

# **Ad-Hoc Committee of the Secretary-General**

**SBIMUN XIV**





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## A WORD FROM SECRETARIAT

*SBIMUN XIV has a conference wide zero-tolerance policy for any forms of bigotry, including but not limited to homophobia, sexism, racism, and xenophobia. Be mindful of this as you research, speak, and write. It is our duty as global citizens and students of diplomacy to ensure our views are unbiased, fair, and equitable.*



## Table of Contents

<b>Welcome Letter from the Chair.....</b>	<b>3</b>
<b>Welcome Letter from the Co-Chair.....</b>	<b>4</b>
<b>Welcome Letter from the Crisis Director.....</b>	<b>5</b>
<b>History and Origin.....</b>	<b>6</b>
<b>Peak of the Network.....</b>	<b>9</b>
<b>Structure of Cartoon Network.....</b>	<b>15</b>
<b>Irregularly Scheduled Programming: Cartoon Network's Current State.....</b>	<b>17</b>
Loss of Popularity.....	17
Downsizing within the Company.....	18
Committee Goals.....	19
<b>Characters Descriptions.....</b>	<b>21</b>
<b>Bibliography.....</b>	<b>25</b>



## Welcome Letter from the Chair

Honorable Delegates,

I'm honored and excited to welcome you to SBIMUN XIV, and even more so to be doing so in my capacity as your chair for this year's Ad-Hoc committee of the Secretary-General! I am an avid believer in animation as a genre worth appreciating beyond childhood, and this television season I've been happily enjoying the long-awaited season two of Amazon Prime's *Invincible* in my spare time.

That being said, your task ahead of you focuses on a studio whose animation played an integral role in my childhood—Cartoon Network! I am intrigued to see how you handle what our committee has planned for you amidst (ruh roh!) the corporate restructuring and downsizing of newly-minted Warner Bros. Discovery CEO David Zaslav. Are meddling ~~kids~~ creatives enough to stop him from getting away with it?

As far as MUN, I've previously served at SBIMUN first as a crisis committee background staffer and most recently as SBIMUN XIII's undersecretary-general for crisis committees. I have a love of competing in crisis committees on the circuit, too, though a study abroad stint has left me itching to get back into the swing of things. I'm excited to start that process with my chairing position at this conference!

Don't touch that dial! See you at the same bat-time, same bat-channel,

Noah Ropp (he/him)

[noahropp@ucsb.edu](mailto:noahropp@ucsb.edu)

Chair, Ad Hoc Committee of the Secretary-General

SBIMUN XIV



## **Welcome Letter from the Co-Chair**

Hello Delegates!

Welcome to our lovely home of Santa Barbara! I am so excited to serve as your co-chair for SBIMUN XIV's Ad-Hoc committee. I hope this topic excites you as much as it does to us, and that it serves as a warm reminder of childhood.

As this is an ad hoc committee, we have high expectations of you all but we are certain that they will be exceeded throughout the course of this weekend. I hope that you all take advantage of the exploratory and creative nature of this topic, engaging in collaborative dialogue to determine the future of the nation's most beloved animation network. Considering the endless possibilities for animation and media production, I am eager to see the different directions you all take with your individual crisis arcs and collaborative directives.

Most importantly, I hope you are all able to foster long-lasting relationships, create memorable experiences, and be able to look back fondly on your experience at UCSB.

While this is my third SBI conference, it is my first Ad-hoc committee and chairing experience. Though I loved my time as crisis staffer and CD for the previous two years, I am so excited to see all the goings-on in front room and be able to engage with you all directly.

Good luck! I am wishing you all the best weekend ever!!!

Alycia Wong [she/her]

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Co-chair, Ad Hoc Committee of the Secretary General  
SBIMUN XIV



## Welcome Letter from the Crisis Director

Distinguished Delegates,

The warmest welcome to SBIMUN XIV, and to the wild ride that is Ad-Hoc!

My name is April Zhang, I am a fourth-year at UCSB with an Environmental Studies major and Spatial Studies minor, and I'm from Shenzhen, China. It is my great pleasure to be your Crisis Director for this committee.

The topic for this committee came to me first when I was watching *Adventure Time* one early spring night, all cozied up (and trying to get MUN out of my mind). While I was first introduced to these shows against my better judgment, I quickly fell in love with many of them such as *Adventure Time*, *Gravity Falls* (not Cartoon Network, I know), and *Over the Garden Wall*. After more discussions, research, and crazy arc-planning, I am excited to see your creativity shine this weekend. A reminder: never get too comfortable. I am always planning for a wild twist when you are not looking, which I hope will get you to stay on the edge of your seat all weekend.

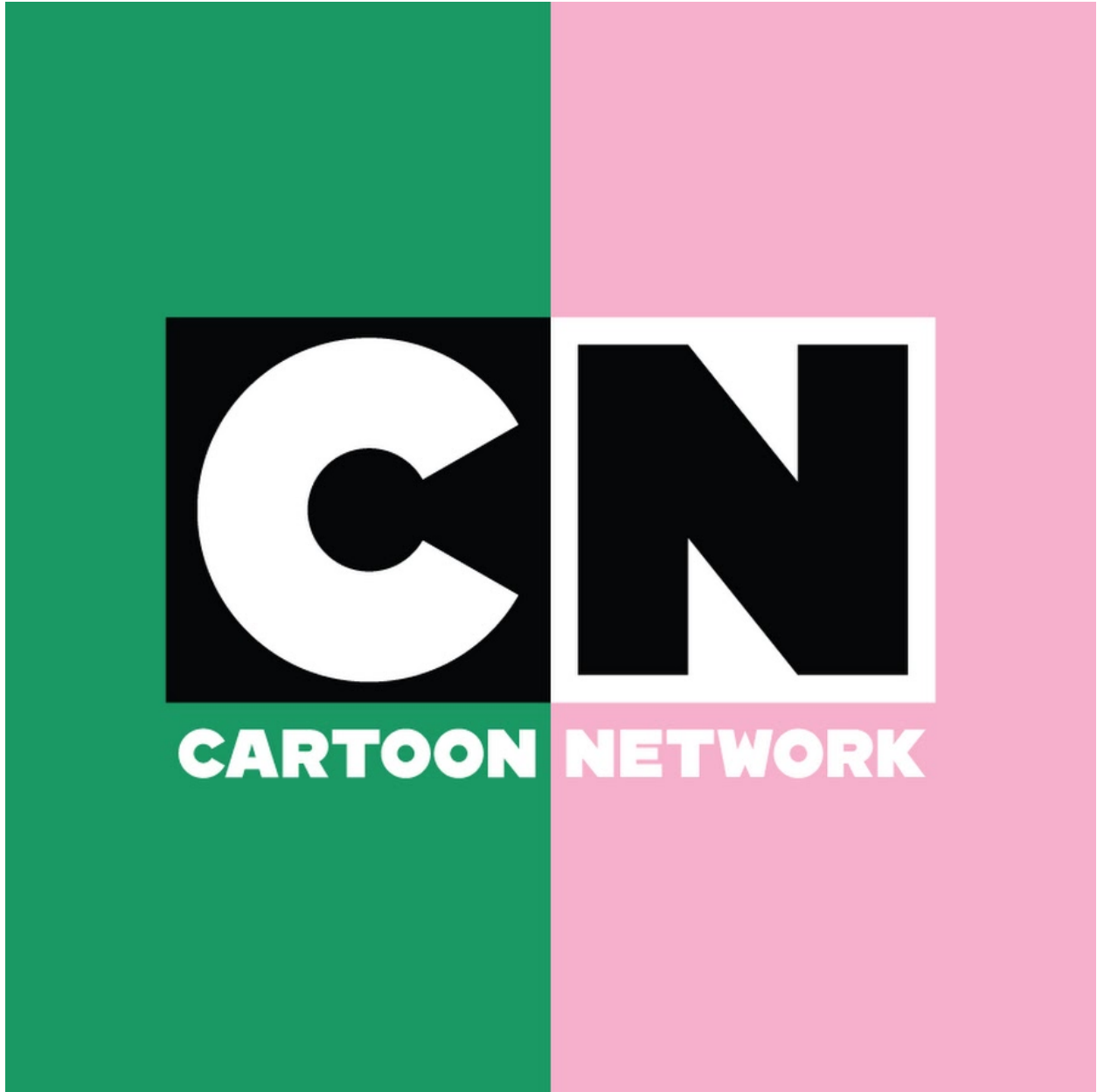
SBIMUN does and will always hold a special place in my heart. Starting as a crisis backroom staffer my first year, I proceeded to cosplay as GA chair and Secretary-General of the previous SBIMUN. In my final year in college and in MUN, I am excited to see where this brain baby of mine goes by the end of Saturday.

If you have any show recommendations, or questions and concerns, please do let me know. See y'all in a few hours!

April Zhang [she/her]

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Crisis Director, Ad Hoc Committee of the Secretary General  
SBIMUN XIV





## History and Origin

Ted Turner, born in an affluent family with a strong business, took over his late father's once prosperous billboard-advertising company in 1963.<sup>1</sup> By 1975 he had shifted his business from billboards to video media and formed the Turner Broadcasting System, which became one of the first television stations to use new communications satellite technologies.<sup>2</sup> In the following years, Turner had created two incredibly successful television networks: CNN (Cable News Network) in 1980 as the first 24-hour news channel, and TNT (Turner Network Television) in 1988.<sup>3</sup> In 1988, Betty Cohen, a former director of on-air promotion and interstitial programming for the Nickelodeon network, joined Turner Broadcasting System.<sup>4</sup> Once promoted to senior vice president of the company, Turner tasked her with creating a network to display his newly-purchased animation library.<sup>5</sup> On October 1, 1992 Cohen and Turner had launched Cartoon Network<sup>6</sup> after purchasing the animation studio for \$320 million<sup>7</sup> under the name Hanna-Barbera Productions, originally founded by William Hanna Joseph barbera and George Sidney in 1957.<sup>8</sup> Cohen was appointed as president of Cartoon Network from its inception until 2001.<sup>9</sup> Originally, the channel consisted entirely of Warner Bros reruns, MGM cartoons such as Tom and Jerry and

<sup>1</sup> The Editors of Encyclopaedia Britannica, "Ted Turner | Biography, CNN, TBS, & Facts," Encyclopedia Britannica, November 15, 2023, <https://www.britannica.com/biography/Ted-Turner>.

<sup>2</sup> The Editors of Encyclopaedia Britannica, "Ted Turner | Biography, CNN, TBS, & Facts."

<sup>3</sup> The Editors of Encyclopaedia Britannica, "Ted Turner | Biography, CNN, TBS, & Facts."

<sup>4</sup> Contributors to The Cartoon Network Wiki, "Betty Cohen," The Cartoon Network Wiki, n.d., [https://cartoonnetwork.fandom.com/wiki/Betty\\_Cohen](https://cartoonnetwork.fandom.com/wiki/Betty_Cohen).

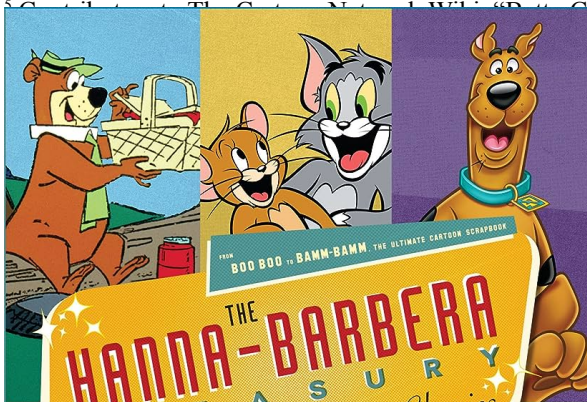
<sup>5</sup> Contributors to The Cartoon Network Wiki, "Betty Cohen."

<sup>6</sup> The Editors of Encyclopaedia Britannica, "Ted Turner | Biography, CNN, TBS, & Facts."

<sup>7</sup> "Cartoon Network Timeline - First Three Years/

Barbera Productions," The Cartoon Network Wiki, n.d., [https://cartoonnetwork.fandom.com/wiki/Hanna-Barbera\\_Productions](https://cartoonnetwork.fandom.com/wiki/Hanna-Barbera_Productions).

<sup>8</sup> Contributors to The Cartoon Network Wiki, "Betty Cohen."







Droopy, and original Hanna-Barbera cartoons.<sup>10</sup> In 1993, Cartoon Network was #1 among basic cable in time spent viewing levels (meaning the network has the most “loyal” audience among cable television)<sup>11</sup> and launched in Latin America and Europe for millions of viewers in different languages.<sup>12</sup>

Later that year on November 26, Cartoon Network released its first original, exclusive show: the first live computer-generated cartoon named *The Moxy Show*.<sup>13</sup> In May of 1994, the network generated huge national and international popularity following the release of the never-before-seen Flintstones pilot, Flagstones, as well as a back-to-back rerun of all 167 Flintstones episodes.<sup>14</sup> In October 1, 1994, two years after the network's inception, it experienced a 485% increase in distribution with 11.7 million viewers.<sup>15</sup> In 1996, Cartoon Cartoons—the name for the collective 15 Cartoon Network Original Series that had premiered until 2003—began to be featured on the network including shows such as *Dexter's Laboratory* and *Powerpuff Girls*.<sup>16</sup> While they were first shown as World Premiere Toons, they later became What a Cartoon! in 1998 with *I Am Weasel* and *Ed, Edd n Eddy* as the first two animations under that name.<sup>17</sup>

After many years of Cartoon Network churning out popular cartoons for their loyal fans, the state of the company and its wildly successful shows were called into question. In

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<sup>10</sup> Chris, “History of Cartoon Network,” History of Branding, October 2, 2019, <https://www.historyofbranding.com/cartoonnetwork/>.

<sup>11</sup> “Cartoon Network Timeline: First Three Years |.”

<sup>12</sup> “Cartoon Network Timeline: First Three Years |.”

<sup>13</sup> “Cartoon Network Timeline: First Three Years |.”

<sup>14</sup> “Cartoon Network Timeline: First Three Years |.”

<sup>15</sup> “Cartoon Network Timeline: First Three Years |.”

<sup>16</sup> Contributors to The Cartoon Network Wiki, “Cartoon Cartoons,” The Cartoon Network Wiki, n.d., [https://cartoonnetwork.fandom.com/wiki/Cartoon\\_Cartoons](https://cartoonnetwork.fandom.com/wiki/Cartoon_Cartoons).

<sup>17</sup> Contributors to The Cartoon Network Wiki, “Cartoon Cartoons.”



October of 2022, it was announced that Cartoon Network Studios—the studios where Cartoon Network shows were animated—would be closing its doors. Instead, the production of Cartoon Network shows would be consolidating with Warner Brothers Animation.<sup>18</sup> This turn of events caused extreme uproar on social media, with fans all over questioning whether the end of Cartoon Network as they knew it was imminent.

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<sup>18</sup> Ted Bajer, “Cartoon Network Isn’t Dead: What the Merger with Warner Bros. Animation Means for Fans,” MovieWeb, October 20, 2022, <https://movieweb.com/cartoon-network-merger-warner-bros-animation-means/>.



## Peak of the Network

Arguably, the peak era of Cartoon Network was in the early 2000's to late 2016's, during this era Cartoon network released the most popular and highest rated shows some being *Ed, Edd, n Eddy*,<sup>19</sup> *Adventure Time*, *Teen Titans*, *Teen Titans Go*, *The Grim Adventures of Billy and Mandy*, *Codename: Kids Next Door*, *Steven Universe*, *Clarence*, and *The Amazing World of Gumball*. There are still plenty more shows to be named, however, during this era Cartoon Network obtained the highest ratings they have ever had.

### *Adventure Time*

This animated television series focuses on adventures taken on by two best friends and adopted brothers: Finn, a 12-year old and Jake, a dog with magical powers that dwell in the land of Ooo.<sup>20</sup> Their daily adventures consist of saving the princess, fighting the ice king and other monsters, and helping people in need. The Series premiered on April 5, 2010 and ended on September 3, 2018 with a total of 10 seasons and 283 episodes. The show has received fifteen nominations and eight Emmy awards<sup>21</sup> from 2010-2018 and also received a Peabody award in 2014.<sup>22</sup>

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<sup>19</sup> Kaitlin Stevens, "32 Best Cartoon Network Shows Of All Time," BuzzFeed, June 6, 2023, <https://www.buzzfeed.com/kaitlinstevens/best-cartoon-network-shows>.

<sup>20</sup> Contributors to The Cartoon Network Wiki, "Adventure Time," The Cartoon Network Wiki, n.d., [https://cartoonnetwork.fandom.com/wiki/Adventure\\_Time](https://cartoonnetwork.fandom.com/wiki/Adventure_Time).

<sup>21</sup> "Adventure Time," Television Academy, n.d., <https://www.emmys.com/shows/adventure-time>.

<sup>22</sup> The Peabody Awards, "Adventure Time - The Peabody Awards," May 18, 2021, <https://peabodyawards.com/award-profile/adventure-time/>.



### *Regular Show*

Two best friends named Mordecai; a blue jay and Rigby; a brown raccoon work as groundskeepers at a park with their boss Benson; a high tempered gumball machine, Skips; a yeti, Muscle man; an overweight green man, Pops; an English man with a big round head, and High Five Ghost; a ghost with a hand on his head. Their lives consist of them making the simplest tasks into the most complex and challenging duties, typically because Rigby convinces Mordecai to slack off and prioritizes having fun. This show premiered on September 6, 2010 and ended on January 16, 2017 with a total of eight seasons and 261 episodes.<sup>23</sup> *Regular show* received five nominations and one Emmy award from 2011-2014.<sup>24</sup>

<sup>23</sup> Contributors to The Cartoon Network Wiki, "Regular Show," The Cartoon Network Wiki, n.d., [https://cartoonnetwork.fandom.com/wiki/Regular\\_Show#Series\\_Overview](https://cartoonnetwork.fandom.com/wiki/Regular_Show#Series_Overview).

<sup>24</sup> "Regular Show," Television Academy, n.d., <https://www.emmys.com/shows/regular-show>.



### *Over the Garden Wall*

Two brothers named Writ and Greg become lost in a strange forest adrift in time, they soon encounter a wise old woodsman and a blue bird who help them find their way. Throughout this adventure Greg grows distracted by the mystery of the forest while Writ's thoughts distract him. This show premiered on November 3, 2014 and its last episode was on November 7, 2014 with only ten episodes and one season.<sup>25</sup> From 2015-2016 *Over the Garden Wall* received nine nominations and four



awards all from the Teen Choice Awards, Primetime Emmy Awards, Annie Awards, National Cartoonist Society, Behind the Voice Actor Awards, and the International Online Cinema Awards.<sup>26</sup>

### *Power Puff Girls*

This series is about three girls with super powers named Blossom, Bubbles, and Buttercup who were accidentally created by Professor Utonium during a science experiment to create the perfect girls. Their everyday lives consist of fighting off monsters

<sup>25</sup> Contributors to Cartoon Network/Adult Swim Archives Wiki, "Over the Garden Wall," Cartoon Network/Adult Swim Archives Wiki, n.d., [https://cnas.fandom.com/wiki/Over\\_the\\_Garden\\_Wall](https://cnas.fandom.com/wiki/Over_the_Garden_Wall).

<sup>26</sup> "Over the Garden Wall (TV Mini Series 2014) - Awards - IMDB," IMDb, n.d., <https://www.imdb.com/title/tt3718778/awards/>.



such as Mojo Jojo; the evil genius monkey, in order to protect Townsville. The show premiered on November 18, 1998 and ended on March 25, 2005 with a total of six seasons and 78 episodes.<sup>27</sup> From 1999-2001, 2005, and 2016, *The Powerpuff Girls* received six nominations and two Emmy awards.<sup>28</sup>

### *The Amazing World of Gumball*

This British-American series follows the life of a twelve year old blue cat named Gumball Watterson who happens to have a best friend who is an orange fish named Darwin. In the series Darwin grew legs and became like a brother to Gumball and his sister who is a pink bunny named Annais. Gumball's parents are Richard and Nicole Watterson, Richard is also a pink bunny and Nicole is also a blue cat. The life of Gumball is as adventurous as it can get for a twelve year old, some days Gumball is going to school with Darwin and facing his nemesis teacher named Miss Lucy Simian, a very old Baboon. Other days Gumball is around the city interacting with the citizens and his family. *The Amazing World of Gumball* aired on May 9, 2011 and ended on June 24, 2019.<sup>29</sup> Since the start of the award up until 2022 this series has received 23 nominations and 17 awards from a variety of Award platforms such as the Annie awards, BAFTA, Kids Choice awards, Astra awards and many other award institutions.<sup>30</sup>

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<sup>27</sup> Contributors to The Cartoon Network Wiki, "The Powerpuff Girls," The Cartoon Network Wiki, n.d., [https://cartoonnetwork.fandom.com/wiki/The\\_Powerpuff\\_Girls](https://cartoonnetwork.fandom.com/wiki/The_Powerpuff_Girls).

<sup>28</sup> "The Powerpuff Girls," Television Academy, n.d., <https://www.emmys.com/shows/powerpuff-girls>.

<sup>29</sup> Contributors to The Amazing World of Gumball Wiki, "The Amazing World of Gumball," The Amazing World of Gumball Wiki, n.d.,

[https://theamazingworldofgumball.fandom.com/wiki/The\\_Amazing\\_World\\_of\\_Gumball#Season\\_6](https://theamazingworldofgumball.fandom.com/wiki/The_Amazing_World_of_Gumball#Season_6).

<sup>30</sup> "The Amazing World of Gumball (TV Series 2011–2019) - Awards - IMDb," IMDb, n.d., <https://www.imdb.com/title/tt1942683/awards/>.



### *Steven Universe*

*Steven Universe* is a show centered around Steven, the youngest of the Crystal Gems, a team of magical guardians, whose job is to protect the Earth while also navigating personal life issues.<sup>31</sup> Steven has to learn how to manage being a Crystal Gem from fellow Crystal Gems, Amethyst, Pearl and Garnet, as well as others he meets along the way. It aired on November 4, 2013 and ended on January 21, 2019, with a total of five seasons, airing for six years. It has been nominated for five Emmy Awards and five Annie Awards. It also won a GLAAD Media Award for Outstanding Kids and Family Program in 2019, being the first animated series to win this award.<sup>32</sup>

### *Scooby Doo! Mystery Incorporated*

Scooby Doo and the gang try to solve mysteries in Crystal Cove, a town where the history is filled with eerie supernatural events. This is another adaptation of the iconic *The Scooby Doo Show*, which has the same timeless characters; Velma, Fred, Daphne, Shaggy and of course, Scooby Doo. It premiered on April 5, 2010 and ended on the same day in 2013. It has 2 seasons and only aired for three years. Matthew Lillard, the actor in the live action *Scooby-Doo* was actually a voice actor for Shaggy in this show. This spin-off was the most popular in 14 states and the 11th embodiment of the original *Scooby Doo*. It is also one the 49th most popular shows of all time, winning 2 Kid Choice Awards.<sup>33</sup>

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<sup>31</sup> Contributors to Steven Universe Wiki, "Steven Universe (TV Series)," Steven Universe Wiki, n.d., [https://steven-universe.fandom.com/wiki/Steven\\_Universe\\_\(TV\\_series\)](https://steven-universe.fandom.com/wiki/Steven_Universe_(TV_series)).

<sup>32</sup> "Steven Universe (Cartoon Network): United States Daily TV Audience Insights for Smarter Content Decisions - Parrot Analytics," n.d., <https://tv.parrotanalytics.com/US/steven-universe-cartoon-network#:~:text=The%20demand%20data%20for%20%202Steven,9%20in%20the%20United%20States>.

<sup>33</sup> "Scooby-Doo! Mystery Incorporated (TV Series 2010–2013) - Awards - IMDb," IMDb, n.d., <https://www.imdb.com/title/tt1660055/awards/>.



### *Ed, Edd, n Eddy*

Three best friends named Ed, Edd, and Eddy plan different schemes in order to scam their friends for money to buy Jawbreakers, their favorite candy. It was the longest running Cartoon Network original series, and in 2005, it was reported to be the number one rated Cartoon Network original series, and in 2005, it was reported to be the number one rated show on Cartoon Network. It premiered on January 4, 1999 and ended on June 29, 2008. It has won a Reuben Award, two Leo Awards, and a SOCAN Award, as well as being nominated for four Leo Awards, an Annie Award and Two Kids' Choice Awards.<sup>34</sup>



### *Teen Titans*

A group of five teenage superheroes, led by their leader Robin, work together in order to fight the many villains that roam their city while navigating teenage activities. The

<sup>34</sup> “Ed, Edd n Eddy (TV Series 1999–2008) - Awards - IMDb,” IMDb, n.d., <https://www.imdb.com/title/tt0184111/awards/>.





different characters; Starfire, Beastboy, Cyborg, Raven and Robin are all universally loved due to their different personalities which leads to many interesting and entertaining interactions. The show aired on July 16, 2003 and ended on January 16, 2006. Due to its popularity, it was able to spawn a spin off called *Teen Titans Go!*, as well as being nominated for three Annie Awards and One Motion Picture Sound Editors Award.<sup>35</sup>

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<sup>35</sup> “Teen Titans (TV Series 2003–2006) - Awards - IMDB,” IMDb, n.d., <https://www.imdb.com/title/tt0343314/awards/>.



## Structure of Cartoon Network

The major job positions at Cartoon Network include but are not limited to:

### ★ CEO

- Historically, CEOs and Presidents of the company have introduced network brands, and guided the direction at large the studio and its shows headed in.<sup>36</sup>
- Michael Ouweleen is the current President and President and CEO of Cartoon Network.<sup>37</sup>

### ★ Board of Directors

- The Board of Directors, together, supervise and evaluate the leadership and executive team(s) of the company, establish and maintain a policy-based governance structure, and exercise their fiduciary duty of protecting the organization's assets and members' investment.<sup>38</sup>
- Besides Ackeem Duggan, who is the CEO and President of Cartoon Network; Ryan Adams works as the Vice President of Program and Schedule Operations; and Jason DeMarco, the Vice President of the Sponsorship Group.

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<sup>36</sup> "List of Presidents of Cartoon Network." Wikipedia, September 16, 2023. [https://en.wikipedia.org/wiki/List\\_of\\_presidents\\_of\\_Cartoon\\_Network#Michael\\_Ouweleen\\_\(2019%E2%80%932020\\_2022%E2%80%93present\)](https://en.wikipedia.org/wiki/List_of_presidents_of_Cartoon_Network#Michael_Ouweleen_(2019%E2%80%932020_2022%E2%80%93present)).

<sup>37</sup> "List of Presidents of Cartoon Network."

<sup>38</sup> "The Role of the Board of Directors: Ag Decision Maker." Iowa State University Extension and Outreach. Accessed November 16, 2023. <https://www.extension.iastate.edu/agdm/wholefarm/html/c5-71.html>.



★ Writers

- Writers develop story ideas and present them in the form of scripts. Their scripts are used by storyboard artists and directors to work out the visual art style of a project.<sup>39</sup>

★ Producers

- Producers manage the director and all the other departments to ensure a project's delivered on time, within budget and to the best creative brief.<sup>40</sup>

★ Voice Actors

- Voice actors provide their voice to animated characters, and are in charge of bringing animated characters to life via their vocal performances.<sup>41</sup>

★ Editors

- Editors plan the different scenes and shots of a show. They work out what will need to be animated and how scenes will be pieced together.<sup>42</sup>

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<sup>39</sup> What is a Writer (Animation), <https://www.screenskills.com/job-profiles/browse/animation/development/writer-animation/#:~:text=Writers%20either%20work%20on%20an,script%2C%20including%20dialogue%20and%20action.>

<sup>40</sup> What is a Producer (Animation) <https://www.screenskills.com/job-profiles/browse/animation/production-management/producer-animation>

<sup>41</sup> How to Become a Cartoon Voice Actor <https://www.strawberryhillstudio.online/blog/how-to-become-a-cartoon-voice-actor#:~:text=A%20cartoon%20voice%20actor%20is%20a%20professional%20entertainer%20who%20provides,sound%20effects%2C%20and%20also%20singing.>

<sup>42</sup> What is an Editor (Animation) <https://www.screenskills.com/job-profiles/browse/animation/post-production/editor-animation/>



As one would expect, the pay grades within the company vary far and wide. On average, the pay is about \$25.6 per hour, with salaries ranging from \$26,000 a year in the bottom 10th percentile to \$107,000 in the top 90th percentile. An individual's specific pay rate also depends on the department they are associated with and/or work in: for instance, a Creative Director would usually earn \$159,355 per year while a Promotion Specialist would earn only \$52,837 per year.<sup>43</sup>

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<sup>43</sup> Cartoon Network Salaries, <https://www.zippia.com/cartoon-network-careers-1579503/salary/>



## **Irregularly Scheduled Programming: Cartoon Network's Current State**

### Loss of Popularity

In 2021, the viewership of Cartoon Network underwent a rapid drop of 26%. Since 2014, the studio has lost about 79.3% of their total audience. For over ten years, the company has to spend additional, if not specialized, energy on resolving this gradual yet unstoppable trend.<sup>44</sup>

While generations who have grown up watching Cartoon Network mourn the changes and challenges posed to the major cartoon broadcaster, it seems that Cartoon Network is not alone in their struggle of losing the young audience. Data shows that, between 2019 and 2021, the average time spent viewing kids' programming on linear television collapsed by a whopping 53 percent.<sup>45</sup> Disney has lost up to 88.1% of their total audience since 2014, and Nickelodeon lost approximately 74.5% of theirs since 2016.<sup>46</sup>

This loss of viewership is due to a multitude of factors. First and foremost, Cartoon Network was among the broadcasters that were hit the hardest during the COVID-19 pandemic, losing 34% of individual ratings.<sup>47</sup> In addition, the growing adoption of, reliance on, and addiction to more flexible and mobile streaming devices have shifted the focus far away from traditional cable bundles and linear TV and, consequently, shows that are broadcasted on such traditional streaming platforms. WarnerMedia's ownership of Cartoon

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<sup>44</sup> Dipavali Hazra. "Adults Mourn Merger of Cartoon Network but Kids Are Not Watching Linear TV Anymore: Here's Why." TimesNow, October 15, 2022.  
<https://www.timesnownews.com/explainer/adults-mourn-merger-of-cartoon-network-but-kids-are-not-watching-linear-tv-anymore-heres-why-article-94880008>.

<sup>45</sup> Tony Maglio. "A New Report Confirms It: Your Kids Have Pretty Much Stopped Watching Linear TV." IndieWire, March 24, 2022.

<https://www.indiewire.com/features/general/report-kids-stop-watching-linear-tv-1234710698/>.

<sup>46</sup> Hazra, "Adults Mourn Merger of Cartoon Network but Kids Are Not Watching Linear TV Anymore."

<sup>47</sup> Maglio, "A New Report Confirms It: Your Kids Have Pretty Much Stopped Watching Linear TV."



Network, which would allow its shows to be streamed primarily HBO Max with library content on Hulu, offer a glimmer of hope in this dark road the studio is currently on.<sup>48</sup>

## Cartoon Network Marketing Execs Latest to Go in Warner Bros. Discovery Layoffs

Tricia Melton and Jill King will both leave the newly merged company at the end of the year.

ENTERTAINMENT | WORLD & NATION | BUSINESS

### Cartoon Network isn't going anywhere, despite increase in layoffs at Warner Bros.

TV SHOWS / ENTERTAINMENT / STREAMING

Layoffs launch a new era at Warner Bros. Television, chairman says

## Warner Bros. Discovery is effectively killing Cartoon Network

### Cartoon Network Studios dispels shutdown rumors amid parent company's layoffs

### Downsizing within the Company

The Warner Bros. Discovery merger triggered a broader restructuring of Warner Bros. and Warner Bros. Television, and Cartoon Network underwent harsh downsizing in October of 2022. That month saw what amounted to a 26% reduction in the staff of the company's scripted, unscripted, and animation divisions through layoffs and decisions to not fill vacant positions, alongside the cancellation of incubator programs the company used for new original talent.<sup>49</sup> The merger has also resulted in management changes and decisions, among them WB Animation head Sam Register also assuming control over Cartoon Network Studios and Warner Bros. Discovery CEO David Zaslav's decisions to

<sup>48</sup> Maglio, "A New Report Confirms It: Your Kids Have Pretty Much Stopped Watching Linear TV."

<sup>49</sup> Rebecca Alter, "More Layoffs Hit the Animation Group at Warner Bros," Vulture, October 12, 2022, <https://www.vulture.com/2022/10/cartoon-network-studios-restructure-warner-bros-animation.html>.



cancel a variety of animated projects (including Cartoon Network content) and pull them



from streaming.<sup>50</sup> Industry reporters suspect that Cartoon Network’s resultant consolidation with Warner Bros. Animation, which leaves the two studios as separate production branches that vie for the same resources as one another, has the potential to gut Cartoon Network’s new content production and leave its ability to produce original IP a shadow of its heyday peak.<sup>51</sup> Such is the concern for Cartoon Network’s future amidst Zaslav’s restructuring that Warner Bros. was forced to address viral rumors of the studio’s eminent demise, including the hashtag “#RIPCartoonNetwork” trending on Twitter, and

<sup>50</sup> Alter, “More Layoffs Hit the Animation Group at Warner Bros.”

<sup>51</sup> Charles Pulliam-Moore, “Warner Bros. Discovery Is Effectively Killing Cartoon Network,” The Verge, October 12, 2022, <https://www.theverge.com/2022/10/12/23400943/warner-bros-cartoon-network-layoffs-david-zaslav>.



confirmed that any idea Cartoon Network is “going away is categorically false,” a company representative stated.<sup>52</sup>

Zaslav’s desire to cut costs at Warner Bros. Discovery calls for further cost-saving measures, however—and it is up to delegates to prove that they deserve a continued position within the company amidst the broader restructuring and cost-cutting in vogue. With executives as highly-ranked as Cartoon Network marketing chief Tricia Melton and senior vice president of marketing and partnerships at Cartoon Network and Adult Swim Jill King departing, it now falls to the creative talents employed by the network to prove their value.<sup>53</sup>

### Committee Goals

This committee is set to begin in the first quarter (January-March) of 2023. Facing the immense challenges that never went away for the past few years, as well as potential new stressors that can disrupt the already-existing uncertainty at any time, places the Network in a stressful and confusing crossroad. New, attention-grabbing shows that the newer generations can relate to—coupled with outstanding marketing strategies—are urgently needed to restore the reputation and standing of the studio as a leader in cartoon creation and broadcasting.

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<sup>52</sup> Arianne Gonzalez, “Cartoon Network Studios Dispels Shutdown Rumors amid Parent Company’s Layoffs,” *The Ticker*, accessed November 14, 2023, <https://theticker.org/9046/business/cartoon-network-studios-dispels-shutdown-rumors-amid-parent-companys-layoffs/>.

<sup>53</sup> Lesley Goldberg, “Cartoon Network Marketing Execs Latest to Go in Warner Bros. Discovery Layoffs,” *The Hollywood Reporter*, October 13, 2022, <https://www.hollywoodreporter.com/tv/tv-news/cartoon-network-executives-out-warner-bros-discovery-layoffs-1235240599/>.





Can you contrive a show interesting enough to engage flagging viewership numbers, while selling executives on its marketability? Do you have ideas on how to turn the company's fortune around? The broadcasting future of one of modern television's celebrated animation studios is in the hands of you and your fellow delegates. Your task is to cut through the bureaucratic static and pitch a show that can save not only your own individual jobs, but the studio as a whole.

In the meantime, delegates should be prepared for anything that happens, with the understanding that the events in the committee might not correspond perfectly or be completely feasible in the real world.



## Characters Descriptions

### **Jeremy Shada**, Voice Actor for Finn in *Adventure Time*

Jeremy Shada and his wife are proud pet parents of two dogs named Finn and Jake.<sup>54</sup> Some of his best known work includes Finn in *Adventure Time*, Reggie Peters in *Julie and the Phantoms*, and Tyler Prendergrast in *Mr. Student Body President*. Shada is also a well known musician, most recently releasing a single in 2023 called “Dark Heart.”<sup>55</sup> He has received eleven nominations and nine awards from institutions including Behind the Voice Actors Award(2017, 2018), Fright Night Film Festival(2020), and Independent Short Awards(2020).<sup>56</sup>

### **Patrick McHale**, Creator of *Over the Garden Wall*

Patrick McHale is most famous for his work as a Writer in *Guillermo Del Toro’s Pinocchio*, *Adventure Time*, and *Over the Garden Wall*, and *Tome of the Town*. He has received 22 nominations and 7 awards from Santa Barbara International Film Festival(2014), Primetime Emmy Awards(2015), National Cartoonist Society(2015), Discussing Film Critics Awards(2023), and more.<sup>57</sup> He graduated from CalArt with a BFA in character animation.<sup>58</sup>

### **“Big” Jim Miller**, Storyboard Artist of *Ed, Edd, n Eddy*

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<sup>54</sup> IMDb, “Jeremy Shada,” IMDb, n.d., <https://www.imdb.com/name/nm1660179/>.

<sup>55</sup> “MUSIC — Jeremy Shada,” Jeremy Shada, n.d., <https://www.jeremyshadamusic.com/music>.

<sup>56</sup> IMDb, “Jeremy Shada,” IMDb, n.d., [https://www.imdb.com/name/nm1660179/awards/?ref\\_=nm\\_awd](https://www.imdb.com/name/nm1660179/awards/?ref_=nm_awd).

<sup>57</sup> IMDb, “Patrick McHale,” IMDb, n.d., <https://www.imdb.com/name/nm3239034/>.

<sup>58</sup> Wikipedia contributors, “Patrick McHale (Artist),” Wikipedia, September 19, 2023, [https://en.wikipedia.org/wiki/Patrick\\_McHale\\_\(artist\)#:~:text=McHale%20graduated%20from%20the%20California,The%20Marvelous%20Misadventures%20of%20Flapjack](https://en.wikipedia.org/wiki/Patrick_McHale_(artist)#:~:text=McHale%20graduated%20from%20the%20California,The%20Marvelous%20Misadventures%20of%20Flapjack).



Jim Miller has worked in the animation industry for over twenty years with a background as a storyboard artist, storyboard supervisor, series director, and occasional voice acting. Miller is best known for his work as Storyboard Artist for *Ed, Edd, n Eddy* as well as being the Supervising Series Director of *My Little Pony: Friendship is Magic*. Miller also directed the revival on Netflix of a series called *Johnny Test*.<sup>59</sup>

**William Salyers**, Voice Actor for Rigby on *Regular Show*

William Salyers was Born on August 16, 1964 in Bartlesville, Oklahoma.<sup>60</sup> He married his spouse, Nancy Elizabeth Dustin in 2007 and has one child with her. He is best known for his voice role in the Spider Man video game as Doctor Octavius, *Regular Show* as Rigby, and *Bedazzled* as Elegant Devil. Salyers has received three nominations and two awards from Behind the Voice Actor Awards(2016).

**Shion Takeuchi**, Writer On *Adventure Time*, Writer & Storyboard Artist For *Regular Show*

Shion Takeuchi was born on September 5, 1988 in Northborough, Massachusetts and graduated from CalArts with a BFA in animation.<sup>61</sup> She is an animator and screenwriter, her most popular work is as a Writer for *Regular Show*, *Gravity Falls*, *Inside Job* (also creator of the show), and her work in the animation department on *Inside out* and *Monsters University*.<sup>62</sup>

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<sup>59</sup> “About — Big Jim Miller,” Big Jim Miller, n.d., <https://www.bigjim.work/about>.

<sup>60</sup> IMDb, “William Salyers,” IMDb, n.d., <https://www.imdb.com/name/nm0759525/>.

<sup>61</sup> Wikipedia contributors, “Shion Takeuchi,” Wikipedia, November 12, 2023, [https://en.wikipedia.org/wiki/Shion\\_Takeuchi](https://en.wikipedia.org/wiki/Shion_Takeuchi).

<sup>62</sup> IMDb, “Shion Takeuchi,” IMDb, n.d., <https://www.imdb.com/name/nm4075958/>.



**Rebecca Sugar**, Creator of *Steven Universe*

Rebecca Sugar was born on July 9, 1987 in Silver Spring, Maryland. She married her partner Ian Jones-Quartey in 2019. Graduated from New York’s School of Visual Arts, Sugar is best known for her work as a writer, producer, and musician. Some of her more popular work includes her writing for *Steven Universe*, *Adventure Time*, *Steven Universe: The Movie*, and *Steven Universe Future*.<sup>63</sup>

**Niki Yang**, Cartoon Network Writer & Voice Actor for BMO in *Adventure Time*

Actress Nikki Yang<sup>64</sup> was born on June 8, 1985 in Seoul, South Korea. She is best known for her work as BMO and Lady Rainicorn in *Adventure Time*, Candy Chiu in *Gravity Falls*, and her work as the Director of *Killing the Alaskan King*. Yang has had four nominations and two wins, the award institution includes Behind the Voice Actor Award(2016, 2014).<sup>65</sup>

**Glen Murakami**, Creator of *Teen Titans*

Glen Murakami was born on July 27, 1968 in Los Angeles, California. He is best known for his work as a producer in *Batman Beyond: Return of the Joker*, *The Batman*, *Batman Beyond*, *Justice league*, *Teen Titans*, and *Superman: The Animated Series*. He was also the associate producer for *Teen Titans Go!* Murakami has received ten nominations and three awards from the Annie Awards(2001) and Daytime Emmy Awards(2001 & 2006).<sup>66</sup>

<sup>63</sup> IMDb, “Rebecca Sugar,” IMDb, n.d., <https://www.imdb.com/name/nm3566987/>.

<sup>64</sup> IMDb, “Niki Yang,” IMDb, n.d., [https://www.imdb.com/name/nm1554206/?ref\\_=nmawd\\_ov](https://www.imdb.com/name/nm1554206/?ref_=nmawd_ov).

<sup>65</sup> Wikipedia contributors, “Niki Yang,” Wikipedia, September 28, 2023, [https://en.wikipedia.org/wiki/Niki\\_Yang](https://en.wikipedia.org/wiki/Niki_Yang).

<sup>66</sup> IMDb. (n.d.). *Glen Murakami*. IMDb. <https://www.imdb.com/name/nm0613460/>



**Victor A. Cook**, Director & Producer of *Scooby Doo! Mystery Incorporated*

Victor A. Cook was born in the 1960's as one of five children on the Johnson Air Force Base in Saitama, Japan. Cook transferred from a junior college in Central California to California State Long Beach and after graduating he worked as a graphic artist and political cartoonist.<sup>67</sup> Soon after Cook began working on projects like *The Spectacular Spider Man* (director), *Scooby Doo! Mystery Incorporated* (director & producer), *Stretch Armstrong & the Flex Fighters* (director), *21 Grams* (art department), and *Stoker* (art department).<sup>68</sup>

**Tara Strong**, Actor and Voice Actor for Bubbles in *Power Puff Girls*

Born on February 12, 1973 in Toronto, Canada, Strong is most famous for her acting work in *Batman: The Killing Joke* as the voice of Batgirl, Raven in *Teen Titans Go*, Bubbles in *Powerpuff Girls*, Princess Twilight Sparkle in *My Little Pony: The Movie*, Harleen Quinzel in *Batman: Arkham City*, and, more recently, her role as Miss Minutes in *Loki*. Strong has been in the game for quite some time with a total of 55 nominations and 24 awards from institutions such as Action on Film International Film Festival, USA(2013), Academy of Interactive Arts and Sciences, USA(2004), and Behind the Voice Actor Awards(2012, 2013, 2014, 2015, 2016, 2017, & 2018).<sup>69</sup>

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<sup>67</sup> Wikipedia contributors, "Victor Cook," Wikipedia, October 14, 2023, [https://en.wikipedia.org/wiki/Victor\\_Cook](https://en.wikipedia.org/wiki/Victor_Cook).

<sup>68</sup> IMDb, "Victor Cook," IMDb, n.d., <https://www.imdb.com/name/nm0177328/>.

<sup>69</sup> IMDb, "Tara Strong," IMDb, n.d., <https://www.imdb.com/name/nm0152839/>.



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