

ENTERTAINMENT LAW NEWS

by Steven C. Ameche, Esq.

January 29, 2001

Issue 26

SENATE MOVES TOWARDS ENTERTAINMENT INDUSTRY CENSORSHIP

Democratic Senator Joseph Lieberman of Connecticut has placed one more toe over the entertainment industry's line in the dirt. Last September the Federal Trade Commission reported that many areas of the entertainment industry were aggressively marketing adult-rated products to children. The FTC then went on to give Hollywood six months to respond or face possible legislation designed to regulate "false and deceptive advertising" by makers of violent movies, music and video games that are distributed to children. Specifically, Lieberman alleges the entertainment industry is marketing adult products during children's movies, in teen magazines and on children's web sites. Meanwhile, the surgeon general recently released a report which suggests that media violence has a relatively small impact on violence. Although the report states that the impact on violence is nominal, it does conclude that media violence increases aggressive behavior. While Lieberman is armed with an array of scientific reports to the contrary, industry spokesman Jack Valenti has embraced the surgeon general's report as "gospel". So where does this leave us? Valenti supposedly has a 12 point program designed to redeem Hollywood. Valenti asserts that the program is in the *process* of being implemented. [emphasis added] Many industry insiders believe there will be an announcement in the near future of the actual execution of the MPAA's program. Depending on the strength and merits of the plan...it may be too little too late. Other industry insiders believe that if Lieberman can legislate without looking like he's trampling on the First Amendment...he'll do it. And if Valenti can thwart off the legislation with an eleventh hour effort designed to make Hollywood appear like it's executing and enforcing...it might work. One thing is certain, if the Lieberman legislation does become law, it'll be the courts who bear the responsibility of the nightmare job of "interpretation".

NATPE

Las Vegas recently hosted the 2001 NATPE Convention. And if you were there...you no doubt have your feet soaking while you read this newsletter. With over 6 acres of

booths and exhibits and attendance in the tens of thousands, this years NATPE has been dubbed a huge success by NATPE's Executive Committee. One of the prominent exhibits at the convention was KingWorld which featured the likes of **Whoopi Goldberg** and **Vanna White** mingling through the many hopeful program vendors trying to get a meeting with a KingWorld executive. Also present were **Robert Madden**, **Michael Auerbach**, **Andy Friendly**, **Greg Sills**, **Michael Pinera**, **Justice Rines**, **Marc Rosenweig** and an appearance by syndication mogul **Roger King** himself. He was surrounded by dozens of industry people trying to get their "90 seconds with Roger"...including yours truly. (just for the record, I got a little more than 90 seconds. Thank you Roger)

OTHER NEWS

Legendary football player **Brian Bosworth** recently signed an agreement with the **XFL Football League** to commentary the upcoming season. The league begins Saturday, February 3 and ends in early April. --- EFX has kicked-off a massive ad campaign promoting legendary rocker **Rick Springfield** and his upcoming MGM Grand engagements. Rick is presently in Las Vegas preparing for his January 30th debut. --- ABC's "The Mole" hasn't been able to crawl out of its hole with a 4.9 share last week among 18-49 year olds while **Stacy Keach's** "Titus" took a 5.1 share surpassing both ABC and CBS's "JAG".

E-mail: scameche@aol.com

Visit our web site at www.stevenameche.com

Copyright © 2000, 2001 | Steven C. Ameche