

Carnegie Mellon
Heinz College

Master of Entertainment Industry Management

Carnegie Mellon University Master of Entertainment Industry Management (MEIM)

TV BUSINESS AND LEGAL AFFAIRS – CLASS [93-871] (Fall, 2021)

Instructor: Adam Hime (adamhime@icloud.com)

COURSE OVERVIEW:

The objective of this course is to provide students with a practical understanding of how a typical Television Business and Legal Affairs department operates within today’s Studio/Network environment. Students will become acquainted with the deal making process, various types of agreements and their key business terms, deal structure, rights analysis and distribution considerations in an evolving television and digital media landscape, as well as legal and business issues that impact television and digital media production.

ABSENCES/ TARDY POLICY:

Attendance is mandatory and will be reflected in the class participation portion of your grade. If you know you are going to be late or absent, please contact me prior to class via email (above).

READINGS:

There will be no formal textbook. Assigned reading materials will be distributed in advance of class sessions and may be supplemented occasionally with materials handed out during class sessions.

COURSE OBJECTIVES/ASSESSMENTS:

<u>Objective</u>	<u>Assessed Through</u>
To examine how a typical Television Business and Legal Affairs department operates within today’s Studio/Network environment.	Class discussion and final exam.
To provide an overview of the deal making process in Television and digital media, as well as the various entities and representatives customarily involved.	Class discussion, in-class project, and final exam.
To provide an overview of typical agreements in Television and their key business terms, including Executive Producer Agreements, Writer Agreements, Director Agreements, On-Camera Talent Agreements.	Class discussion, in-class project, and final exam.
To examine deal structures (including rights analysis, distribution considerations and other key business terms) by surveying production services agreements, co-productions/co-studio agreements, licenses, and rights option and acquisition agreements.	Class discussion and final exam.
To examine key legal and business issues that impact television and digital media production	Class discussion, in-class project, and final exam.

GRADING:

- (1) Class Attendance and Participation = 10% of Total Grade
- (2) Final Exam = 90% of Total Grade

GRADING GUIDELINES:

The Heinz policy for grading is as follows:

A+	99.0 - 100%	Exceptional
A	94.0 - 98.9%	Excellent
A-	91.0 - 93.9%	Very Good
B+	88.0 - 90.9%	Good
B	84.0 - 87.9%	Acceptable
B-	81.0 - 83.9%	Fair
C+	78.0 - 80.9%	Poor
C	74.0 - 77.9%	Very Poor
C-	71.0 - 73.9%	Minimum Passing
R	Below 71 pts (< 71%)	Failing

HEINZ POLICY ON PLAGIARISM:

Plagiarism and other forms of academic misrepresentation are viewed as extremely serious matters. Misrepresentation of another's work as one's own is widely recognized as among the most serious violations. The violation is clearly flagrant when it occurs as plagiarism on a required paper or as cheating on an examination, including take-home as well as in-class examinations. The punishment for such offenses can involve expulsion from the MEIM Program and Heinz School. Cheating includes, but is not limited to:

1. Plagiarism (explained below).
2. Submission of work that is not the student's own.
3. Submission or use of falsified data.
4. Unauthorized access to an exam or assignment.
5. Use of a stand-in for an exam.
6. Use of unauthorized material in the preparation of an assignment or during an examination.
7. Supplying/communicating unauthorized information to another student for use in an assignment or exam.
8. Unauthorized collaboration on an assignment. Collaboration must be explicitly permitted by an instructor for it to be considered authorized.
9. Submission of the same work for credit in more than one course.

Plagiarism is the failure to indicate the source of work either with quotation marks or footnotes. The source can be a phrase, a graphic element, a proof, specific language, or an idea derived from the work of another person. Note that material on the web is another person's work and is therefore equally subject to the rules on plagiarism and cheating as any other source material.

Cheating and/or plagiarism on an essay assignment will result in a failing grade (0 points) for that assignment. The essay in which the cheating occurs will *not* be excluded from the offending student's assignments included in grade calculations; the points for that essay zero (0) will be factored into the grade. Furthermore, the cheating student's grade shall be reduced one full letter grade. A cheating student's final grade will be impacted significantly. In addition, cases of cheating and plagiarism will be submitted to and reviewed by the Dean's Office; more severe penalties may be imposed, up to and including expulsion from the Heinz School.

SYLLABUS AND OUTLINE OF COURSE TOPICS:

Class Date/Time	Summary of Primary Topics
CLASS #1 Sat., 09/11/21, 2:30	<ul style="list-style-type: none"> • Introductions • Overview of Course Topics • The typical function and role of Business and Legal Affairs • Overview of television deals • Introduction to the televisions deal making process • Overview of the current television landscape
CLASS #2 Sat., 09/18/21, 2:30	<ul style="list-style-type: none"> • The role and significance of the Writer in television • Key business terms to Literary Option Agreements in television • Key business terms to other Option Agreements in television • Life Story Rights
CLASS #3 Sat., 09/25/21, 2:30	<ul style="list-style-type: none"> • The WGA and Television • Key business terms to Writer Agreements in television
CLASS #4 Sat., 10/02/21, 2:30	<ul style="list-style-type: none"> • Writer Agreements in Television (continued)
CLASS #5 Sat., 10/09/21, 2:30	<ul style="list-style-type: none"> • Introduction to the relationship among Networks, Studios, and Independent Producers • Key business terms to Production Services Agreements • Key business terms to Executive Producer/Showrunner Agreements • The Studio License Model • Co-Finance Models
CLASS #6 Sat.,10/16/21, 2:30	<ul style="list-style-type: none"> • SAG/AFTRA • Key business terms to Actor Agreements Reality Show On-Camera Participants
CLASS #7 Sat.,10/23/20, 2:30	<ul style="list-style-type: none"> • Actor Agreements (Continued) • The DGA • Key business terms to Television Director Agreements
CLASS #8 Sat.,10/30/21, 2:30	<ul style="list-style-type: none"> • Television Director Agreements (continued) • Hybrid Agreements • IATSE, Teamsters and other below the line engagements
CLASS #9 Fri.,11/06/21, 2:30	<ul style="list-style-type: none"> • The Current Television Landscape/ Global Future of Business and Legal Affairs in Television and Digital Media • Review Session • FINAL EXAM (90% of Total Grade)