

BESLA BULLETIN

A PUBLICATION OF THE BLACK ENTERTAINMENT AND SPORTS LAWYERS ASSOCIATION, INC.

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BESLA Bulletin

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Mission Statement

BESLA is an international organization of lawyers and other entertainment and sports industry executives in support of a more diversified, expert and informed group of entertainment and sports industry professionals. Our purpose is to:

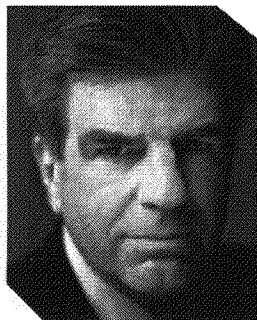
- Provide synergistic networking opportunities between entertainment and sports talent representatives and/or corporations that seek such talent.
- Provide resources to identify a talent pool of industry professionals.
- Provide Mandatory Continuing Legal Education (MCLE) accredited programs.
- Provide scholarships and internship opportunities for law students seeking financial aid.



Annual Conference Speakers

>> TOM FRESTON

CHAIRMAN AND CHIEF EXECUTIVE OFFICER, MTV NETWORKS



Tom Freston is Chairman and Chief Executive Officer of MTV Networks. He oversees the management of the company, which owns and operates 10 television programming networks — MTV: Music Television, MTV2, VH1, College Television Network, Nickelodeon/Nick at Nite, Comedy Central, NOGGIN/The N, TV Land, TNN: The First Network for Men, CMT; 13 music and children's digital programming services, and MTV Networks' portfolio of leading Internet properties.

After beginning his career in advertising, Freston moved to New Delhi where he established a textile and clothing business that he ran for eight years. He then returned to the United States and joined Warner Amex Satellite Entertainment Company (WASEC), which was the predecessor to MTV Networks, in 1980. A year later, as one of the founding members, Freston helped launch MTV: Music Television. As the head of marketing, Freston oversaw the breakthrough "I Want My MTV" campaign, which helped propel the channel into what is now the world's largest global entertainment network.

From the early days of MTV until today, Mr. Freston has held a succession of positions, culminating in his appointment in 1987 as Chief Executive Officer. Since then, he has successfully driven MTV Networks into new markets both domestically and overseas. Under his leadership, MTV Networks' brands are the strongest and most successful they've ever been, with each experiencing record ratings, revenue and reach. In addition, the company has successfully extended its brands to launch a variety of ancillary businesses, including film, books, magazines, toys and a host of other consumer products.

Tom Freston earned his B.A. from St. Michael's College and holds an M.B.A. from New York University.

>> DEBRA MARTIN CHASE

PRESIDENT
MARTIN CHASE PRODUCTIONS



Debra Martin Chase is an Academy Award- and Emmy-nominated motion picture and television producer and the president of Martin Chase Productions, her Disney-based company.

Chase produced THE PRINCESS DIARIES for Disney, which has grossed over \$109 million domestically, and is scheduled to begin shooting the sequel this fall. She executive produced the Disney Channel movie, THE CHEETAH GIRLS, an original musical based on the popular Hyperion book series, which stars Raven, Adrienne Bailon and Kiely Williams of 3LW and Lynn Whitfield, and will air in August 2003.

Chase is an executive producer of the new Lifetime Television series, 1-800 MISSING. Based on a popular Meg Cabot (THE PRINCESS DIARIES) book series and starring Gloria Reuben (ER) and newcomer Caterina Scorsone, the show will kick off Lifetime's new Saturday night lineup of original series programming.

Chase is also the producing partner with singer/actress Whitney Houston for BrownHouse Productions. She was an executive producer of ABC's RODGERS & HAMMERSTEIN'S CINDERELLA, which was nominated for seven Emmys and won for art direction. She also previously ran Denzel Washington's production company, Mundy Lane Entertainment, where their first movie was DEVIL IN A BLUE DRESS. She was an executive producer of the Oscar- and Emmy-nominated and Peabody Award-winning documentary, HANK AARON: CHASING THE DREAM. She executive produced COURAGE UNDER FIRE and co-produced THE PREACHER'S WIFE.

Chase began her career as an attorney and worked at several major law firms and Fortune 500 corporations in Houston and Manhattan. She received her J.D. from Harvard Law School and graduated Phi Beta Kappa, Magna Cum Laude from Mount Holyoke College.

BESLA and MTV Networks' First Annual Media and Entertainment Panel in NYC

by **J. Christopher Hamilton**

The Black Entertainment and Sports Lawyers Association (BESLA) has had a longstanding relationship with MTV Networks (MTVN). Many of MTVN's attorneys have attended BESLA's annual conference and participated as panelists, officers and event organizers. However, emblematic of this relationship is Tom Freston's (Chairman & CEO of MTVN) role as keynote speaker for the upcoming 23rd annual BESLA conference in San Juan, Puerto Rico.

Therefore, given the growing nexus between BESLA and MTVN, David Sussman, MTVN's general counsel, sought to create an annual event co-hosted by both organizations. In light of recent changes in our industry's regulatory and corporate landscape, David Sussman saw an opportunity to launch the inaugural event as a panel discussion examining what's on the horizon. Consequently, this past June 24th marked BESLA and MTVN's first annual media and entertainment panel entitled: "Media's Global Marketplace: *Past, Present & Future*," held at Viacom's headquarters in New York City.

The panel included several esteemed individuals in media and media policy-making, such as: Mark Rosenthal, President & Chief Operating Officer, MTV Networks; Larry Irving (*moderator*) President, Irving Information Group and Former Assistant Secretary, U.S. Department of Commerce; Robert J. Gerrard, Jr., Executive Vice President & General Counsel, Scripps Networks; Lisa G. Hall, Chief Operating Officer, Oxygen Media; David M. Zaslav, President, NBC Cable Networks; and Bernard Bell, Senior Vice President, Affiliate Sales and Marketing, TVOne (Comcast and Radio One joint venture launching in 2004), with Rosalyn Taylor O'Neale, Executive Vice President of Diversity

Initiatives, MTV Networks opening and closing the audience Q&A.

The moderator, Larry Irving, opened the discussion with each panelist giving his or her general view of the market climate and new challenges they face. As the discussion progressed, so did the level of debate. Before long, it was readily apparent that the varied perspectives of the panelists were helping to instigate rigorous (and, at times humorous) dialogue on the issues. As one would suspect, the panelists were queried on a host of dilemmas currently confronting the broadcast and cable industry; however, some of the most noteworthy commentary centered around: the "FCC media ownership rules," the *alleged* "growing conflict between cable programmers and distributors," "the blueprint for launching a successful independent startup cable network," "the need for diversity in programming and ownership" and "the proliferation of media consolidation."

Many in attendance that evening commented on how educational and thought provoking the discussion was and commended both BESLA and MTVN for hosting such a symposium. However, a large part of the event's success can be accredited to the hard work and collective synergy of the MTVN/BESLA Panel Planning Committee, namely: Tatia Williams, Sean Johnson, Starlet Farrow, Reggie Williams, Tanya Guzman, Nadja Webb and Jeanine Smartt, along with our volunteers Tonya Alexander, Denise Shands, Michelle Johnson and Hernandez Rhau.

J. Christopher Hamilton is the Chair of MTVN/BESLA Panel Planning Committee and Counsel for MTV Networks

BESLA Thanks Our Sponsors

BESLA would like to extend a special thank you for their generous contributions made to the organization in support of this year's Annual Conference.

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**Thanks to all that have worked so hard on making the
2003 Annual Conference a Success!**

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2002	Contribution
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James McMillan	\$1,000
Tony Napolitano	\$1,000
John Menielly	\$1,000
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Louise West (West Entertainment Services)	\$1,000
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Tracey Mitchell (Mitchell & Titus)	\$1,000
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Ray Copeland (Bar Entertainment Management)	\$1,000
Xavier Donaldson (Donaldson, Chillest & McDaniels)	\$1,000
Dennis Middleton	\$1,000
Sherri Blount (Fitch, Even, Tabin & Flannery, LLP)	\$500
Suzanne De Passe	\$500
Reggie Harris	\$500
Fletcher "Flash" Wiley (NOTE: 2 checks rec'd.)	\$1,000
Octavius "Ted" Reid	\$1,000
Particia Smalls	\$100

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BESLA Brown Bag Luncheon Series Continues

On July 5, 2003, BESLA held a National Brown Bag Luncheon Series entitled "Behind the Music: Law and the Business of the Music Entertainment Industry". The seminar was held at the Loyola University New Orleans School of Law with 60 attorneys, students and other professionals in attendance.

Panelists for the luncheon included Ernest Collins, a representative from the City of New Orleans Mayor's Office of Music and Business Development, Dr. Steven Smith, Director of The University of New Orleans' Music Department, Houston Entertainment Attorney Carol Guess, and New Orleans Entertainment Attorney Eugene Radcliff. Ms. Bobbie Mason, Esq., owner of Mason Entertainment Group, LLC, was the moderator as well as coordinator for the event. Sponsors included Mason Entertainment Group, LLC, ArtnSoul Productions, OffBeat Magazine, Black Ink Media Group, Inc., NO2Night.com, NewOrleansBlack.com, and The Guess Firm, PLLC.

Thank you Carol Guess, Johan Powell, and Bobbie Mason for a successful session!

Puerto Rico Convention Bureau
 Terry Frasier and "Six to Midnight"
 Zomba Records

BESLA Washington D.C. Fundraiser a Big Success

BESLA in association with the Congressional Black Caucus and Renaissance Washington held a kick-off event entitled "Six to Midnight"...The Calm Before the Storm on Tuesday, September 23rd at DC's Bar Nun. Donations were accepted for BESLA's scholarship fund. The event drew a packed crowd, with Jazz Great Davey Yarborough, National Bar Association President-Elect Kim Keenan, photographer Jason Johnson, Lincoln Theater Board Member Lisa Alexis Jones, and several BESLA members and friends in attendance. Spearheaded by BESLA's Assistant Treasurer Ronda R. Robinson, over 250 were in attendance to contribute and raise funds and network with executives in the sports and entertainment arenas.

BESLA would like to thank Archie Rich of Renaissance Washington and Terry Frasier of "Six to Midnight" for helping to make the event a success. Plans are already underway for the event to be held again next year.

Members Shakin' Up the Industry

Tracy Burnett-Brogdon was profiled in the March/April 2003 Issue of "Diversity & The Bar". The article was entitled "Profiles of In-House Women of Color: 15 Leaders to Watch".

Darrell Miller, Joi Rideout-Hucklebee, Stephen Barnes, Nina Shaw, and Lisa Davis were all highlighted in the April 2003 edition of Savoy Magazine in an article entitled "Dream Weavers".

Congratulations to Ed Woods serving as Executive Vice President, Black Music for Casablanca Records!

Fletcher "Flash" Wiley Joins Bingham McCutchen A practicing attorney for more than 20 years, Fletcher 'Flash' Wiley has joined Bingham McCutchen as Of Counsel in the corporate areas, where he will work with the general corporate, securities and emerging companies practice groups. Wiley has been recognized by the *Boston Business Journal* as one of "The 100 Most Influential Boston Business Leaders of the 20th Century" and by *Massachusetts Lawyers Weekly* as one of "The 25 Most Influential Lawyers in Boston." Wiley will continue as President and Chief

Operating Officer with PRWT Holdings, a Philadelphia based outsourced services company and one of the country's largest minority-owned businesses.

Strickland and Ashe Management Negotiates 100 Million Dollar Deal Minority owned sports agency Strickland and Ashe Management, LLC, recently completed a lucrative contract extension for Minnesota Vikings All-Pro Quarterback Daunte Culpepper. The deal, which included a \$16 million dollar signing bonus, has several guarantees included over the 10-year period. The contract is valued at over \$100 million dollars.

Strickland and Ashe Management, LLC is a Washington, DC based sports and entertainment firm, which is owned by BESLA members Bill Strickland and Mason Ashe. Both agents were recently ranked #42 and #43 respectively, in Sports Illustrated "Most 101 Influential Minorities in Sports."

Congratulations to the newest BAR members!

If you have or know of career recognition, advancements or changes for BESLA members, please submit them by e-mail to tony.brackett@abc.com or by fax to 212-456-1798. Submissions are not guaranteed for inclusion in the newsletter but will be evaluated based on editorial decisions and space availability.

Announcements

"We extend our Best Wishes and Congratulations to BESLA VP, Tracy Burnett, on her recent nuptials to Marc Brogdon"

"Congratulations to BESLA Secretary, Tamela Cash-Curry and Hubby, Tyrone Tyler who were married during BESLA conference 5 years ago...We Wish you many more."

2003 BESLA Corporate Award Recipient MTV Networks

The BESLA Board of Directors has selected MTV Networks as this year's recipient of the 2003 Corporate Award.

MTV Networks' innovative television programming services have changed the face of television programming and have made an indelible mark on the landscape of popular culture. The company continually strives to create a work culture that values creativity above all else and celebrates the spirit of risk-taking and invention. Key to the unique company culture is a company-wide diversity initiative that focuses on inclusion, fairness and ensuring that every voice can be heard. Based in New York City, MTV Networks operates in over 166 territories worldwide and is seen by more than a billion people across the globe.

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BESLA



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BESLA Changes Procedure for Hall of Fame Inductees

Since 1993, BESLA has identified individuals within the sports and entertainment industries for selection to the BESLA Hall of Fame. A Hall of Fame member will not be named at the 23rd Annual Conference due to changes made to the legal experience necessary to qualify for selections. The Hall of Fame Selection Committee together with the BESLA Officers have announced that selections will now be made bi-annually, with the next Hall of Fame inductee being chosen for the 24th Annual BESLA conference to be held in 2004.