

speakers

DIY Convention: "Do-It-Yourself in Film, Music and Books"

9:00 a.m. Welcoming Remarks

9:10 a.m. Keynote Address - Darryl McDaniels, **Run-DMC**

9:30 a.m. Morning Panels Begin

MORNING PANELS: THE FIRST STEPS

9:30 - 10:10 a.m. Setting Up Shop – A general legal and business overview of the steps needed to get your entertainment company up and running. Learn the basics, including creating a business plan, protecting assets, rights acquisition, selection of entities (sole proprietorship, partnership, LLC, Corporation (C or S)), business licenses, bar codes, I.R.S. and tax issues, the hows and whys behind federal copyright, trademark and servicemark registrations and other general issues in business.

PANEL:

- Celia Kahn/Sharon Chambers, Accountants, **New Era Business Mgmt**
- Tom Fox, Attorney, **Bone, Thugs & Harmony**
- William Hein, Co-Founder, **Enigma Records**
- Donald Jasko, Attorney, **Verance**
- Lynette Brehm, director of Latin Repertory, **SESAC**

10:30 - 11:10 a.m. Great Expectations – Raising money in a competitive environment. Angel investors, venture capitalists, family and friends. Loans, investments, profit participation and ownership/ membership interests. Legal and business requirements for getting funded.

PANEL:

- Moderator: Brad King, **Wired**
- Lynda Keeler, **Redleaf Ventures**
- Warren Kohler, Entertainment Financier/Executive Producer
- Fred Goldring, Attorney, **Hansen, Jacobsen, Hertz, Goldring**

UPCOMING EVENT

2002 DIY Convention: Do It Yourself in Film, Music & Books

Saturday
Feb. 9, 2002

Register Now!
(click here)

Wyndham Bel Age Hotel
1020 North San Vicente
West Hollywood, CA

Early bird admission is only \$50.

- Steven Leibovitz, **VCL Entertainment**
- Riggs Eckelberry, **Netcatalyst**
- Doug Camplejohn, CEO, **MyPlay.com**

11:30 - 12:20 p.m. Licensing Music – Discover a great source of revenue as you find out how to get your compositions and masters exploited in films, television, video-games and the Internet. Learn how music supervisors, clearance companies and/or a licensing agents can help both music and film interests. Find out what the fee structures are for the various uses. Learn how to budget music for indie films and how to secure festival licenses and soundtrack deals. The seminar will also cover the pros and cons of working with Composers and library music.

PANEL:

- Moderator: Ray Yee, **BMI**
- John Anderson, **Windswept Pacific**
- Phil Cohen, Senior VP, **Universal Studios(Music/Film)**
- Mark Mothersbaugh, Film Composer
- Lori Lehman, **Sonic Fusion** (Music Supervisor for **Activision Video Games**)
- Mack Hill, **Sony Music (Music/Film)**
- Nancy Stern, Music Resources, **Music Clearance Company**

11:30 - 12:20 p.m. Optioning Your Script or Book for Film, TV and The Internet - Learn how to get your script exploited in film, TV and the Net. Learn the steps you need to take to make your works come alive in mediums beyond the printed or electronic page.

PANEL:

- Moderator: Ethlie Ann Vare, Producer, **Gene Roddenberry's "Andromeda"**
- Nancy Rainford, manager/Producer, **The Rainford mpany**
- Karl Schaefer, co-creator, **"Eerie Indiana"**
- Orlando Bishop, Damani Mangum and Kevin Brownridge, **Black and Blue Entertainment**
- Vince McKewin, Screenwriter, **"The Replacements"**
- Dan Yankelevits, director business affairs, West Coast, **Home Box Office**
- Dina Appleton, VP business and legal affairs, **Writers & Artists Agency**

12:30 - 1:30 p.m. Lunch

1.30 p.m. Afternoon Keynote - "A Conversation With DIY Success" featuring:

- Moderated by Bruce Haring, Author, **"Beyond The Charts: MP3 and the Digital Music Revolution"**
- Miles Copeland, Founder, **IRS Records**
- William Hein, Co-Founder, **Enigma Entertainment**
- Cameron Sears, Manager, **Grateful Dead**
- Richard Gottehrer, Co-Founder, **Sire Records**

2.00 p.m.-3:00 p.m. Copyright and Trademark Clinic —Hosted by Attorneys (Trademark) and

Lauren Mason (**Copyright**)

3:00 p.m.-4:00 p.m. DIY Film and Music Market —Sponsored by SESAC -- Hosted by Lynette

Brehm, **SESAC**, and Mara Schwartz, **Circuit - The DVD Magazine**

AFTERNOON PANELS:

2:00 - 2:50 p.m. Legal Issues & Business Affairs — Outlines specifically what you need to do to create your own record label (from band — or label perspective). What rights and deals you must secure (master purchase, recording agreement, master license, mechanical license, producer agreement, artwork, sample and other third party clearances) in order to exploit music. What is publishing and why you should set up a publishing company. What is the distinction between a master and a composition and what rights to attach — and what this means in terms of dollars and cents.

PANEL:

- Moderator: Jeffrey Weber, **Studio M**
- Craig Gates, Attorney, **Rhino Records**
- Stacy Fass, Attorney, **Davis, Shapiro**
- David Ferreria, Attorney, **Epitaph Records**
- Paul J. Friedman, attorney, **King, Purtich**

3:00 - 3:50 p.m. Production, Recording Studios and Producers (Sponsored by MyPlay.com) – Selecting a studio, equipment and a producer. Essential equipment necessary for the production of quality masters. Budgeting and pre-production. Discussions on spec deals, production deals and producer agreements. Producer issues: master ownership; collaboration (Is an arrangement copyrightable?); and co-writing (composition ownership, splits, exclusive publishing administration). Recording another writer's songs -- changing a few words -- adding a rap or using a sample: Learn to avoid the lethal legal blunders often made by musicians and producers.

PANEL:

- Moderator: Carrie Borzillo, Editor, **AllStarNews.com**
- Dave Alvin, Songwriter/Producer
- Chris Vrenna, Producer, **NIN & Marilyn Manson**
- Erin Haley, **Moir Marie Management**
- Samm Brown, Producer/Songwriter, **Michael Jackson & New Edition**

4:00 - 4:50 pm. Marketing, Distribution and Merchandising (Sponsored by GarageBand.com) – Now that you have a finished product, where do you take it? Direct sales to stores, online outlets for your music, and innovative cooperative ventures designed to expose and sell your music and merch to a worldwide audience. Find out how to use your assets to generate more interest in your music and how distribution (foreign and domestic) and marketing (retail, Internet, radio, press and touring) work hand-in-hand. Learn the specifics of working with established distributors, independent marketers, publicists, and other service-providers who can aide in bringing your music and merch to market.

PANEL:

- Moderator: John Braheny, Author/Journalist, Co-Founder,

The Songwriters Expo

- Cameron Sears, VP Music, **Garageband.com**; Manager, **Grateful**

Dead

- Shael Trunk, Publisher, **Mean Street**
 - Ernest Kameney, head of marketing, **Nitro Records**
 - Joe Seta, distributor, **Artist Underground**
 - John Brodey, President/GM, **Foodchain Records**
 - Steve Martin, publicist, **Nasty Little Man**
 - Louis Posen, owner, **Hopeless Records**
-

2:00 - 2:50 p.m. Legal Issues and Business

Affairs – Whether you're a film director or prospective production company, we'll outline how to establish a production company, including which rights need to be acquired and how to secure above and below the line deals. Get answer to your questions on all of the rights and responsibilities necessary to produce a film.

PANEL:

- Moderator: Mark Halloran, attorney
- Randy Mendelsohn, attorney
- Al Dickerson, **Motion Picture Bond Company**
- Miles Nestel, Partner, **MM Media**
- Ben Reder, attorney

3:00 - 3:50 p.m. Production Issues For

Filmmakers – Pre-production, Production & Post Production: Hear from directors and producers already shaping the future of digital filmmaking and content. We'll cover the basics of assembling the equipment you'll need to shoot and edit your film - without exceeding your budget. Learn about the vital tools needed to protect your property from piracy and unlicensed distribution. Don't wait until the first day of making your film to find out what can go wrong. Cutting edge producers and directors discuss what problems they encountered during production, and the latest equipment they've discovered in shooting, editing and special effects.

PANEL:

- Moderator: Scott Smith, Editor, **Res Magazine**
- Stacy Peralta, director, "**DogTown and Z-Boys**"
- Bill Kelman, producer, "**The Almighty Fred**"
- Brian McNelis, producer, "**Better Living Through Circuitry**"
- Joe Escalante, Director, "**That Darn Punk**"
- Susan O'Leary, creative head, **Fox Search Labs**
- Miles Ketley, attorney, **Fox Search Labs**

4:00 - 4:50 pm. Film Distribution and

Marketing – Examine the distribution channels available to indie producers, including: Internet, cable, home video, pay per view, DVD, traditional theatrical domestic and foreign distribution. Learn how to assess a distribution strategy, how to attract a good deal and what to expect from a distribution deal, including how to analyze the contracts. Find out how to mount an effective publicity and marketing campaign and how to utilize festivals and other screening opportunities to break your film. The panel will also explore some newer business models, which include production of Internet programming for exploitation on cable and network television, as well as more traditional business models.

PANEL:

- Moderator: Alex Ben Block, Editor In Chief/VP, **eStar.com**
- Bart Cheever, founder, **DFilm Digital Film Festival**
- Eli Holtzman, VP, **Miramax Television**
- Todd Berger, director, **Old School Films**
- Jonah Loeb, president, **IndieDVD**
- Richard Martini, director, "**You Can't Hurry Love**"
- Oren Biton, Film Distributor, **Hiqi Media**
- Jonathan Blank, CEO, **Wildform**

2:00 - 3:00 p.m. Getting Your Book to Press

– Learn the steps you need to take to prepare your book for print or electronic distribution. Panel will cover such topics as obtaining bar codes, Library of Congress Card Catalog numbers, and reseller numbers. Learn the rights, responsibilities and agreements that are necessary to produce

your book.

PANEL:

- Moderator: John Geirland, Author, "**Digital Babylon**"
- Cheryl Saban, Author
- Susan Martin, Jodi Cohen **Omni Color**
- Mary Embree, **Small Publishers, Writers & Artists Network (SPAWN)**

3:00 - 3:50 p.m. Digital Distribution v. Print –

The pros and cons of electronic books versus real-world products, including the economic bottom line. A chat on where the field is heading and how authors and publishers should view the emerging electronic book market versus traditional print.

PANEL:

- Moderator, Rob LaFranco, **Red Herring**
- David Bass, VP of Business Development, **Reciprocal Publishing**
- Jeff Blackburn, **Amazon.com**
- Bill Hill, researcher, **Microsoft**

4:00 - 4:50 p.m. Marketing and Promotion –

The battle is only half-won when you've finished the book and hold it in your hands. Now you've got to crack the market. Some strategies for publicity and promotion. Panel will include a discussion on outside publicists, book tours, and co-op advertising strategies.

PANEL:

- Moderator: Heidi Siegmund-Cuda, L.A. Times
- Pleasant Gehman, Author, "Escape From Houdini Mountain"
- Jodi Wille, Co-Owner, **Dilettante Press**
- Shawna Kenny, Author, "I Was A Teenage Dominatrix"
- Clint Catalyst, Author, "Cottonmouth Kisses"

AFTERNOON WORKSHOPS & PANELS

2:00 - 3:00 p.m. Copyright Clinic and Trademark Workshop –

Attorneys will assist copyright and trademark owners in filing federal registrations with the U.S. Copyright Office and the U.S. Patent & Trademark Office that will protect their intellectual property rights. Hosted by

Matthew Burrows and Lauren Mason.

3:00 p.m. - 4:00 The First Annual DIY Music Film Market – A forum for musicians, composers, indie labels and publishers to shop their sound recordings and services directly to music supervisors, indie film producers and other third parties. Hosted by Lynette Brehm and Mara Schwartz. >

For more information, [click here to Contact Us.](#)

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2/9/2002 **The 2002 DIY Convention**

[\[Click here for more info.\]](#)

9/22/2001 **Surviving the Next Five Years:
How To Thrive in a Rapidly-
Consolidating Music Industry**

[\[Click here for more info.\]](#)

8/23/2001 **DIY Film Screening: "Camera"**

[\[Click here for more info.\]](#)

6/26/2001 **DIY Seminar: "How To Sell
More CDs and Merchandise"**

[\[Click here for more info.\]](#)

2/10/2001 **DIY Convention: "Do-It-
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events

DIY Film Screening: "Camera"

The DIY Ventures Film Series kicks off with a screening of "Camera," one of the first full-length digital films to be released in the U.S. Shot and edited for under \$5000 by director Richard Martini ("You Can't Hurry Love," "Limit Up").

"Camera" tells the story of a rented DV as it passes through a Santa Monica pawn shop. The film stars Carol Alt, Jack Nicholson, Rebecca Broussard and Oliver Stone, among others.

Martini was recently nominated for a World Technology Congress award for his pioneering work in the digital film arena.

The first U.S. screening of "Camera" will be held at the brand new Moroccan Room inside the Bourgeois Pig, 3951 1/2 Franklin Boulevard, in Hollywood, across from the Scientology Celebrity Center.

When: Thursday, August 23, 2001, 7:30 p.m.

RSVP for the event at 323-860-9076.
Admission is free.

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RESERVE YOUR SPACE NOW!

Early Bird Admission is : **\$50.00.**

Four Ways To Register:

1. Register online by clicking on the register button below.

2. CALL **323.860.9076.**

3. Fill the form below, print, and **FAX** to **323.660.1776.**

4. Fill the form below, print, and **MAIL** to

JM Northern Media

6363 Sunset Boulevard, 7th Floor,

Los Angeles, CA 90028 .

NOTE: Make all checks payable to **JM Northern Media.**

* = Required Information

* **Full Name** : _____

Company : _____

* **Address 1** : _____

Address 2 : _____

* **City** : _____

* **State** : _____

* **Zip** : _____

* **Contact Phone** : _____

Email : _____

Credit Card Payment Information

* **Type** : Visa Mastercard American Express

* **Name On Card** : _____

* **Card Number** : _____

* **Expiration** : _____

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Please complete the form below as best you can so we can respond to your questions, inquiries and feedback promptly.

Your Name :

Your E-Mail :

Subject :

Message :

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