Welcome to DAS New York!

"A media asset – which is essentially the core of what we are discussing – is incredibly significant. It becomes part of the human story and crucial in the hands of the storyteller. This DAS program brings together not just the elements of these incredible stories, but just as importantly, the story of how we work on them – how they are maintained, how they are shared, how they are managed, and how they can be promoted to tell important stories. Our work connects communities, preserves legacies, and challenges perceptions. These assets have a huge purpose, and it is our goal to recognize and promote it as well as those who work on them." – Nick Gold, Program Chair

9:00am Welcome
- Dennis Doros, AMIA President
- Nick Gold, DAS New York Chair

9:10am Keynote Presentation: Truth is a Lie
- Lora Aroyo, Full Professor, Head of User-centric Data Science Lab, Vrije University Amsterdam/Chief Scientist, Tagasauris
- Chris Welty**,** Endowed Professor, Cognitive Computing, VU University, Amsterdam/Sr. Research Scientist, Google

10:00am Archiving Human Rights Video:
Planting Seeds of Preservation Throughout Production
- Nicole Martin, Senior Manager of Multimedia Archives and Digital Systems, Human Rights Watch

10:40am Tech Talk: Quantum
- Jason Matousek**,** Regional Sales Manager, Quantum

10:43am Break

11:10am Bridge the Gap: Unite Content and Customer Intelligence for Audience Engagement and Growth
- Randa Minkarah**,** Co-founder and COO, Transform

11:50am Tech Talk: Iron Mountain
- Rae DiLeo, Digital Studio Manager, Iron Mountain

11:53am Smart Stacking of Data and Information Science
- Sally Hubbard, Metadata Architect, PBS
- Gian Klobusicky, Sr. Data Scientist, HBO
- Dalia R. Levine, Ontologist, HBO

12:35pm Lunch Break

2:00pm Bringing a Century of NHL Content to Life
- Dan Piro, Director, Digital Asset Archive, National Hockey League

2:40pm Tech Talk: Veritone
- Logan Ketchum, Director of Sales, Veritone, Inc.

2:43pm Object Storage and the Modern Media Archive
Montreux Jazz Digital Project – From a Patrimony to an Innovation Platform
- Erik Weaver, Global Director, M&E Strategy & Market Development, Western Digital
- Dr. Alain Dufaux, Head of Operations and Development, Metamedia Center

3:30pm Break

3:45pm Keynote Panel: The Making of Netflix's Bobby Kennedy for President
- Moderated by Matthew White, Executive Director/ACSIL and co-Producer/*The Beatles: Eight Days a Week*
- Laura Michalychyshyn, Executive Producer, *Bobby Kennedy for President*
- Joshua Pearson**,** Editor, *Bobby Kennedy for President*
- Rich Remsburg, Archival Producer, *Bobby Kennedy for President*
- Elizabeth Wolff, Producer, *Bobby Kennedy for President*

4:45pm Wrap Up and Open Forum