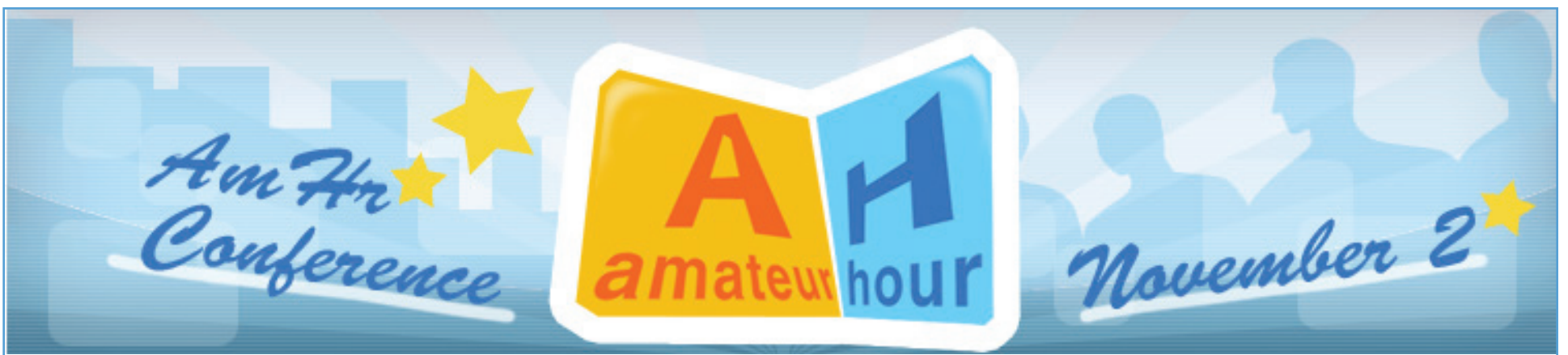


11-2-2007

Amateur Hour Conference

New York Law School



From television (YouTube and Revver) to advertising (Craigslist and consumer-made TV ads), movies (Machinima), photography (Flickr and iStockPhoto), encyclopedias (Wikipedia and Urban Dictionary), and news (blogs and citizen journalism), technology is enabling amateurs to produce and distribute high-quality products that people want to watch, read, consume, buy, and re-use. This type of media is sometimes labeled “user-generated,” “amateur,” or “peer-produced” content, and there has been a huge amount of discussion on why people produce it. Any number of commentators have suggested that this is a fundamental change in the way that media is produced and have foretold a future full of people producing media for the love of it. For all the overblown rhetoric, it’s clear that many established assumptions in media are now being overturned.

8:00 a.m.–9:00 a.m.

Check-in

Coffee, pastries, and fruit available from 8:30 a.m.

9:00 a.m.–9:05 a.m.

Welcome

Dan Hunter, Visiting Professor of Law,
New York Law School

9:05 a.m.–10:00 a.m.

Opening Keynote

Clay Shirky, Adjunct Professor, New York University Interactive Telecommunications Program; Author of the forthcoming *Here Comes Everybody*

Commentator

Molly Beutz, Associate Professor of Law,
New York Law School

10:00 a.m.–10:30 a.m.

Keynote: The Role-Maker’s Dilemma, Making Sense of Rights in a Byte-Sized World Dominated by Big Players

Ian Fletcher, CEO, UK Intellectual Property Office

10:30 a.m.–10:45 a.m.

Coffee Break

Refreshments provided.

10:45 a.m.–12:15 p.m.

Panel: Legal and Business Risks to the Media from User-Generated Content

This panel will focus on downside risks for media businesses in adopting user-generated content. These issues include legal liability, exposure of trade secrets, and problems with access and control. Panelists come from a wide range of media businesses, including press and journalism, network television, and Internet distribution for music. [1.5 CLE]

Panelists:

Kai Falkenberg, Editorial Counsel, *Forbes* Magazine
Heather Moosnick, Vice President of Business Development, CBS Interactive
David Sternbach, Director of Legal & Business Affairs, A&E Television Networks
Cameron Stracher, Professor of Law, New York Law School (Moderator)
Rob Weitzner, Vice President of Business Development, Independent Online Distribution Alliance

12:15 p.m.–1:45 p.m.

Lunch: New Opportunities in Amateur Interactive Content

Nathan Freitas, Co-founder, Cruxy.com

Andres Monroy-Hernandez, Ph.D. Student, MIT Media Lab

Curtis Peele, Associate, Latham & Watkins LLP

1:45 p.m.–3:15 p.m.

Panel: Amateur Content and Television, Broadcast and Networks

This panel is all about the issues that emerge for television and networks when they encourage user-generated content. The focus will be on legal problems and includes issues where the media business seeks to enforce copyright in one part of its business while also seeking to engage with users in other parts of its business. [1.5 CLE]

Panelists:

Lori Wentworth Odierno, Adjunct Professor of Law, New York Law School (Moderator)

Marni Pedorella, Vice President of Intellectual Property, NBC Universal

Stanley Pierre-Louis, Vice President & Associate General Counsel, Viacom, Inc.

Lisa Stancati, Assistant General Counsel, ESPN

Ken Werner, President, Warner Bros. Domestic Television Distribution

3:15 p.m.–3:30 p.m.

Coffee Break

Refreshments provided.

3:30 p.m.–5:00 p.m.

Panel: Advertising, Marketing, Brands, and Public Relations

Madison Avenue has been quick to adopt user-generated content, in areas like user-produced advertising, viral marketing, and so on. But control over the message is something that marketing, advertising, and branding executives/lawyers really care about. Can advertising, PR, marketing, and branding cope with these different interests? [1.5 CLE]

Panelists:

Lane Buschel, Vice President, The Morris + King Company

Caroline McCarthy, Staff Writer, CNET News.com

Brian Murphy, Partner, Frankfurt Kurnit Klein & Selz PC; Adjunct Professor of Law, New York Law School (Moderator)

Martin Schwimmer, Of Counsel, Moses and Singer, The Trademark Blog

5:00 p.m.–7:00 p.m.

Cocktail Reception