*****NOTE******

THE APPLICATION PROCESS FOR THIS COURSE IS NOW CLOSED AND WE ARE NOT ACCEPTING ANY ADDITIONAL APPLICATIONS

PLEASE CHECK BACK NEXT FALL FOR THE SPRING 2015 TRIBECA COURSE!
STERN SCHOOL OF BUSINESS, NYU & the TRIBECA FILM FESTIVAL

(MEDIA) CONVERGENCE AND CINEMA at THE TRIBECA FILM FESTIVAL 2014
MKTG-UB.0051 (2.0 CREDITS)

UNDERGRADUATE Entertainment, Media & Technology Specialization
Program: Advanced Course
Spring 2014
THE CRAFT AND COMMERCE OF CINEMA: TRIBECA FILM FESTIVAL

FILM DEVELOPMENT, FINANCING, PRODUCTION, MANAGEMENT, MARKETING, DISTRIBUTION & EXHIBITION

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COURSE DESCRIPTION

This is a specialized Stern School of Business, NYU EMT course, designed in coordination with the Tribeca Film Festival Board, to provide students with a framework for understanding the dynamics of the global film industry including the complete process from crafting the idea for a film script, hiring or becoming a producer, financing the project, selling it to a studio or independent production company, building a team, production elements, post production including music acquisition, and the selling or distribution to a global marketplace.

The course will include learning about distribution and exhibition, marketing and building audience awareness, research applications, international licensing, and preparation for career in the industry. We will be invited to attend and fully participate in the panels offered during the two week period of the Tribeca Film Festival.

The course is designed to educate the student in the process of feature film/digital production from the initial concept of the story, through script development to completion of the project. The course will cover the most important steps in the production of an independent film, or a studio project, and its journey to market with the focus on the Tribeca Film Festival now in its sixth year in New York City. The course will explore all the elements a producer must know, understand and eventually become skilled through mastery of development, including script selection, finance, budgeting, timetable development, team building, talent selection, salesmanship, contract and union negotiation, regulations, technology and other relevant core competencies.
COURSE OBJECTIVES
To provide students with a framework through lectures (both by experienced professors and guest lecturers) on-site discussions, case studies, articles from current trade magazines and selected chapters of relevant texts of the critical problems and opportunities facing producers and film executives in general. It will be seen primarily through the eyes of those industry executives who have chosen to exhibit or participate in the Tribeca Film Festival.

To learn the basic concepts, terms, principles that apply to the important roles of key players in the entertainment & media industries.

To analyze the activities of the producer within the specific job functions that are required to effectively and efficiently complete a project.

To build a body of knowledge and information through understanding the various disciplines that cut across all the competencies required for the producer to effectively function as a key member and in most cases, the leader of the creative and business team, assembled to complete a project.

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Description
The Stern School of Business, Entertainment, Media & Technology program (aka EMT) Program, is offering a master class for undergraduate students in Cinema development, financing, distribution, marketing and producing to be taught at the Stern School in coordination and partnership with the Tribeca Film Festival (aka TFF), 2014. This will take place in New York City from February 2014 to May 2014, with three lectures at Stern before the Festival.

The course will consist of lectures in the morning from Professors and some guests from the industry on film development, financing, budgeting, supplementary revenues, distribution, foreign sales, marketing, exhibition, re-purposing, etc. The most important part of the learning and thought leadership produced in this course will be to provide the understanding of the various media platforms on which to distribute content, with a focus on film but not to exclude other forms.

The students will receive input and given the opportunity to apply and embrace innovation, as they study how these various platforms will impact the future of the film industry, TFF itself and the various audiences of the TFF including importantly current and future brand sponsors.

The learning and exploration in written assignments generating detailed white papers based on research and innovative applications will be shared following the completion of this course with the key decision makers and board of the TFF. Hopefully, from this group of students will come future TFF interns and junior leadership who can help TFF move into the next decade of growth and success.

Assignments
The most impactful and important learning experiences both for the students in the program and for the key decision makers at the TFF will be the assignments which will begin at the outset of the course, and embrace the entire TFF process both throughout the two weeks of the Festival and beyond into the following year.

At the first class the students will assemble into teams of five in order to work together, and share in the responsibility of the assignments. There will a peer review at the end of each project.

The first assignment will be an analysis of the Independent and/or specialty divisions of the majors with a power point of 5-7 minutes provided by each team at the second class.

Here are the companies from which we will lottery on the first class:
1. THE WEINSTEIN COMPANY and Regency Films
2. LIONSGATE & SUMMIT
3. SONY PICTURE CLASSICS and Samuel Goldwyn
4. FOX SEARCHLIGHT and IFC Film
5. FOCUS (UNIVERSAL/GE) and NEW LINE (now that they have been absorbed)
Second and Major Assignment

The major assignment will consist of a term paper in two parts. There will be five term papers, one for each team by lottery, which will be distributed at the start of the course. The assignments will be delivered in two parts to be described further at the first class. The term paper assignment topics are as follows:

1. The Tribeca Film Festival and the Mobile Platform
2. The Tribeca Film Festival and the Digital Revolution
3. The Tribeca Film Festival and the Cable Industry
4. The Tribeca Film Festival and the Independent Film Sector
5. The Tribeca Film Festival and the Internet

We will have an opportunity to ask questions of producers, directors, financiers, studio executives, cinematographers, and many senior executives attached to the business. Both during the day and in the evenings there will be continuous screenings of selected International and some American films, both Hollywood and independents. There will also be invitations to the occasional distributor and sponsors parties.

The course will meet at Stern for preparation, lectures and discussions about the origins and growth of the Tribeca FF, meet with the President of the Tribeca FF, develop work teams, learn of the assignments, understand the logistics and meet the two co-professors of the course.

The class dates are February 13, March 6, April 3 from 4:55-6:10 in Tisch UC-19 (subject to change, check emails regularly) Attendance at these classes is mandatory. Books will be given to the students at the first class for relevant readings and insights to the Film Festival process. A sandwich lunch or light dinner will be served at all classes.
Summary

COURSE REQUIREMENTS
Class participation will be extremely important, since much of the study of the role of the producer will be obtained from specific lectures, articles, assignments, video clips, selected texts, and experienced guest speakers.

COURSE DELIVERABLES

1. The students will prepare a power point of 5-7 minutes in length on one each of the independent or specialty film productions companies at the third class. No written paper will be required
2. The students will form groups of 5 members each and will select by lottery one of the five term paper topics. The outline will be presented by DTB. The actual 20 page paper with bibliography and exhibits will be presented in two parts date to be determined,
3. The final project will be a presentation in power point of the major points of their team paper to the class and Tribeca board members at a convenient time
4. The students will create a Tribeca alumni group that will mentor future groups if and when possible.

Registration: Prerequisite EMI MKTG-UB.0040 either before or concurrent, payment of a deposit of $50 for materials costs and the balance of $200 by February 09, 2014