Black Entertainment & Sports Lawyers Association

Tuesday, November 1st
10:00 a.m. - 5:00 p.m.
BESLA Board of Directors Meeting
(Closed to Public)

Wednesday, November 2nd
2:00 p.m. - 6:00 p.m.
On-Site Pre-Registration

8:00 p.m. - 11:00 p.m.
Welcome Cocktail Reception

Thursday, November 3rd
8:00 a.m. - 11:00 p.m.
On-Site Registration

9:00 a.m. - 10:30 a.m.
Seminar #1
“Current Issues Relating to Music Publishing and Sample Licensing”
Moderator:
Michael R. Ashburn, Esq.

10:30 a.m. - 12:00 noon
Seminar #2A
“Negotiating Sports Licensing and Endorsement Agreements”
Moderator:
Tony Tollison, Esq.

12:00 noon - 2:00 p.m.
Seminar #3
Lunch / Program Session
“Making The Transition from Athlete to Entrepreneur”
Moderator:
Occasion F. Reid, III

Dinner, Announcement of Business Awards

Friday, November 4th
9:30 a.m. - 11:30 a.m.
On-Site Registration Continued

9:30 a.m. - 11:30 a.m.
Seminar #4A
“Economic Muscle In The Music Industry: Black-Owned Record Labels”
Moderator:
Nettie Jones, Esq.

12:00 noon - 2:00 p.m.
General Membership Meeting

Afternoon and Evening Free
(See Extracurricular Activities)

Saturday, November 5th
9:30 a.m. - 11:30 a.m.
On-Site Registration Continued/Final Purchases of Banquet Tickets

10:00 a.m. - 12:00 noon
Seminar #5A
“Interactive Media in the New Information Infrastructure”
Moderator:
Chere D. Loft, Esq.

12:00 noon - 2:00 p.m.
General Reception

Sunday, November 6th
7:00 p.m. - 11:00 p.m.
Cocktail Reception and Closing Night Banquet

Panelists:
Edward Plowman, Esq., Vice President
Law Offices of Edward Plowman
Los Angeles, CA

Larry Robinson
AVENUE Publishing Group
Los Angeles, CA

Sadie Smith
Songwriter Services
Santa Monica, CA

Nancy J. Taylor, Esq.
Director of Business & Legal Affairs
MCA Music Entertainment Group
Universal City, CA

Kathleen Woodruff
Random House Publishing/Ballantine Books
New York, NY

Panelists:
Karen Green, Esq.
Reed International
Stoughton, MA

Jeffrey Senior, Esq.
Reed International
Stoughton, MA

Karen K. Wilson
Morgan, Hardy & Benjamin
Kansas City, MO

Panels:
Kevin B. Reisman
The Drew Pearson Company
Dallas, TX

Panelists:
Rob Pearson, CEO
The Drew Pearson Company
Dallas, TX

Panels:
Daphne Bowman, Esq.
Jones, Day, Reavis & Pogue
Dallas, TX

Mary Pearson, CEO
The Drew Pearson Company
Dallas, TX

Panels:
Gregory J. Jones, Esq.
Finnegan, Jones & Associates
Los Angeles, CA/Austin, TX

Panelists:
Gregory J. Jones, Esq.
Finnegan, Jones & Associates
Detroit, MI

Panelists:
Denise Stinson
Senate Literary Agency
Detroit, MI

Conference Booklet Page 1 of 4
BESLA's Mid Year Conference Breaks Records

The Black Entertainment and Sports Lawyers Association (BESLA) recently broke all previous attendance records when they held their mid-year conference in April in Los Angeles with registration totaling over 300 persons. The two-day summit on the state of African-Americans attorneys in the fields of sports and entertainment law addressed issues such as Free Agency and Black on Black Representation. The annual conference has been scheduled for November in Nassau, Bahamas.

Members of BESLA represent some of the nation's most successful notables which include Brian McKnight, En Vogue, Smokey Robinson, actors Kim Fields, sports greats Berry Sanders and Derrick Coleman.

With headquarters in Olympia Fields, Ill., BESLA is a non-profit organization which acts as national education and information center providing continuing legal education programs, a scholarship fund, student internships, attorney referrals and resource materials for those practicing and seeking entry into the entertainment and sports law industries.
The Black Entertainment & Sports Lawyers Association (BESLA) held its 8th Annual Mid-Year Conference on April 9 at the Sony Plaza Hotel. Over 350 people registered for the one day event, with a large contingent being the entertainment and sports industries' top African-American attorneys, artist representatives and record company executives.

Conference participants were able to attend a number of panels that dealt with issues pertinent to the record, television and sports industries, including "How to Get Into the Entertainment Industry: The Myth of Entertainment Law," moderated by Darrell D. Miller, ESQ.; "Interactive Media (New media and the New Information Infrastructure)" moderated by Cherelle Lott, ESQ., and Gregory Thomson, ESQ./Qwest; "Free Agency and the Shifting Power in Professional Sports," moderated by Frank Wheaton, ESQ. and C. Lamont Smith.

ESQ.; "Superstar Recording Deals: A Mock Negotiation," moderated by Craig R. Browne, ESQ.; "Superstar Motion Picture/TV Deals: A Mock Negotiation," moderated by Michael Frisby, ESQ.; "Black On Black Representation" moderated by Rosalyn E. Jones, ESQ.; and "How to Get A Deal" moderated by Gary A. Watson, ESQ.

Conference chairperson, Gary Watson, was very pleased with this year's conference: "This was the most successful conference ever. We were happy to get wide industry support from the record, motion picture and television industry. We had acclaimed experts from each of these industries—busy professionals who provided valuable insight and information—busy professionals who took time out of their Saturday to be part of an informal information exchange. Additionally, we were pleased to have 75 law students, who are part of BESLA's mentorship program, paired with industry professionals. We look forward to even more success with our 1994 Annual Conference which will take place in Nassau, Bahamas."

BESLA, formed over thirteen years ago, was first known as the Black Entertainment Lawyers Association (BELA), but in 1986, the name was amended to take into account the significant progress made by black interests in the sports world, thus the current name BESLA.

For further information, contact the BESLA information office in Chicago at 708-709-3198, or Los Angeles at 310-657-4997.
**Most Successful BESLA Mid-Year Conference Ever!**

**BESLA's 8th Annual Mid-Year Conference Held in Los Angeles, CA**

Close to 300 lawyers, law students, stars and industry professionals gathered in Los Angeles on April 9, 1994 for one of BESLA’s largest and most successful Mid Year Conferences ever. Gary Watson, a partner with Watson & Taylorry and this year’s Conference Chair said “there was wide industry support for this conference. I credit the combined efforts of long-time BESLA supporters LeBaron Taylor, Robert Holmes and Hawey Lehman with bringing in the support of Sony Entertainment which provided the venue. Equally invaluable was the support of MCA Records, Motown Records and Time Warner Entertainment.” Many acclaimed experts and business professionals took part in informal exchanges and networking opportunities. In addition, 75 law students paired off with industry professionals in a Mentor/Mentee Session. “We could not have done this without the excellent work of my committee. Special credit goes to my Program Chair, Rosalyn Jones (partner at Manatt, Phelps, Phillips & Kantor)”. Jones will be chairing this year’s Annual Conference in November.

The conference attracted stage, film and television stars as well. Some in attendance were actresses Denise Nichols (In the Heat of the Night), Kim Fields (Living Single), Erica Alexander (Living Single), super model Beverly Johnson, and actors Richard Gant, Lynn Whitfield, Samuel L. Johnson, Melrose Place star Vanessa Williams, and television star Dawn Lewis also attended. BESLA Executive Director, Maisha Gibson said “there was a large success in the number of law students in attendance. This year law firms and other companies were invited to sponsor law students to attend the conference. This addition resulted in the record breaking attendance.”

Six seminars, each focusing on current issues in the entertainment or sports law industry presented enough variety of topics and interests to hold the conference participants “captive” throughout the day. Among these seminars were two mock negotiation sessions, one concerning a recording deal and the other, a motion picture arrangement. Both were animated sessions lead by panelists experienced in these types of negotiations. The first was moderated by Craig Brown, Esq., Goldstein and Manello. His panelists were Donald D. Walton, Esq.; continued on page 4

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**BESLA BULLETIN:**

Monique Reid Berryhill
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Marc P. Joyner
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Ronda Robinson
Contributing Editors

**New Lifetime BESLA Members**

- I. Benet McMillan, Fletcher (Flash) Wiley
- Amy Goldson, C. Lamont Smith, and Leroy Bobbitt

Lifetime memberships are available to members for $1,000 each. We urge members to send in their contributions.

**Sayde Gibson Scholarship Award National**

Four law students were selected to receive Sayde Gibson Scholarship awards. They are Lisa Yearwood; (2nd year), Cardozo Law School, NY; Angel Freeland; (1st year), University of Illinois, IL; Juli M. Wyatt; (2nd year), District of Columbia School of Law, Wash., D.C.; and Paliss R. Kelly, (2nd year), University of Pennsylvania School of Law, PA. Awarded were active in their respective BALSA chapters, maintained at least a 2.8 GPA and distinguished themselves by demonstrating an interest in entertainment or sports law. Each student will receive $500 from this general scholarship fund which is designed to encourage African American students interested in sports and entertainment law but who attend law schools other than the historically black schools.

**BESLA Member, Gregory Reed, Esq.**

has been awarded the American Booksellers Award by the 1994 American Book Association. Reed’s new book is entitled, “Economic Empowerment Through The Church, A Blueprint for Progressive Community Development.” The book is being published by Zondervan Publishing House, a division of Harper Collins Publishers. The book’s forward is written by Dr. C. Eric Lincoln, Reed’s previous books, “This Business of Entertainment and Its Secrets”, “This Business of Boxing and Its Secrets”, continued on page 3
Most Successful Conference
continued from page 1

Frederick W. Brown, Warner Brothers Records; Joseph Porter, Esq., Law Offices of Ronald E. Sweeney; Rosalyn E. Jones, Esq., Manatt, Phelps & Phillips; Michael Ashburne, Esq., and Tonik Mizell, Esq., Motown Record Company, L.P.

The motion picture/television meek negotiation was lead by Michael Frisby, Esq., of Ashley and Frisby. His panelists included Joan Whitehead Evans, Esq., MCA Television Entertainment, Inc.; Stephen Barnes Esq., Bloom Dekom, Hergott and Cook; Nina Shaw, Esq., Del Rubel Shaw Mason and Derrin; Darryl Walker Esq., Sony Pictures Entertainment and Gary Watson, Esq.

There were two other panels which attracted law students and lawyers interested in breaking into the sports and entertainment business. One seminar, “How to Get Into the Entertainment Industry: The Myth of Entertainment Law”, moderated by Darrell D. Miller, Esq., Lord Bissell & Brook, covered topics such as getting a job in the business and proper networking. Featured panelists were Kyle D. Bowser, Esq. of HBO Independent Productions; Tracey L. Burnett, Esq. of Fox Broadcasting Company; Jean K. Murray, Esq. of Sony Pictures Entertainment; and Francis J. Jones, Esq. of Francis J. Jones and Associates. The other panel entitled “How to Get a Deal”, moderated by Gary Watson, Esq., featured panelists Greg Thompson, Esq. of Qwest Records / Warner Brothers Records;


Two other seminars dealt with more substantive topics like “Interactive Media: New Media and the Information Infrastructure”, hosted by Chere D. Lott, Esq. and Greg Thompson, Qwest Records/Warner Bros. Records, and “Free Agency and the Shifting Power of Professional Sports”, co-hosted by C. Lamont Smith, Esq. All-Pro Sports and Entertainment Inc. and Frank Wheaton, The Management Group. (See article on page 3)

The afternoon session began with the sixth panel entitled, “Black on Black Representation”. Rosalyn Jones Esq. hosted this very unique panel. Panelists were Herb Trawick, the Trawick Company; Darryl Stewart, William Morris Agency; Dennis Middleton, C.P.A., Middleton and Middleton; Virgil Roberts, Esq., Solar Records/Hines company; Alton “Wookie” Stewart, producer; and Larry Robinson, producer, Avatar Music Publishing. Panelists discussed their concerns about black artists who, upon reaching the level of superstar, replace their black agents and lawyers with their white counterparts.

BESLA’s traditional reception ended a very full and informative day in the foyer of the Sony Pictures lobby. Law students, lawyers and celebrity guests networked over cocktails and appetizers. BESLA hopes to see all who attended and more at its Annual Conference in the Bahamas this November.

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BESLA

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Olympia Fields, IL 60461

Gary A. Watson
Silas’ Lofty Launch For London Jones
Image, Sound Share Billing In Singer’s Best

By Brett Atwood

Los Angeles—Silas/MCA Records is banking on strong crossover appeal and striking good looks to help break singer London Jones’ debut album, “For You.” The label is launching the debut with a "one-two" promotional punch at radio and retail, which they hope will send the artist’s career into orbit when the album streets Aug. 2.

Lorin Silas Jr., president/CEO of Silas, has lofty ambitions for Jones. “London is the Michael Jackson of the next generation,” says Silas. “He has more than just urban appeal—he has universal appeal. We’re going to introduce him to [R&B] radio, then hit top 40. I think he has an image and sound that both formats will embrace.”

The first single, “JoJo,” will go to R&B and rhythm crossover radio June 20. A commercial cassette single will street June 28, followed by a reixed maxi-single July 11. The label wants to secure a promotional tie-in with a major video channel, according to Sara Molendow, VP of marketing and artist development for Silas Records. The video clip for “JoJo” will be serviced to national and local video channels later this month.

Executives at Silas hope to integrate the album at listening post programs in national retail chains in August. In late April, Silas and MCA regional promotion staffers received advance tapes of the album and distributed them to key retail buyers and radio programmers.

An extensive promotional tour is planned to begin in August or September; it will include in-store appearances, club dates, and local video store appearances.

Early fan fare includes Fresh and Right On!, with general consumer press expected closer to the August release date for the album. The influence of Michael Jackson on Jones is apparent, as the 14 tracks on the debut tap into the same soul and raw groove sensibilities that characterize Jackson.

Silas’ publicity blitz is heavily focused on London, with the singer in a New York photo session with photographer Glen E. Friedman and on the set of a video shot with the Fresh and Right On! band. Jones is scheduled to perform at the July 14 launch party for Wonder’s ‘94 Focuses on Opportunity, Creativity, & A Wonderful Performer

IAAM ’94 Focuses On Opportunity, Creativity, & A Wonderful Performer

You should have been there: “If it came down to it, I’d lay down my life for my people,” said Stevie Wonder in his socially punctuated Diamond Award acceptance speech at this year’s International Ass’n of African American Music conference June 2-6 in Washington, D.C.

Emphasizing his commitment to helping end the violence that holds many urban communities hostage, Wonder indicated that he was a staunch supporter of gun control and said, “You can say people are not hurt by those [gangsta rappers] who speak out graphically about what’s happening in the community.”

Pressed concern over long-time producers not getting the same opportunities as less experienced producers.

“A lot of young label owners are going with younger producers with one hit under their belt, he said. “There are a lot of older producers out there who are not getting a chance.”

Balleh thinks more emphasis should be placed on nurturing new talent before getting them in a position they may not yet be ready for. “I’ve always been about getting as much knowledge as possible from older veterans in the business,” he said.

However, Balleh emphasized that other elements of the hip-hop world also need to be considered. “I also have to talk to other rappers about what it means to be a rapper in this industry. They need to know what it means to be a rapper, not just a rapper.”

For Jones, the release of his album is the fulfillment of a long dream. “I feel like I’ve held back my entire life,” Jones said. “I’m very excited about the future. This album is just the beginning.”
BESLA conference breaks records!

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Black Entertainment And Sports Lawyers Mid-Year Conference Breaks Attendance Records

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