

THE UCLA SEMINAR 2003

Six teachers from UCLA came to Paris to participate in a 4 days intensive seminar. They talked about the American film industry. They discussed such issues as independent productions in Hollywood and international financing.

The programme

**February 10th, 3 - 4 pm, Amphithéâtre Louis Liard : 17, rue de la Sorbonne
75005 Paris :**

Introductory panel

4 - 6 pm, Robert Rosen, Dean, School of Theater, Film and TV, UCLA: "Impact of Globalization on Traditional Media and New Media."

A speculative exploration of the new forms of media entertainment that will emerge during the coming twenty years based on a projection from contemporary practices on the margins of television, film, theatre and the digital arts.

February 11th, 10 am - 1 pm, CEEA, Hôtel de Massa, 38, rue du Faubourg Saint Jacques, 75014 Paris :

Denise Mann, Co-Chair, Producers Program, UCLA: "Corporate and Creative Strategies: an Overview of the Contemporary Hollywood Entertainment Industry"

"Corporate and Creative Strategies: an Overview of the Contemporary Hollywood Entertainment Industry" asks the question "Is bigger better?" or does an increasingly consolidated Hollywood negatively impact creativity and independence? In order to contextualize recent developments, Denise Mann will chart the evolution of "old Hollywood's" golden era to the "new Hollywood" era of corporate ownership up to an including the emergence of today's "big six" media groups.

She will examine why the revolutionary changes which AOL Time Warner and Vivendi Universal promised stockholders following a series of mergers and acquisitions produced disappointing results despite the stellar performance of the two studios in box office market share. Finally, Denise Mann will consider how the past decade's merger mania may have fostered the Hollywoodization of the independents, encouraging creative compromise among both boutique and mini-major distributors like New Line and Miramax. Conversely, Denise Mann will consider how a new wave of maverick independent producers is beating the studios at their own game in an increasingly competitive environment.

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**Lindsay Doran, Producer, Three Strange Angels, Inc. (producer of Academy Award-winning Sense and Sensibility and former head of United Artists):
“Making Movies in Hollywood”**

“Making Movies in Hollywood” will focus on five movies – “Pretty in Pink,” “Ghost,” “Sense and Sensibility,” “Ronin,” and the 1999 remake of “The Thomas Crown Affair” – to illustrate the creative process of developing and producing movies in the Hollywood studio system. Lindsay Doran will examine the process of hearing and buying a writer’s pitch; buying a completed screenplay; developing the screenplay in response to studio notes; keeping the original writer or writers all the way through vs. changing writers; “packaging” the script with a director and actors; how a movie gets the “green light;” creative issues during production; how a movie gets changed in post-production, including previews and re-shoots; and how creative decisions made during development, packaging and production can affect the marketing of the film and its reception by an audience.

February 12th, 10 am - 1 pm, INA, 83, rue de Patay, 75013 Paris

Steve Fayne, Esq., Akin, Gump, Strauss, Hauer & Feld, L.L. P.: “Independent Feature Film Financing and Distribution.”

Steven Fayne will discuss the financing and distribution of independent feature films outside of the traditional Hollywood studio system, including the reasons why Producers may choose to finance films in this way. His discussion will involve the structuring of the financing for independent films, including the use of production lenders, equity investors, tax-based funding and other forms of government incentives, the relationship of the various sources of financing to each other and the advantages and disadvantages of each.

Mr. Fayne’s remarks will also include a discussion of the distribution of independent films on a worldwide-basis, including the use of the pre-sale of distribution rights as a key financing vehicle. He will also discuss the relationships among the various parties to a financing transaction including the key negotiating points between the Producer and each party.

February 12th, 3 - 6 PM, INA, 83, rue de Patay, 75013 Paris

Emmanuelle Borde, Vice President, Production & Creative, Sony Pictures Digital: “Feature Film Marketing & Online Marketing, a Case Study Approach.”

After a brief overview of how a typical film marketing division works in the U.S. studio system, Emmanuelle Borde will focus on the various aspects of theatrical film marketing. Using concrete examples from various U.S. campaigns, the presentation will cover Creative Advertising (print campaign, trailer, television spots), Publicity (EPK, press relations, junkets, premiere), Promotions, Research, Media Planning, with a special emphasis on online marketing.

February 13th, 10 am - 1 pm, CEEA, Hôtel de Massa, 38, rue du Faubourg Saint Jacques, 75014 Paris

Eric Baum, Vice President, Business & Legal Affairs for Columbia TriStar Marketing Group, Sony Pictures Entertainment Inc.:“Legal and Business Aspects of Feature Film Marketing, Distribution, and Corporate Tie-Ins: A Case Study Approach.”

Eric Baum will present an overview of the business and legal considerations of producing, distributing and marketing theatrical motion pictures from a major studio perspective. He will consider the types of pictures selected for production, the rights issues and strategies of distribution and marketing. He will also present a sample of marketing materials developed for past and upcoming pictures and discuss various aspects of the process of developing distribution and marketing strategies.

February 13th, 3 - 6 pm, CEEA, Hôtel de Massa, 38, rue du Faubourg Saint Jacques, 75014 Paris
Closing session
Q&A

Denise Mann

Film and Television historian. Teaches courses on television history and the contemporary film industry. Published articles on postwar consumer culture and co-authored book entitled, *Private Screenings: Television and the Female Consumer*. Spent six years on the editorial staff of the Camera Obscura, an influential journal of feminism and theory. Her company, 9th Floor Entertainment, with offices in the U.S. and the U.K., has several projects in development director. Currently writing: *The Cynical Fifties: Hollywood Meets Madison Avenue*, a social history of postwar popular culture. She serves as Co-Chair of the Producers Program along with Meg LeFauve.

Steve Fayne

Akin, Gump, Strauss, Hauer & Feld, LLP

Steve Fayne is a partner in the corporate and entertainment sections of Akin, Gump, Strauss, Hauer & Feld, L.L. P. in the Los Angeles office. He is primarily engaged in the practice of entertainment law with an emphasis on media finance. Mr. Fayne represents banks, companies and individuals in the entertainment industry and advises them on a broad range of entertainment related transactions. Mr. Fayne has served as the Chairman of the Entertainment Law Committee of the Beverly Hills Bar Association and as a member of the Board of Directors of the Los Angeles Copyright Society.

Emmanuelle Borde

Sony Pictures Digital Entertainment

Emmanuelle Borde is currently a creative executive for Sony Pictures Digital Entertainment where she is responsible for film content development. Ms. Borde was previously the head of marketing for Arnon Milchan's New Regency Productions where she handled corporate communications and film marketing on projects as diverse as *Fight Club*, *Big Momma's House*, and *Tigerland*. Prior to New Regency, she spent five years at Twentieth Century Fox working on the creative advertising campaigns for *The X-Files*, *Alien Resurrection*, and *Bulworth*, among others. While at Fox, she was also responsible for all movie websites and overall promotional online strategy.

Eric Baum

Legal Affairs Worldwide Marketing Group

Eric has practiced entertainment law since 1987. He joined TriStar Pictures, Inc. in 1994 as Senior Counsel in the feature motion picture legal affairs group. At TriStar, Eric was the production attorney for numerous features including: "*The Fan*", "*Jerry Maguire*", "*Starship Troopers*," and "*Godzilla*". Eric is currently serving as Assistant General Counsel for the Columbia Pictures division and as Vice President of Business and Legal Affairs for the Sony Pictures Entertainment Worldwide Marketing Division of Sony Pictures Entertainment.

Lindsay Doran

Producer, Three Strange Angels, Inc. (producer of Academy Award-winning Sense and Sensibility and former head of United Artists).