

11-C-0370

A COMMUNICATION BY COUNCILMEMBERS NATALYN M. ARCHIBONG, DISTRICT 5; ALEX WAN, DISTRICT 6; HOWARD SHOOK, DISTRICT 7; YOLANDA ADREAN, DISTRICT 8 AND AARON WATSON, POST 2 AT-LARGE:

APPOINTING MR. MATTHEW ARDEN TO SERVE AS A MEMBER OF THE PEOPLE TV BOARD OF DIRECTORS. THIS APPOINTMENT IS FOR A TERM OF TWO (2) YEARS, SCHEDULED TO BEGIN ON THE DATE OF COUNCIL CONFIRMATION.

CONFIRMED BY

MAR 2 1 2011

COUNCIL

- CONSENT REFER
  - REGULAR REPORT REFER
  - ADVERTISE & REFER
  - 1<sup>ST</sup> ADOPT 2<sup>ND</sup> READ & REFER
  - PERSONAL PAPER REFER
- Date Referred: 3/7/11  
 Referred To: City Offices + CC  
 Date Referred:  
 Referred To:  
 Date Referred:  
 Referred To:

Committee \_\_\_\_\_  
 Date \_\_\_\_\_  
 Chair \_\_\_\_\_  
 Referred To \_\_\_\_\_

First Reading

Committee City Offices  
 Date March 15 2011  
 Chair Yoland Shook

Action Fav, Adv, Hold (see rev. side)  
 Other

Members

Refer To

Refer To

Committee

Date 3/21/11  
 Chair

Action Fav, Adv, Hold (see rev. side)  
 Other

Members

Refer To

Committee

Date

Chair

Action Fav, Adv, Hold (see rev. side)  
 Other

Members

Refer To

Committee

Date

Chair

Action Fav, Adv, Hold (see rev. side)  
 Other

Members

Refer To

FINAL COUNCIL ACTION  
 2<sup>nd</sup>  1<sup>st</sup> & 2<sup>nd</sup>  3<sup>rd</sup>  
 Readings

CERTIFIED  
 MAR 2 1 2011  
 ATLANTA CITY COUNCIL PRESIDENT

CERTIFIED  
 MAR 2 1 2011  
 Raul Dominguez  
 MUNICIPAL CLERK

MAYOR'S ACTION



RECEIVED  
OFFICE OF  
MUNICIPAL CLERK  
JCP  
2011 MAR -4 AM 11:21

Councilmember Natalyn Archibong  
55 Trinity Ave  
Atlanta, GA 30303

(404) 330-6048  
Fax (404) 658-6659

March 3, 2011

11- C-0370

Council President Ceaser Mitchell  
City of Atlanta, Ste. 2900  
55 Trinity Avenue, SW  
Atlanta, GA 30303

**Re: Appointment- Matthew Arden  
Board of Directors for People TV**

Dear President Mitchell:

It is a pleasure for me to appoint **Matthew Arden** to the Board of Directors for People TV. Mr. Arden is a resident of Atlanta and willing to serve in this capacity. This appointment is for a term of (2) years.

I am confident that Matthew Arden will serve the Board of People TV with integrity and dedication. A copy of his qualifications for this position is attached for your review.

Sincerely,

Natalyn M. Archibong

Council District 5

Alex Wan

Council District 6

Howard Shook

Council District 7

Yolanda Adrean

Council District 8

Aaron Watson

Post2, At-Large

# ***Matt Arden***

**An Emmy-Award-Winning Writer, Producer, Director & Host ready to make an IMPACT!**

p: (404) 909-1157

e: [arden011@gmail.com](mailto:arden011@gmail.com)

## **PROFESSIONAL EXPERIENCE**

### **Turner Entertainment Networks Creative Services – Atlanta, GA**

*Senior Creative Content Developer, New Media: October 2010 – Present*

- Concept, Write, Produce & Direct original content for Turner Entertainment Network websites
- Develop and Leverage cutting edge technology to deliver innovative consumer/fan experiences
- Oversee production budgets
- Ideate viral concepts to execute on multiple platforms
- Develop digital promotion concepts with network, show runners, and writers

### **tbs.com “Today’s Riff” – Atlanta, GA**

*Host/Writer/Producer: June 2009 – Present*

- Host of “Today’s Riff”, a daily pop culture web program that pokes fun at the internet
- Episode, Concept & Segment Writer, and Editorial Consultant on all other episodes

### **TNT On-Air Creative Services – Atlanta, GA**

*Senior Writer/Producer: August 2008 – October 2010*

- Conceive, write and produce on-air promotion for TNT Original Series
- Oversee production/budgets of network branding projects/campaigns
- Ideate and direct shoots
- Write and Produce off-channel affiliate marketing and brand awareness spots

### **Turner Sports Creative Services – Atlanta, GA**

*Writer/Producer: October 2003 – August 2008*

- Concept, Write, Produce & Direct: Image campaigns, high end features, teases, bumps, live show elements, on-air promotions, sales & marketing elements, product integration vignettes, PSAs and philanthropic outreach elements & Long-form content and features for Turner Sports Multimedia

*Host: October 2003 – August 2008*

- Host Product Integration Vignettes & Sponsored Sales Elements for tbs and TNT sports brands
- Voice Over Talent for radio promotions and TV product integrations

### **tbs – Atlanta, GA**

*Associate Producer/PA: June 2001 – October 2003*

- Write & Produce on-air sports promotions
- Write & Produce on-air promotion trailers for weekend movies

*Television Host: August 2002 – December 2002*

- Host & Sportscaster of “The Movie Bowl”, a live Entertainment & Sports TV program

## **RECOGNITION**

### **Webby Awards**

Nominee & People’s Choice Candidate – Best Reality/Variety Host 2010

### **National Sports Emmy**

Winner – Director Outstanding Production Design/Art Direction, 07 NBA All Star Sat Night TNT Teases

Winner – Segment Producer Outstanding Live Sports Special, 2005 Open Championship TNT

### **Promax Gold**

Winner – Producer/Writer Marketing Presentation External, 2005 Regal Content NBA All-Star on TNT

### **Telly Bronze**

Winner – Writer/Producer/Director/Host, Achievement 06 TBS College Football Philips “Save An Athlete”

## **EDUCATION**

**VIRGINIA TECH** – B.A. Interdisciplinary Studies (Professional Writing & American History), 1999

RCS# 930  
3/21/11  
2:40 PM

Atlanta City Council

REGULAR SESSION

MULTIPLE

11-C-0253, 11-C-0368, 11-C-0370

CONFIRM

YEAS: 15  
NAYS: 0  
ABSTENTIONS: 0  
NOT VOTING: 1  
EXCUSED: 0  
ABSENT 0

Y Smith	Y Archibong	Y Moore	Y Bond
Y Hall	Y Wan	Y Martin	Y Watson
Y Young	Y Shook	Y Bottoms	Y Willis
Y Winslow	Y Adrean	Y Sheperd	NV Mitchell

MULTIPLE