical thinking, and directly-applicable skills. Students build the expertise necessary to lead and succeed in a global, multidimensional media industry - learning outcomes are exceptional and networking opportunities plentiful.

OUR FACULTY MEMBER AND THE ADVISORY BOARD

A dedicated faculty of industry leaders and distinguished Advisory Board guide our students, sharing their experience, knowledge and vision. They may serve as faculty and guest lecturers and provide mentorship, career guidance, and generous scholarship opportunities through the Prism Fellowship Scholarship Fund. Every Board member is dedicated to preparing our students for targeted high-growth areas in the media and communication industry.

OUR STUDENT PROFILE

Most of our students are working full-time, part-time, or in internship positions while earning their graduate degree. The program hosts an extraordinary Student Global Internship Program for companies in the media and communications industry: this is an opportunity to match the customized needs of a company with the skills and knowledge of our students.

AN INNOVATIVE CURRICULUM

The program curriculum covers topics ranging from best management practices, entrepreneurial thinking, strategic sales management, executive leadership, operations management and finance to managing the media mix, global positioning in marketing, building and brand, mobile and social media management, cross-media management, and analysis of evolving technologies across media.

A GLOBAL PERSPECTIVE

The program's international opportunities prepare students with a competitive advantage and insight into managing relationships and resources worldwide for their companies and clients. The Global Study Week Program is offered in an elective, Exploring the Media Landscape," where our Advisory Board arranges for students to meet with leading industry professionals abroad.

For more information about our Master of Arts in Graphic Communications Management and Technology program, please contact Paula Payton, Director, at 212-992-3228. Visit us at scps.nyu.edu/gcmt. Follow us on facebook, linkedin and Twitter.

The 28th ANNUAL PRISM AWARD LUNCHEON

In support of NYU-SCPS student scholarships

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THE PRISM AWARD, with its seven light-capturing triangular planes, symbolizes excellence in leadership, technological innovation, and service.