



FOR IMMEDIATE RELEASE
April 20, 2009

**MEDIA REMINDER:
MPAA's *BUSINESS OF SHOW BUSINESS*
DAYLONG SYMPOSIUM APRIL 21 IN WASHINGTON**

WASHINGTON, DC – The Motion Picture Association of America's second *Business of Show Business* symposium will be held April 21 in Washington, DC. The day-long event will focus on "American Creativity at Work" featuring panels and speakers to highlight the impact of movie and television production and distribution on the U.S. economy. Participants include U.S. Secretary of Commerce Gary Locke, U.S. Senator Orrin Hatch, Congressmen John Conyers, Henry Waxman, and Steve Scalise, as well as Nick Clooney and Dwayne Johnson, among many others.

A new report detailing the economic impact of the motion picture and television industry will be released, and panel discussions will cover topics including the economic benefits of on-location production, the diversity of jobs off-camera, and the latest technological developments in moviemaking, including a 3D presentation.

WHAT: *Business of Show Business* Symposium

WHEN: April 21, 2009, 8 a.m. – 3:45 p.m.

WHERE: The Smithsonian Institution's Donald W. Reynolds Center for American Art and Portraiture, Washington, DC, Nan Tucker McEvoy Auditorium;

ENTRANCE: 8th and G Street Entrance

RSVP: This event is by invitation only. Credentialed members of the media wishing to attend *Business of Show Business* events must RSVP to gayle@133publicaffairs.com.

PROGRAM DETAILS:

Breakfast Program, 8:30 – 9:30 a.m.

RELEASE OF 2009 ECONOMIC IMPACT REPORT: MPAA Chairman and CEO Dan Glickman

KEYNOTE: U.S. Secretary of Commerce Gary Locke

PANEL: Show Business: At Work Across America, 9:30 – 10:45 a.m.

INTRODUCTORY REMARKS: The Hon. John Conyers, Chairman, U.S. House Judiciary Committee

MODERATOR: Nick Clooney, Distinguished Journalist in Residence, American University's School of Communication & the Newseum

PANELISTS:

Georgette Blau, CEO, On Location Tours
Richard Moskal, Director, Chicago Film Office
Sharon Pinkenson, Executive Director, Greater Philadelphia Film Office
The Hon. Steve Scalise, U.S. House of Representatives
Bill Thompson, Deputy Commissioner, Georgia Film, Music and Digital Entertainment

PANEL: Show Business: At Work Behind the Scenes, 11 a.m. - 12:15 p.m.

INTRODUCTORY REMARKS: The Hon. Henry Waxman, Chairman, U.S. House Energy & Commerce Committee

MODERATOR: Georg Szalai, New York Bureau Chief, *The Hollywood Reporter*

PANELISTS:

Todd Hollowell, Executive Producer & Second-Unit Director, *Angels and Demons*
Deborah Nadoolman Landis, Award-winning Costume Designer
Carl Ludwig, Chief Technology Officer/VP, Blue Sky Studios
Dan Mahoney, Assistant Director, Motion Picture and Television Division, IATSE

Luncheon Program, 12:30 – 2 p.m.

REMARKS: The Hon. Orrin Hatch, U.S. Senate

KEYNOTE: Dwayne Johnson

NOTE LOCATION: Hotel Monaco, Paris Ballroom

PRESENTATION: Show Business: Hi Tech at Work on the Big Screen, 2:15 – 3:45 p.m.

MODERATOR: Patrick Ross, Executive Director, The Copyright Alliance

PANELISTS:

Rob Bredow, Creative Technology Supervisor, Imageworks
Chris Carey, EVP for Worldwide Technical Operations, Paramount
Rob Cook, VP, Advanced Technology, Pixar
Michael Lewis, CEO, RealD

ABOUT “THE BUSINESS OF SHOW BUSINESS”

A day-long symposium in Washington, DC, providing the movie industry a forum to speak to lawmakers, students and other interested parties about the business of movie making – the inherent risks, investment, creativity, commitment and challenges – to foster a greater appreciation for the **business** of show business.

About the MPAA

The Motion Picture Association of America, Inc. (MPAA) serves as the voice and advocate of the American motion picture, home video and television industries from its offices in Los Angeles and Washington, D.C. Its members include: Walt Disney Studios Motion Pictures; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLLP; and Warner Bros. Entertainment Inc.

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