

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

[www.swlaw.edu](http://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](http://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 broad 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 MediaLawLetter – 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 includes content creators and providers that operate across the media spectrum; media and professional trade associations representing newspaper, magazine and book publishers, broadcasters, journalists, authors and photographers; 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 and First Amendment defense representation.

**CLE Credit**

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

**Location**

This conference will be held at the Renaissance Hollywood Hotel,  
1755 North Highland Ave., Hollywood, CA 90028.

Tel: (323) 856-1200 Web: [www.renaissancehollywood.com](http://www.renaissancehollywood.com)

**Questions?**

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

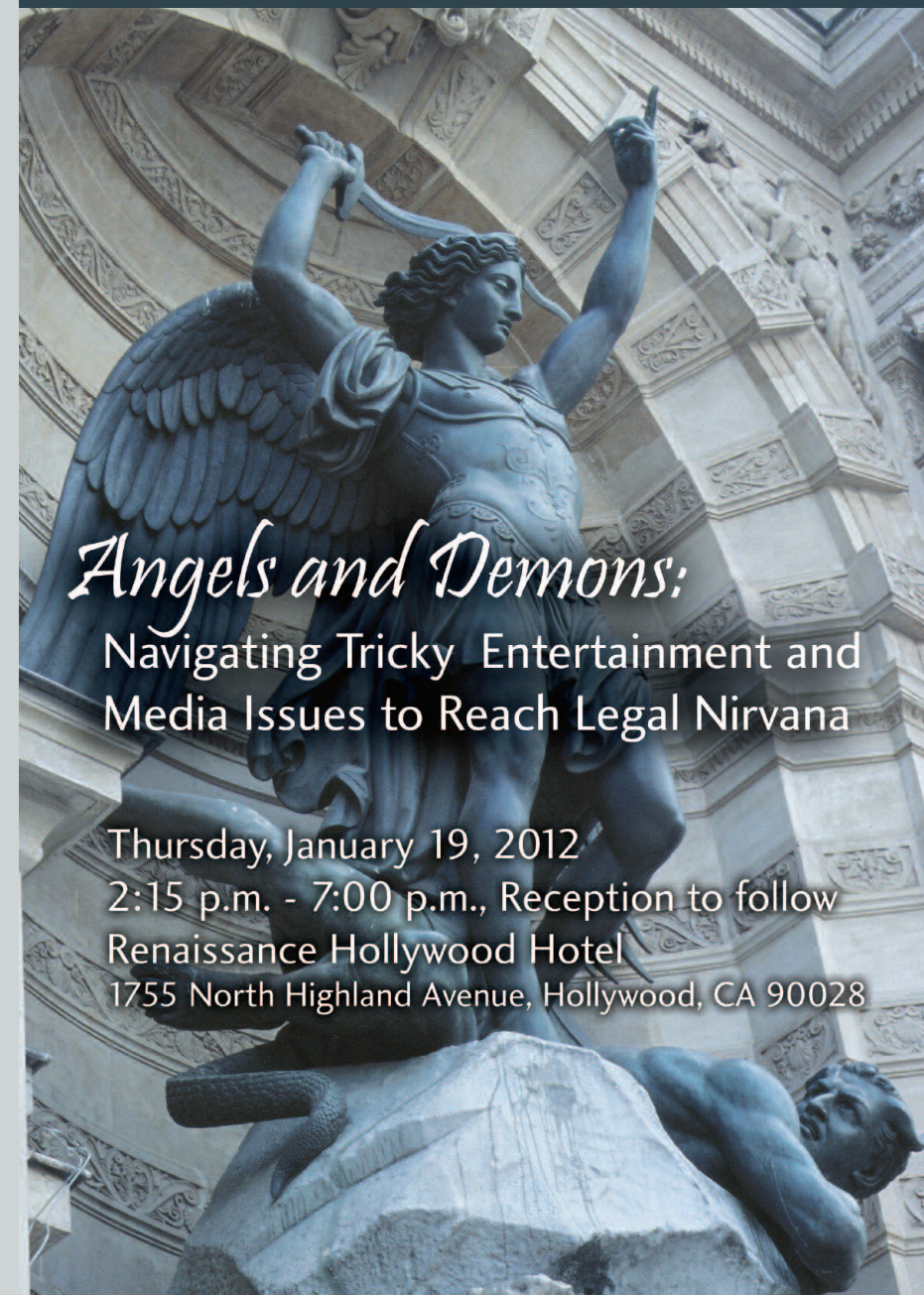
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THE 9<sup>TH</sup> ANNUAL  
ENTERTAINMENT AND MEDIA LAW CONFERENCE  
PRESENTED BY SOUTHWESTERN LAW SCHOOL'S  
BIEDERMAN ENTERTAINMENT AND MEDIA LAW INSTITUTE  
& THE MEDIA LAW RESOURCE CENTER



*Angels and Demons:*  
Navigating Tricky Entertainment and  
Media Issues to Reach Legal Nirvana

Thursday, January 19, 2012  
2:15 p.m. - 7:00 p.m., Reception to follow  
Renaissance Hollywood Hotel  
1755 North Highland Avenue, Hollywood, CA 90028

# Angels and Demons: Navigating Tricky Entertainment and Media Issues to Reach Legal Nirvana

Thursday, January 19, 2012 ♦ Renaissance Hollywood Hotel ♦ 1755 North Highland Avenue ♦ Hollywood, CA 90028

## Schedule

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

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

**2:30 - 3:50 p.m.**     **Exorcising Rights: Releasing the Demons in Reality Programming**

The premise of most reality and mockumentary programming is simple: ubiquitous cameras capture eager participants engaged in “real” life activities, competitions, and romantic adventures. The reality of producing such programming, however, is not simple at all. Releases are the lifeblood of reality television and film, but have they gone too far or can they ever go far enough to cover this expanding genre? This panel will discuss:

- Provisions in reality programming releases that could make the devil blush.
- Common challenges to the enforceability of reality programming releases.
- Controversial provisions that have withstood judicial scrutiny.
- A hypothetical scenario reflecting the complexity of the reality/mockumentary genre.

**Moderator:**   **Jean-Paul Jassy** (Bostwick & Jassy LLP)

**Panelists:**   **John Farrell** (Endemol USA)

**Glen Kulik** (Kulik, Gottesman, Mouton & Siegel, LLP)

**Louis P. Petrich** (Leopold, Petrich & Smith)

**3:50 - 4:05 p.m.**     **Break**

**4:05 - 5:25 p.m.**     **Social Media - Savior or Satan?**

Social media has enabled news and entertainment companies to engage and communicate with their audiences in a variety of ways. But, with that interaction comes risk. This panel will examine the impact of both official and unofficial use of social media on the entertainment and news industries and how they are grappling with the legal issues that arise. Topics will include:

- How to manage employees' use of social media to mitigate risk of defamation, spoilers, and FTC endorsement regulation violations.
- How to manage data-security and privacy issues and protect your company's brand.
- How do the different terms of service for each social media website dictate what use your company can make of that platform.

**Moderator:**   **Dan Cooper** (Paramount Pictures)

**Panelists:**   **Karlene Goller** (*Los Angeles Times*)

**Paul Koenig** (Paramount Pictures)

**Jennifer Mardosz** (Fox Entertainment Group)

**5:25 - 5:40 p.m.**     **Break**

**5:40 - 7:00 p.m.**     **Sympathy for the Devil in Music**

Media lawyers are generally well-versed in the day-to-day “clearance” issues that can arise. However, the dirty little secret is that most will have only a cursory knowledge when it comes to issues of music law. This panel gathers day-to-day experts and practitioners in the music law arena and will discuss some of the common issues that arise in the creation of music-centric media content, including:

- Putting together a “special” music-intensive episode of a show that otherwise does not usually contain musical performances.
- Capitalizing on ancillary revenue streams and how the deals work for such products (such as downloads, soundtracks, etc.).
- Music in the context of routine media content where music issues arise unexpectedly, such as in news broadcasts, interviews, and impromptu music performances.

**Moderator:**   **Jeffrey Schneider** (NBCUniversal)

**Panelists:**   **Doug Frank** (Attorney at Law)

**Jonathan Haft** (Hollywood Records)

**Keith Zajic** (Attorney at Law)

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

## Planning Committee:

**Sandra S. Baron**, Executive Director, Media Law Resource Center, Inc.

**David Cohen**, Vice President, Legal, ABC

**Maherin Gangat**, Staff Attorney, Media Law Resource Center, Inc.

**Steven Krone**, Director, and **Tamara Moore**, Associate Director, Southwestern Law School's Donald E. Biederman Entertainment and Media Law Institute

**Brad Miller**, Partner, Doyle & Miller, LLP

**Lisa Rafferty**, Vice President, Legal Affairs, Fox Television Stations, Inc.

**Jeffrey Schneider**, Executive Vice President, Business Affairs, NBCUniversal

**Ben Sheffner**, Content Protection Counsel, Motion Picture Association of America, Inc.

## Co-Sponsors

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**Davis Wright Tremaine LLP ♦ Doyle & Miller, LLP**

**Hiscox USA ♦ Kelley Drye & Warren LLP**

**Leopold, Petrich & Smith ♦ Sidley Austin LLP**

## Registration

Register online at **[www.swlaw.edu/swlawforms/mlrcconference2012.html](http://www.swlaw.edu/swlawforms/mlrcconference2012.html)**

Alternatively, complete the form below and return it with the registration fee by **January 6, 2012** 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.

**No refunds will be given for cancellations after January 12, 2012.**

## Registration Fees

➤ **\$100** before January 6

➤ **\$125** after January 6 or at the door (as space permits)

➤ **\$25** for students

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