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CONFERENCE
SCHEDULE

FOURTEENTH
ANNUAL
CONFERENCE
BAHAMAS

'94

Black Entertainment

& Sports Lawyers Association

Panelists:
Edward Pierson, Esq., Vice President
Legal & Business Affairs
Warner/Chappell Music Publishing
Los Angeles, CA

Larry Robinson
Avatar Publishing Group
Los Angeles, CA

Madeline Smith
Songwriter Services
Santa Clarita, CA

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

**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 a.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. Ashburne, Esq.
Law Offices of Michael R. Ashburne
Oakland, CA

10:30 a.m. - 12:00 noon
Seminar #2A
"Negotiating Sports Licensing
and Endorsement Agreements"

Moderator:
Tony Tolbert, Esq.
World Cup USA, 1994, Inc.
Los Angeles, CA

Panelists:
Norissa Gilbert, Esq.
Reebok International
Stoughton, MA

Jeffrey Oridge, Esq.
Reebok International
Stoughton, MA

Keilon B. Winstow
Shook, Hardy & Bacon
Kansas City, MO
Former National Football League Player,
San Diego Chargers

10:30 a.m. - 12:00 noon
Seminar #2B
"Cross Marketing &
Empowerment: Literary Book
Publishing An Untapped Well?"

Moderator:
Frances J. Jones, Esq.
Frances J. Jones & Associates
Los Angeles, CA/Austin, TX

Panelists:
Gregory J. Reed, Esq.
Gregory J. Reed & Associates
Detroit, MI

Denise Stinson
Spinson Literary Agency
Detroit, MI

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

12:00 noon - 2:00 p.m.
Seminar #3
Lunch / Program Session
"Making The Transition from
Athlete or Entertainer to
Entrepreneur"

Moderator:
Octavius T. Reid, III
Dean Witter, Reynolds
Cherry Hill, NJ

Panelists:
W. Kevin Wright, Esq.
Of Counsel, Winston & Strawn (NYC
Office) (Formerly Senior Vice
President, General Counsel, TLC
Bentrice International)
New York, NY

Randy Bowman, Esq.
Jones, Day, Reavis & Pogue
Dallas, TX

Draw Pearson, CEO
The Draw Pearson Companies
Dallas, TX
Former National Football League
Player, Dallas Cowboys

Dorothy Brunson, Owner
WGTW-TV
Philadelphia, PA

Remaining Afternoon and Evening Free
(See Extracurricular Activities)

**Friday, November
4th**

8:30 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:
Rosalyn E. Jones, Esq.
Manatt, Phelps & Phillips
Los Angeles, CA

Panelists:
Scott Folks
Vice President/ General Manager
LaFace Records
Atlanta, GA

Luther Campbell, President
Luke Records
Miami, FL

Dick Griffey, President
SOLAR Records/The Hines Company
Los Angeles, CA

Skip Miller, Sr. Vice President
Black Music Division
RCA Records
Los Angeles, CA

Dorsey James
MCA Entertainment Group
Universal City, CA

9:30 a.m. - 11:30 a.m.
Seminar #4B
"The Motion Picture Studio

Development Deal Versus The
Independently Financed Motion
Picture: Who Owns The Motion
Picture?"

Moderator:
Gary Watson, Esq.
Law Offices of Watson & Traylor
Los Angeles, CA

Panelists:
Darrell D. Miller, Esq.
Loeb, Bissell & Brook
Los Angeles, CA

Michelle Moore, Esq.
Director of Legal Affairs
Theatrical Division
Warner Bros.
Burbank, CA

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
Purchase of Banquet Tickets

10:00 a.m. - 12:00 noon
Seminar #5A
"Interactive Media in the New
Information Infrastructure"

Moderator:
Chere D. Lott, Esq.
Legal and Business Affairs
In Focus Marketing and Media
Los Angeles, CA

Panelists:
Tonik Mizell, Esq.
Vice President of Business Affairs
Motown Records Company, L.P.
Los Angeles, CA

Guy Young, Esq.
Literary Agent
G. Young Agency
New York, NY

Albert E. White
Network Solutions
Herndon, VA

John Gilstrap, Sr. Director of
New Business Development & Strategy
Phillips Media
New York, NY

Robert J. Gortard
Vice President/ General Counsel
Sega Channel
New York, NY

10:00 a.m. - 12:00 noon
Seminar #5B
"Negotiating A Player's
Contract"

Moderator:
Terdema Ussery, II, Esq.
Nike Pro Sports Management
Beaverton, OR

Panelists:
Kendall James, Esq.
Of Counsel Mallory and Brown-Curtis
Los Angeles, CA

Donald D. Walton, Esq.
The Law Offices of Donald D. Walton
Los Angeles, CA

Frank K. Wheaton, Esq.
The Management Group
Los Angeles, CA

7:00 p.m. - 11:00 p.m.
Cocktail Reception and Closing Night
Banquet

**Sunday,
November 6th**
Check-out



BESLA attorney Frank Wheaton, Denise Nicholas, Conference Chairperson Gary Watson, actor Samuel L. Jackson, (front row) in Living Color's Roxanne Reese and star of Living Single, Kim Fields. photo courtesy of Reynolds' Relations

when they held their mid-year conference in April in Los Angeles with registration totalling over 300 persons. The day long summit on the state of African-Americans attorneys in the fields of sports and entertainment law addressed such issues 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 nations most successful notables which include Brian McKnight, En Vogue, Smokey Robinson, actress Kim Fields, sports greats Barry Sanders and Derrick Coleman.

With headquarters in Olympia Fields, IL, 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.

BESLA's Mid Year Conference Breaks Records

The Black Entertainment and Sports Lawyers Association (BESLA) recently broke all previous attendance records

BESLA Mentors Dealt Real Side of Business



Above (l to r): Kashif, Maisha Mayo, exec direc BESLA; Abbaabatunde, Philadelphia; Gary Watson, BESLA; Vanessa Williams, "Melrose Place"; Andre Weitzman, mgr Sinbad

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 Chere D. 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.



Denise Nicholas, "In the Heat of the Night"; Steve McKeever, vp & gm, Motown Records.

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 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 708-798-3798, or Los Angeles at 310-657-0997. ☐☐☐



BLACK ENTERTAINMENT AND SPORTS LAWYERS ASSOCIATION, INC.

B U L L E T I N

Spring 1994

**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 & Traylor 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 Howey 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 Gantt, 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.;

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**BESLA
News**

New Lifetime BESLA Members

are L. 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.

**Sadye Gibson Scholarship
Awardees**

Four law students were selected to receive Sadye Gibson Scholarship awards. They are Lisa Yearwood, (2nd year), Cardozo Law School, NY; Angel Fleetwood, (1st year) University of Illinois, IL; Juli M. Wyatt, (2nd year), District of Columbia School of Law, Wash, D.C.; and Palisa R. Kelly, (2nd year), University of Pennsylvania School of Law, PA. Awardees were active in their respective BALSAs 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", "This Business of

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Spotlight

Fletcher "Flash" Wiley 2

Free Agency and the
Shifting Power in

Professional Sports 3

BESLA BULLETIN:

Monique Reid Berryhill
Editor-In-Chief

John P. Kellogg
Managing Editor

Marc P. Joyner
John Johnson
Ronda Robinson
Contributing Editors

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 & Kantor; Michael Ashburne, Esq., and Tonik Mizell, Esq., Motown Record Company, L.P.

The motion picture/television mock 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. Murrey, 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;

Debra Langford of Quincy Jones/David Salzman Entertainment Company, and Michael Traylor, Esq. of the Law Offices of Watson and Traylor.

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, Quest 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.

OFFICERS

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BESLA

3432 Vollmer Road, Suite 314
Olympia Fields, IL 60461

Gary A. Watson



BESLA At Its Best. The Black Entertainment & Sports Lawyers' mid-year conference broke its previous attendance record with more than 300 registrants during the Los Angeles meeting. The daylong summit on the state of African-American attorneys in the fields of entertainment and sports addressed such issues as black-on-black client/counsel representation and free agency for athletes. BESLA's annual conference is scheduled for November in Nassau, Bahamas. Pictured are Gary Watson, BESLA conference chairperson, and vocalist Mary Wilson.

Silas' Lofty Launch For London Jones Image, Sound Share Billing In Singer's Bo

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 labels are 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.

Louil 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 em-

brace."

The first single, "Joi," will go to R&B and rhythm crossover radio June 20. A commercial cassette single will street June 28, followed by a remixed maxi-single July 11.

The label wants to secure a promotional tie-in with a major video channel, according to Sara Melendez, VP of marketing and artist development for Silas Records. The video clip for "Joi" will be ser-



JONES

vised 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 show appearances.

Early fanzine ink 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 innate soul and raw groove sensibilities that characterize Jackson.

"I don't mind the comparison," says Jones. "If people love the same music that Michael loved, then I'm honored. Sound and style comes natural to me, though Michael was obviously an important influence."

Jones came to the attention of Silas after the singer sent an unolicited videotape performance to the label. "We sent a raw cassette with me and my brother forming four songs," recalls Silas. "They saw it and wanted to see if it was really me singing on tape. After a personal meeting, they obviously found out that I had actually sung and that I had synched on the tape."

The recording of the debut was quick and crazed, according to Jones. "It all came together fast," says Jones. "We were in tracks in one room, while I was writing lyrics in another."

The result is a collection of diverse soul, ranging from the tempo "Joi" to the space-swooning ballad "Over & Over."

"I love to write under pressure," says Jones. "That's when I'm my absolute best. I know where I want to go with the lyrics of my music. I don't even know how to write notes. I just go away on the keyboard."

For Jones, the release of the album is the fulfillment of a long dream. "I feel like I've held back my entire life," says Jones. "I'm very excited about the future. This album is just beginning."

IAAAM '94 Focuses On Opportunity, Creativity, & A Wonder-ful 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 Assn. of African American Music conference June 2-5 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't say people are not hurt by those [gangsta rappers] who speak out graphically about what's happening in the community."

pressed concern over longtime producers not getting the same opportunities as less experienced producers.

"A lot of young label owners are giving even younger producers with . . . one hit their own label deals," he said. "There are a lot of older producers out there who are not getting a chance."

Belle thinks more emphasis should be placed on nurturing new talent before putting 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.



BESLA conference breaks records!

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ENTERTAINMENT

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

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Photo by REYNOLDS RELATIONS
 Captured at the BESLA mid-year conference reception celebrating are (l-r) former Supreme member, Mary Wilson; actress Dawnn Lewis; Gary Watson, BESLA Mid-Year Conference Chairperson; actress/model Beverly Johnson; and star of Fox's "Living Single," Erika Alexander.