

# THANK YOU



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The Georgetown Entertainment & Media Alliance

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Debra Birnbaum, *TV Guide Magazine*  
Suzy Dyer, The Paley Center for Media  
Bess Scher, Assistant to Mr. Reiner  
Amy Scherick, *TV Guide Magazine*  
Sean Smith, Photosmith Photography  
Bob Valentine, Concord Music Group

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## A GEMA LA Special Event

*An Evening with...*

# Carl Reiner (F'43)

The Paley Center for Media  
Beverly Hills, CA

Tuesday,  
May 24, 2011

*Presented by:*



[WWW.GEMA-HOYAS.ORG](http://WWW.GEMA-HOYAS.ORG)

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## WHAT IS GEMA?

Founded in 2002, the Georgetown Entertainment & Media Alliance (GEMA) aims to elevate Georgetown's profile in the entertainment and media community by strengthening ties between the University and its alumni and by developing relevant programs and resources for alumni and students. GEMA is also committed to pursuing philanthropic endeavors related to media and the arts to benefit Georgetown University and our local communities. Comprised of alumni, students, parents and friends affiliated with the media and entertainment industry, GEMA has grown to 3,000 members around the globe representing a diversity of specialties including film, television, theater, publishing, music, sports journalism, new and emerging media technologies and many others. GEMA played a key role in developing and securing necessary funding for the new Film and Media Minor commencing at Georgetown University in Spring 2011, and partially funded the 75-seat state-of-the-art GEMA Screening Room on campus. Through its New York, Los Angeles and Washington, DC chapters and dedicated members elsewhere, GEMA has hosted over 100 events serving over 7,000 students and alumni. To learn more about GEMA, please visit [www.gema-hoyas.org](http://www.gema-hoyas.org)

## GEMA'S MISSION IS TO:

- Elevate the profile of Georgetown University in the entertainment and media communities
- Foster and support career development for its alumni and student members within the entertainment and media communities
- Facilitate and sustain collegiality among its members and encourage involvement in the life of Georgetown
- Strengthen the ties between the university and its alumni in the entertainment and media communities
- Give back to the community and Georgetown University through philanthropic endeavors related to entertainment, media and the arts.

## HOW DO I JOIN GEMA?

GEMA membership is open to any Georgetown University alumnus, student or parent affiliated with the entertainment and media industries. Membership is free.

Joining GEMA is simple — just visit [www.GEMA-Hoyas.org](http://www.GEMA-Hoyas.org) and click on the "Join GEMA" button.

## ABOUT MR. REINER

Carl Reiner, actor, writer, producer and director and one of the most creative minds in media and entertainment, has influenced nearly every major comedic talent for more than 50 years. The son of a watchmaker, he was born in the Bronx on March 20, 1922. In 1942, Reiner went into the U.S. Army and was trained as a radio operator. He later studied French on assignment at Georgetown University's School of Foreign Service in order to become an interpreter.

A twelve-time Emmy winner, Carl Reiner is best known as a co-star on the legendary television program *Your Show of Shows*; the creator and co-star of *The Dick Van Dyke Show*; director of such feature films as *The Jerk*, *All of Me*, *Oh God!* and *Where's Poppa?* As an actor, he has starred in such films as *The Russians are Coming*, *The Russians are Coming*; *Dead Men Don't Wear Plaid*; and the Oceans movies with George Clooney and Matt Damon. He teamed up with Mel Brooks on the Grammy-winning *2000-Year-Old Man* comedy albums. Reiner's books include *Enter Laughing*, *All Kinds of Love*, *Continue Laughing*, *How Paul Robeson Saved My Life*, *My Anecdotal Life*, *Just Desserts* and the children's books *Tell Me a Silly Story*, *Tell Me a Scary Story* and *Tell Me Another Scary Story*. Reiner was inducted into the Television Academy Hall of Fame in 1999 and received the Kennedy Center Mark Twain Prize in Comedy in 2001.

## ABOUT MR. ROUSH:

Matt Roush is the senior TV critic for TV Guide Magazine. A Phi Beta Kappa graduate of Indiana University, his love for TV and deep knowledge of its history has led to frequent appearances on TV entertainment shows, as well as commentaries on specials, documentaries and DVD supplements. His fondest memory: moderating a sold-out cast reunion of *Buffy the Vampire Slayer* in Hollywood.

## NEW FILM AND MEDIA STUDIES MINOR LAUNCHED AT GEORGETOWN UNIVERSITY

*Distinguished by its Focus on the Relationship Between Media  
and Social Justice*

*Program is a Unique University and GEMA Collaboration*

The Georgetown Entertainment & Media Alliance (GEMA) is deeply connected to the new Film and Media Studies Minor launched in January at Georgetown University. The program provides students with the skills needed to understand, study, and create media, while exploring vital issues related to social justice including poverty, diversity, spirituality, ethics, enlightenment, and peace. With an emphasis on visual storytelling, the program encourages social engagement and service to others through the study and development of narrative and documentary work in film, television, and new and emerging media technologies. The new program evolved out of a unique alliance between the University and GEMA. GEMA leaders championed the project for years, playing a key role in developing the program's concept and in coalescing alumni and entertainment industry passion and resources for its creation.

"We are thrilled with the launch of this unique program," said Rich Battista, GEMA Founder and Chairman. "As at every stage of GEMA's growth, we asked alumni and friends for help, and once again they responded. The passion we've put into making this program a reality is a reflection of why we started GEMA almost ten years ago: to bring together alumni, students and friends in the entertainment industry to benefit the Georgetown community and the world at large, while enhancing Georgetown's place of leadership in shaping the cultural dialogue."

In addition to the many professional services and programs GEMA offers alumni and students, GEMA's philanthropic engagement with Georgetown University has included partially funding the 67-seat state-of-the-art screening room on campus, soon to be renamed the GEMA Screening Room. Now, to fulfill its shared vision to create a truly unique film and media center at Georgetown University, GEMA is committed to helping Georgetown fund the Film and Media Studies program's future and will continue to seek additional investors to expand its offerings. GEMA will also collaborate on content where appropriate, engage alumni as visiting faculty or speakers for on-campus events, provide current insight and professional support from the industry perspective, and offer career support for students and graduates.

To get involved in the campaign to support Film and Media Studies at Georgetown, please contact Annamarie Bezzerides [amb237@georgetown.edu](mailto:amb237@georgetown.edu).

## TONIGHT'S PROGRAM

*Arrivals and Seating 6:30 - 7:00 p.m.*

*Main Program 7:00 – 8:00 p.m.*

*Cocktail Reception 8:00 – 9:00 p.m.*

Welcome and Introduction

*Rich Battista (B'86), GEMA Founder and Chairman  
Catherine Hagney Brown (C'84), GEMA President*

Update on Film and Media Studies at Georgetown

*Dr. Bernie Cook (C'90, G'91)*

*Associate Dean, Georgetown College*

A Conversation with  
**CARL REINER (F' 43)**

*with*

*Matt Roush, Senior TV Critic, TV Guide Magazine*