HOLLYWOOD IN FLUX:
PIVOTING DURING THE PANDEMIC

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For over 60 years, the USC Gould-BHBA Institute on Entertainment Law and Business has been the premiere live conference for entertainment professionals in the nation. Now, join the Industry’s most powerful players for an in-depth examination of the hottest entertainment law issues and the latest business perspectives in the Institute’s first virtual conference.

get the latest inside scoop
Whether you are a lawyer, executive, agent, producer or accountant, you will get the latest up-to-date information you need to pivot during the pandemic and navigate the industry successfully. Plus, receive a free one year subscription to Jeffrey Cole’s perspectives on the digital realm from the Center for the Digital Future at USC Annenberg.

network and win
After the broadcast, join the interactive Run the World networking mixer sponsored by Signature Resolution and connect with other Institute attendees five minutes at a time. Participants will be eligible for a drawing to win free tickets to next year’s Institute!

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Ann Sarnoff was named Chair and CEO of WarnerMedia Studios and Networks Group in August 2020.

In this role, she is responsible for all of WarnerMedia’s content-focused teams, uniting the Warner Bros. Pictures Group, HBO and HBO Max, the Warner Bros. Television Group, DC, kids/young adults/classics (Cartoon Network, Adult Swim, Boomerang, TCM, Cartoon Network Studios, WB Animation), TBS, TNT, TruTV, Wizarding World, consumer products and gaming, to work together across titles, brands and franchises. The Studios and Networks Group represents an unmatched collection of world-class brands and content creators.

Ms. Sarnoff brings more than 30 years of business and media experience to this post, as she guides the Studios and Networks Group in support of WarnerMedia’s mission to engage and delight the global audience with innovative, engaging entertainment content.

Ms. Sarnoff was previously Chair and CEO of Warner Bros., serving as the industry’s first female studio head.

Prior to joining Warner Bros. in 2019, Ms. Sarnoff was President, BBC Studios Americas, where she was responsible for driving growth and profit across the company’s diversified business divisions in the U.S., Canada and Latin America, and amplifying BBC Studios’ global brands. Sarnoff also served as Board Chair of BritBox – the BBC Studios and ITV-owned SVOD service with the largest collection of British television in the U.S. Previously, Ms. Sarnoff served as head of BBC Worldwide’s Global Production Network, charged with developing the strategy for and optimizing the company’s global production operations. From 2010, when she joined the company, to 2015, Sarnoff was COO, BBC Worldwide North America, where she oversaw one of the company’s most ambitious growth periods.

Prior to joining BBC Worldwide, Ms. Sarnoff was President of Dow Jones Ventures and Senior Vice President of Strategy, responsible for leveraging the assets of Dow Jones to create new businesses focusing on digital and B-to-C markets, and for overseeing corporate strategy and business development.

Before Dow Jones, Ms. Sarnoff was COO for the Women’s National Basketball Association, where she was recruited by and sat on the executive team of NBA Commissioner David Stern. From 1993-2003, Ms. Sarnoff worked with some of the best-known brands in television at Viacom as Nickelodeon’s Executive Vice President for Consumer Products and Business Development, building Nickelodeon’s consumer products into a multi-billion-dollar revenue business at retail. She also served as COO of VH1 and Country Music Television.

Ms. Sarnoff holds a BS from Georgetown University’s McDonough School of Business and an MBA from Harvard Business School. She sits on the boards of PayPal Holdings, Inc. and Georgetown University, and is the vice chair of the advisory board of the McDonough School of Business at Georgetown.
9:00 – 10:00 AM
The Entertainment Industry during COVID-19

Just as without warning, we moved the entirety of our work, school and buying on-line, so too we moved online for most of our entertainment during the pandemic. Using the Center’s own research during the lock down, Jeffrey Cole will share how media use shifted as movie theaters were closed and traditional television and streaming filled our days. How well did the established players (Netflix, Hulu, cable and broadcast) and the new players (Apple TV+, Disney +, Quibi, HBOMax and Peacock) fare in this new media world? Will P-VOD (Premiere-Video on Demand) continue as a viable distribution channel for original motion pictures and if so, what kinds of films, at what cost to make and cost to the consumer ($20 or more)? Can a motion picture make $1 billion or more without movie theaters? Has the relationship between theaters and studios been forever changed?

10:10 – 11:10 AM
Counseling Clients in the Wake of the COVID-19 Pandemic

In less than a year COVID-19 has had an unprecedented impact on the world as a whole and the entertainment business in particular. Drastic interference with what were once everyday occurrences has resulted in halted film and TV production, empty movie theatres, and cancelled music and theatre events, while we scramble to come up with new and efficient protocols to contain the virus and get back to “normal.” Our group of experts will discuss, among other things, the interplay of production insurance and completion bonds, shifting distribution models, and the evolving safety requirements in the film and TV workplace. The panel will also examine the advocacy of the major unions in protecting their members, new job positions and protocols (including rapid test results) and possible federal insurance coverage under the pending Pandemic Risk Insurance Act (PRIA). Finally, the panel will discuss force majeure and the results of initial insurance litigation regarding COVID-19 coverage, including the current pricing and investor specifications on new productions and live entertainment.
11:15 AM – 12:15 PM
Elimination of Bias in the Workplace: A Balancing Act

A primary goal of eliminating bias is to achieve a more ethnically diverse, yet harmonious and productive workplace. But, in today’s socially conscious environment, companies and firms are faced with the implications of bias in other areas. This panel will explore the extent to which these biases are recognized and dealt with. Bias manifested in the form of ageism, religious and gender-based biases, cultural intolerance, and intolerance of diverse viewpoints can all generate claims of harassment, discrimination, and hostile environment in the workplace. Employers are being challenged to address incidents of bias and harassment and, in doing so, where do employee contractual and due process rights, rehabilitation, and retention fit in? How are such claims internally investigated and evaluated? What is the balance between addressing claims of those injured by bias, the rights of alleged perpetrators, and the interest of the employer in, hopefully, fairly resolving such conflicts? Our speakers will share their experiences and expertise in paving the road to a diverse but individual workforce where the rights of all stakeholders are protected.

1 HOUR OF MCLE ELIMINATION OF BIAS CREDIT AVAILABLE.

12:20 – 1:00 PM
Keynote Presentation: Interview with Ann Sarnoff

Join Ann Sarnoff, Chair and Chief Executive Officer of WarnerMedia Studios and Networks Group, for a 40 minute conversation with Bruce Ramer about the current landscape of the entertainment industry.

1:00 – 2:00 PM
Networking Mixer

Make new connections with other attendees, five minutes at a time, through the “Run the World” networking mixer sponsored by Signature Resolution. Separate sign-up for the complimentary mixer will be required.

2:00 PM Adjournment
planning committee

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upcoming USC Gould School of Law programs

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Friday, November 13, 2020

CORPORATE COUNSEL
Wednesday, December 2, 2020

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REGISTRATION
Registration for the virtual Institute includes access to view the live broadcast of the sessions, the networking "Run the World" mixer, continuing education credit and a copy of the electronic syllabus. Plus, receive a free one year subscription to Jeffrey Cole’s perspectives on the digital realm columns from the USC Annenberg Center for the Digital Future.

NOTE: This is a live, one-time-only broadcast and on-demand recordings will not be available for viewing later.

ONLINE LIVE BROADCAST
The 2020 Institute on Entertainment Law and Business will be broadcast online at the Institute’s event website at http://cle.usc.edu/entertainment2020.

CONTINUING EDUCATION CREDIT
Watch the sessions and write down the credit code shown on screen or announced verbally. Then fill out an electronic evaluation form located in the event website and submit your credit hours along with the credit codes. Official certificates can be emailed to you once you submit your credit.

CANCELLATIONS
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