

**2012 Group of the Year:  
Dartmouth Alumni in Entertainment & Media Association**

Thanks to its effective outreach, strong leadership and wide variety of events, the Dartmouth Alumni in Entertainment & Media Association (DAEMA) continues to successfully carry out its mission to support Dartmouth Alumni and friends in motion pictures, television, theater, music, news and documentaries. DAEMA provides opportunities for networking and career development, in addition to helping students bridge the gap from Hanover to “Hollywood.”

This past year, DAEMA co-sponsored the Dartmouth on Location Lorax event, celebrating the combined creativity of Theodor “Seuss” Geisel ’25 and Christopher Meledandri ’81. A true success. DAEMA and Alumni Relations were able to show The Lorax in Los Angeles, New York, and Boston with Q&A in two out of the three cities. Thank you, DAEMA, for your invaluable recommendations and coordination of communications assistance with the talent. The combined effort contributed to a wonderful event for Dartmouth alumni and their family and friends. The green-carpet celebration included presentations by producer Christopher Meledandri, CEO of Illumination Entertainment, and English Professor Donald Pease, the Ted and Helen Geisel Third Century Professor in the Humanities.

Reaching out to all corners of the College, DAEMA continues to give careful attention to building its board, building the DAEMA brand and promoting long-term sustainability. The Group will also focus on succession planning and additional educational events in 2013.

DAEMA demonstrated an efficient communications strategy with its information-packed newsletters, up-to-date website and interactive Facebook page. This year the group implemented a system for members to create an online login and password so they could dynamically update their own bio on the DAEMA site.

For the inspiration it continues to provide, we congratulate DAEMA for being selected as 2012 Group of the Year.

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*Vice President, Alumni Relations*

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