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SPEAKING ENGAGEMENT



Facing Reality: New Paradigms in Television Law

Reality Programming MCLE Seminar

January 25, 2007

Reality programming has evolved legal and business parameters that differ significantly from traditional scripted programming. From the underlying business model to advertising budgets and from labor relations implications to liability concerns, these shows have created a new production reality. Broadcasters must deal with liability claims from dismissed and disgruntled contestants. Producers and advertisers have broad opportunities to develop new ways to advertise and to pay for content including product placement and integration and sponsorships. These issues are further compounded by unresolved labor relations questions about guild jurisdiction and compensation for amateurs and professional performers, writers and directors. Partner David Halberstadter will serve as a panelist for this seminar and will address the definitive questions for anyone involved in programming, producing and/or broadcasting reality shows.

CONTACTS

For more information, contact your Katten attorney or any of the following attorneys.



David Halberstadter
+1.310.788.4408
david.halberstadter@katten.com

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