

Film executive, alumnus to deliver graduation address

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A&E Editor

Students will get the chance to hear about the career achievements of an Elon graduate when Douglas Finberg, senior vice president of international marketing for Paramount Pictures, delivers the commencement address today.

Finberg, who graduated from Elon in 1994, produces marketing campaigns for international theatrical releases, including "Iron Man," "Indiana Jones and the Kingdom of the Crystal Skull," "Transformers" and "Shrek the Third." He also serves as a liaison for producers, filmmakers and studio executives in Los Angeles.

According to George Troxler, dean of cultural and special programs, Finberg was an appealing choice for the commencement speaker because students often like to hear about the experiences of someone young to whom they can relate.

"He's relatively young to be so successful and he's doing so well in his career," Troxler said.

Earlier this year, the senior class officers met with Troxler and Gerry Francis, provost and vice president for academic affairs, and compiled a list of potential speakers they thought the graduating class would enjoy hearing from. During the last few years they have tried to get speakers who have some association with Elon, whether they are parents, alumni or faculty.

"[Finberg] has spoken to some of our communications classes in California," Troxler said. "He's been a very active alumnus."

After they compiled their list of speakers, it was handed over to President Leo Lambert, who ultimately extended the invitation to Finberg.

Finberg's first position in the entertainment industry was as a public relations intern for Lucasfilm Ltd., while he was still at Elon. After graduating cum laude from Elon with a degree in communications, Finberg continued his studies at the University of California, Los Angeles, and the

American Film Institute.

He then worked as an administrator of international theatrical marketing and distribution services at MGM and as a director of international advertising and promotions for Universal Pictures before moving to Dreamworks SKG, where he spent 10 years as a creative executive for international marketing and advertising.

While at Dreamworks, he produced audiovisual, print and online campaigns for the international theatrical releases of films like "The Ring," "A Beautiful Mind," "Cast Away" and "Lemony Snicket's A Series of Unfortunate Events." He also won the 2001 Hollywood Reporter Key Art Award for best international comedy trailer for "Meet the Parents."

At Dreamworks Finberg also managed international product presentations in London, Tokyo, Singapore, Rio de Janeiro, Barcelona and Amsterdam, and he was responsible for implementing the design of a companywide "Digital Asset Resource Tracking" (DART) system.

In addition to producing marketing campaigns at Paramount, Finberg worked with Steven Spielberg and Michael Bay to produce a special shoot for the "Transformers" trailer that aired in Japan.

Finberg is the official commencement speaker, but he isn't the only one students will be hearing from at graduation. Senior class president Lauren Murphree and the president of the alumni association will speak. Dr. Francis will present awards and recognitions, and President Lambert will make Susan Moseley a doctor of humane letters.



Douglas Finberg

SPEAKERS OF THE PAST

A brief look back at the last four Commencement speakers



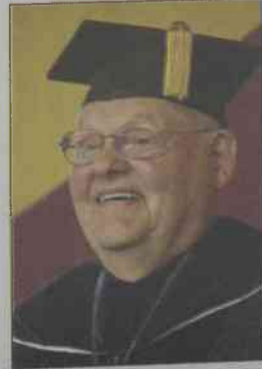
2007
Kerri Anderson
CEO and President, Wendy's Intl.



2006
Jack McKeon
Former Florida Marlins Manager



2005
Jeanne Swanner Roberston
Professional speaker, humorist



2004
Dr. Earl Danieley
President Emeritus, Elon University

Commencement Questions?

Common Queries for Commencement 2008

Where are the bathrooms?

There are bathrooms in McEwen, Alamance and Long buildings. The bathroom in Whitley Auditorium is closed.

What time does the continental breakfast end?

The food will stop being served at 9 a.m. Please take your seats at this time. Graduates will enter through the area where the food will be served, which will make it hard for the attendees to get to their seats.

How will the graduates enter?

They will walk onto the center of the stage and then will go down on each side to their chairs.

Where do the different degrees sit?

B.A. - Audience left (McEwen side of seating) and probably a portion will sit in the front rows on audience right (Whitley side of seating)
B.F.A. - Audience right (Whitley side)
B.S. - Audience right (Whitley side)

How long is the commencement program?

Commencement concludes with the graduate recessional. It is estimated that commencement will run 2.5 hours for the ceremony and may run a few minutes longer with the recessional.

Are professional photographs available?

Yes, a photo will be sent to your home address in a week or two. There is also a table Under the Oaks and around Fonville Fountain where you can purchase the picture ahead of time. Look for the sign, "Commencement Photographs."

Can I order a graduation video on VHS or DVD?

Yes, you can sign up and pay Elon Television for a taped copy. ETV employees have two booths set up. One is near the information booth by the parking lot outside of Whitley Auditorium. The other is around Fonville Fountain. ETV has also taped Baccalaureate and Leaders for the 21st Century, which are also available for purchase.

Can I take photos?

The letter of the last name of the current graduates on stage (divided by bachelor of arts, fine arts and science) will be held up in the photo area. When the graduate's letter is held up, then the person can enter the photo area to the right side of the stage to take the photo.

Where is the special needs section?

It's located on the audience left side near McEwen Communications building. Individuals with special needs are allowed to have their families sit with them. They can also watch the ceremony inside of McEwen Communications building.

Is there anywhere I can buy batteries and/or film?

The Campus Shop in Moseley Center

is open until 9:15 a.m. and will reopen after graduation. Other nearby stores are Rite Aid Pharmacy and Food Lion at the intersection of Williamson Avenue and Church Street.

Where do I meet my graduate after the ceremony?

Signs for each of the academic departments will be placed above the rection tables located in Scott Plaza. Please plan to meet your family/graduate near the sign of your academic major.

Where do graduates pick up the oak sapling?

Oak saplings are available at a table in front of Powell Building which is the building next to Duke and beside Haggard Avenue. There is a sign marking this table, as well as tables for alumni information, commencement videos and commencement photographs. These tables will be in the same general area.

What happens if it rains?

Each graduate is allowed two tickets to give to two guests for entrance into Koury Center's Alumni Gym. All other guests will be asked to go to closed-circuit viewing rooms according to their graduate's major or in any building classroom.

Where is the information booth?

There are two information booths. One is located between Powell Building and Fonville Fountain and the second is at the back of the Commencement site near the Whitley parking lot.

Where is the first aid station?

It is located beneath the tent between Whitley Auditorium and the parking lot.

Where are the campus police/communications center?

They will be at a tent near the first aid tent in front of Whitley Auditorium.

Where can I go to use the telephone?

There are phones located in Alamance Building (where the front doors are looking out toward Fonville Fountain).

Where is the lost and found?

During the ceremony, lost and found should be taken to the information table at the back of the graduation site. Following the ceremony lost and found items will be taken to the Campus Police office in The Oaks complex.

Where is the interpreter located?

She will be on the right side of the stage near the photography area on a stool. She will wear a graduate's robe and will be at the Commencement site early that morning. Please find her and talk to her about where to sit.

Information courtesy of the Office of Cultural and Special Programs