

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 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 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 and thirty member firms nationwide, in Canada, England and elsewhere around the world engaging in media, intellectual property and entertainment law.

The Donald E. Biederman

Entertainment & 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 & 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.

Pre-Sorted
First Class
U.S. Postage
PAID
Permit No. 28353
Lomita, CA

SOUTHWESTERN LAW SCHOOL

3050 Wilshire Boulevard • Los Angeles, CA 90010-1106



The 6th Annual

SOUTHWESTERN LAW SCHOOL & MEDIA LAW RESOURCE CENTER

Entertainment and Media Law Conference

Fast Times in Hollywood:
Keeping Up With Cutting
Edge Issues in Entertainment
and Media Law

Thursday, January 15, 2009
2:15 p.m. – 7 p.m., Reception to follow
Southwestern Law School

Co Sponsored by

Chubb Specialty Insurance ♦ Davis Wright Tremain
Fox Rothschild ♦ Hiscox Media Insurance
Leopold Petrich & Smith ♦ National Association of Broadcasters
Sidley Austin



Fast Times in Hollywood: Keeping Up With Cutting Edge Issues in Entertainment and Media Law

Schedule > Thursday, January 15, 2009

1 - 2:15 p.m. **Registration**
2:15 - 2:30 p.m. **Welcome and Introductions**

2:30 - 3:50 p.m. Is Reality TV the New Schwab's Drugstore?
Hollywood lore has it that if one wanted to be discovered in the heyday of Hollywood, they went to Schwab's Drugstore on Sunset Boulevard. Although Schwab's has long since closed its doors, Reality TV has opened new doors for previewing talent, and defying some predictions to the contrary, this television genre has continued to proliferate. This panel will examine a host of cutting edge Reality TV issues, including current trends in Reality TV dealmaking; the legal and business challenges faced by actors, writers and producers in the new Reality dominated marketplace; and issues presented by exploiting Reality concepts and talent outside of the core programming.

Moderator: **David G. Stanley**, Greenberg, Glusker, Fields, Claman & Machtinger

Panelists: **John Ferriter**, Executive Vice President and Worldwide Head of Non-Scripted Television, William Morris Agency;
 David C. Shall, Executive Vice President, Business Operations/General Counsel, FremantleMedia North America, Inc.;
 Scott Whitehead, Colden McKuin & Frankel

3:50 - 4:05 p.m. **Break**
4:05 - 5:25 p.m. **Celebrity Mania**

We are living in a celebrity crazed world. Once largely the province of the tabloids, celebrity coverage today is driven by a plethora of outlets ranging from the mainstream media to Reality TV to Internet blogs and web sites. The increasingly complex and dynamic environment driving the exploitation of all things famous and infamous presents a wide range of challenging legal and business issues which are the subject of this panel, including: the importance of life story rights; developments in the ever changing law governing right of publicity; the applicability of California's anti-Slapp statute to attempts by celebrities to protect their interests; and the evolving rules governing Internet based coverage and exploitation of celebrities.

Moderator: **Bradley H. Ellis**, Sidley Austin

Panelists: **Timothy L. Alger**, Deputy General Counsel, Litigation, Google, Inc.;
 Deborah Drooz, Strook, Strook & Lavan;
 Louis Petrich, Leopold, Petrich & Smith;
 Jeremy Williams, Senior Vice President and Deputy General Counsel, Warner Brothers

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

5:40 - 7 p.m. What Happens When Protected Speech Meets Embedded Promotions? Product Integration, Sponsorship and Ad-Linking
Product placement, sponsorship, and in-text advertising are all common methods that are being used to fund the production of creative and editorial content. A blurring of lines between the creative and editorial on one hand, and the promotional on the other, raises difficult issues for clearance counsel, for dealmakers, and ultimately for courts. Among other things, the panel will explore: the new forms of advertising and marketing that are replacing more traditional forms of revenue generation; the legal status of these new kinds of expression as fully protected or less valued commercial speech; and the potential for involvement of the Federal Trade Commission or Federal Communications Commission in regulating 21st Century promotional techniques.

Moderator: **Bruce Johnson**, Davis Wright Tremaine

Panelists: **Jennifer Dominitz**, Vice President, Legal Affairs, NBC Universal Television;
 Pratheepan Gulasekaram, Assistant Professor, Santa Clara University School of Law;
 Anna Kassoway, Senior Vice President Global Marketing & Creative, Vibrant Media;
 Daniel O'Connell Offner, Nixon Peabody

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

Conference Planning Committee
Sandra Baron, Executive Director, Media Law Resource Center; **Stephen G. Contopoulos**, Sidley Austin; **Patricia Duncan**, Vice President and Senior Counsel, Home Box Office; **Karlene Goller**, Vice President and Deputy General Counsel, *Los Angeles Times*; **David Kohler**, Director, Southwestern Law School Donald E. Biederman Entertainment & Media Law Institute; and **Don Zachary**, Law Offices of Donald Zachary

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.

Contact
For more information, please contact the Donald E. Biederman Institute at Southwestern Law School at (213) 738-6602 or institute@swlaw.edu.

Registration >

Registration will be available online at:
www.swlaw.edu/swlawforms/mlrcconference2009.html

Alternatively, complete the form below and return it with the registration fee by **January 9, 2009** to:
Donald E. Biederman Entertainment & 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.

Name		
Title		
Organization		
Address		
City	State	Zip
Email		
Tel	Fax	
State Bar # (for CLE credit)		

Registration fee:
\$100 before January 1;
\$125 after January 1 or at door;
\$25 for students

☐ A check is enclosed (made payable to Southwestern Law School)
☐ Please charge my: ☐ Visa ☐ Mastercard

Account Number	Exp. Date
Signature	Today's Date