

**SOUTHWESTERN LAW SCHOOL'S DONALD E. BIEDERMAN
ENTERTAINMENT AND MEDIA LAW INSTITUTE**

www.swlaw.edu

Southwestern Law School has had a long and intensive involvement with the entertainment and media industries, particularly in the Los Angeles area. Located at the center of "The Entertainment Capital of the World" and the "Digital Coast," Southwestern has an outstanding entertainment and media oriented faculty. Southwestern graduates occupy important positions with a broad range of entertainment and media companies and with law firms specializing in the representation of entertainment and media clients. Recognizing the growing interest in this area around the country and internationally, Southwestern launched the Donald E. Biederman Entertainment and Media Law Institute in 2000 to provide a broad-based entertainment, media and intellectual property law curriculum for law students as well as information and assistance to practitioners.

THE MEDIA LAW RESOURCE CENTER

www.medialaw.org

The Media Law Resource Center (MLRC) is a non-profit membership organization founded in 1980 by leading American media to provide a wide range of information and support on media law and policy issues, including news and analysis of legal developments – led by MLRC's daily MediaLawDaily and its monthly MediaLaw Letter – litigation resources and practice guides, annual books and surveys on media law issues, and national and international media law meetings and conferences. MLRC also works with its membership on responding to legislative and policy proposals and in promoting First Amendment and free expression rights. MLRC's Media Membership is from across the media spectrum and includes the nation's leading media companies, media and professional trade associations, and media insurance industry entities. MLRC's law firm wing, the Defense Counsel Section, has more than two hundred member firms nationwide, in Canada, England and elsewhere around the world engaging in media, intellectual property and entertainment law.

CLE Credit

This conference offers 4 hours of CLE credit. Southwestern is a State Bar of California approved MCLE provider.

Location

For map and directions, visit www.swlaw.edu/directions. Parking is available on campus for \$6.

Questions?

Questions may be directed to Southwestern's Biederman Institute at (213) 738-6602 or institute@swlaw.edu.

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The 7th Annual

SOUTHWESTERN LAW SCHOOL
& MEDIA LAW RESOURCE CENTER

Entertainment and Media Law Conference

***CHARTING THE
UNKNOWN:***

***DIGITAL ENTERTAINMENT,
CONTENT REGULATION &
CRISIS MANAGEMENT***

THURSDAY, JANUARY 14, 2010

2:15 p.m. - 7:00 p.m. ► Reception to follow
Southwestern Law School ► Los Angeles, California

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CHARTING THE
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THURSDAY, JANUARY 14, 2010

SCHEDULE

1:00 - 2:15 p.m. Registration

2:15 - 2:30 p.m. Welcome and Introductions

2:30 - 3:50 p.m. The New Frontier in Digital Entertainment

Developments in digital entertainment have raised a host of issues for studios, networks and talent. This panel will look at three types that are popular today – webisodes, video games and viral video marketing – from both a guild and deal-making perspective. It will explore:

- What should talent expect in webisode negotiations?
- What are the pitfalls in making a video game based on an existing audiovisual work?
- After YouTube and Facebook, what is the next frontier for viral marketing?
- What is the responsibility of studios/networks with respect to user generated viral marketing?

Moderator: David Halberstadter, Katten Muchin Rosenman

Panelists: Allison Binder, Stone, Meyer, Genow, Smelkinson & Binder
Leon Schulzinger, Senior Vice President, Labor Relations, CBS
Anthony Segall, Rothner, Segall, Greenstone and Leheny

3:50 - 4:05 p.m. Break

4:05 - 5:25 p.m. Sex, Minors and Videotape

The Bush administration aggressively pushed the regulatory envelope on so-called profane and indecent speech, as well as with respect to adult content and its promotion and advertising. But, what direction will the new Administration take? This panel will discuss developments in these areas of content regulation by the FCC, FTC, and Congress, including:

- What is the aftermath of recent FCC cases (fleeting expletives and Janet Jackson’s wardrobe malfunction)?
- What is the most realistic perspective on the standards for sanctioning profanity and indecent speech for broadcast and cable programming?
- How will online advertising displaying adult content be regulated?
- What are the new record-keeping requirements for simulated sexual conduct?

Moderator: Jonathan Anschell, Executive Vice President and General Counsel, CBS Television

Panelists: Elizabeth Casey, Senior Vice President, Business & Legal Affairs, Standards & Practices, Fox Cable Networks
Jim Dietle, Senior Vice President, Business & Legal Affairs, Playboy Entertainment Group
Alan Simpson, Vice President of Policy, Common Sense Media

5:25 - 5:40 p.m. Break

5:40 - 7:00 p.m. Catastrophes: Case Studies – Can Attorneys Work Well with Others to Manage and Survive Big Problems?

There have been several high-profile crises impacting studios, networks and production companies on individual productions and projects in the last few years. This panel will look back in time to analyze some of these past incidents and what lessons can be applied to future problems:

- Use of fictitious critic quotes.
- When there are threats of violence against your actors.
- When your promotion results in calls to the bomb squad.
- When your program results in a ban by a foreign government.

Moderator: Alonzo Wickers, Davis Wright Tremaine

Panelists: Hope J. Boonshaft, Executive Vice President and General Manager, Hill & Knowlton
Karen Magid, Executive Vice President, Litigation, Paramount Pictures
Vincent Chieffo, Greenberg Traurig

7:00 - 8:00 p.m. Reception

Planning Committee:

Sandra S. Baron, Executive Director, Media Law Resource Center, Inc.
Vincent Chieffo, Greenberg Traurig
David Cohen, Vice President, Legal, ABC
Maherin Gangat, Staff Attorney, Media Law Resource Center, Inc.
David C. Kohler, Director, and Tamara Moore, Assistant Director, Southwestern Law School’s Donald E. Biederman Entertainment and Media Law Institute
Kent Raygor, Sheppard Mullin Richter & Hampton
Steve Rogers, Senior Vice President, Business Affairs, Showtime Networks Inc.

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REGISTRATION

Register online at www.swlaw.edu/swlawforms/mlrcconference2010.html

Alternatively, complete the form below and return it with the registration fee by **January 8, 2010** to:

Donald E. Biederman Entertainment and Media Law Institute
Southwestern Law School
3050 Wilshire Boulevard
Los Angeles, CA 90010

Fax: (213) 738-6614

Each attendee must register. If necessary, make copies of this form and complete one for each attendee in your group.

REGISTRATION FEES

- **\$100** before January 1
- **\$125** after January 1 or at door
- **\$25** for students

Name

Title

Organization

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State Bar # (for CLE credit)

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