

Virtual Town Square



Jillian Gibbs
APR



Lisa Mehling
Chelsea Pictures



Myles Peacock
CreativeDrive



Wesley ter Haar
MediaMonks

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Why the Town Square?



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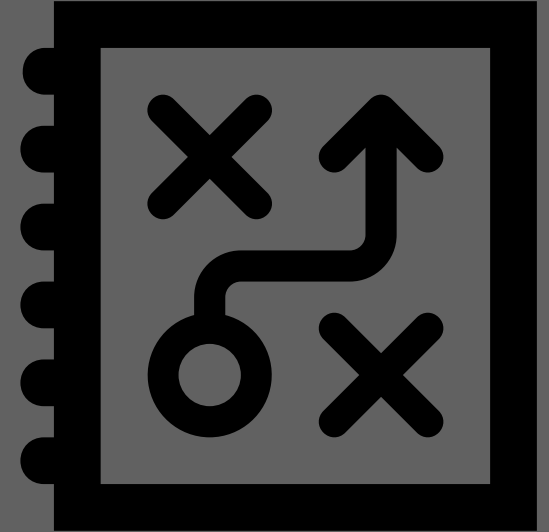
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Triage and Navigate

- Understanding and negotiating cancellation fees for productions awarded a few weeks ago
- Mitigating any financial risk for recent productions with assets produced that are not currently relevant
- Exploring production approach alternatives in a world with limitations for gathering groups of people
- Navigating production insurance coverage for impacted productions
- Finding existing footage and images to repurpose
- Assessing rights management implications when re-using and re-purposing existing content or stock footage
- Standing up 'virtual' events or product reveals
- Planning and budgeting for production activities in second half of the year



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Stacy Marcus, Reed Smith and JPC Union and Talent News

SAG/AFTRA Good News:

The JPC and SAG-AFTRA are negotiating for relief regarding impact on union commercial productions. Discussions include:

- Delaying maximum period of use (MPU) and allow producers to delay use payments
- Employee waivers in footage
- Union waiver on cancellation fees
- Stock footage
- Upfront payments under the ACS

Heads up on Influencers:

- Influencers will be king – given the amount of time consumers are spending on social media, coupled with the fact that influencers already produce much of their content at home, influencer marketing may continue to exceed celebrity endorsement spending.
- Therefore, be sure to have your ducks in a row to engage influencers and know that the **FTC Guidelines** are still in place.



Thank you
for joining.



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