



UNITED FOR OUR FUTURE

SAG-AFTRA

INAUGURAL NATIONAL CONVENTION

..... LOS ANGELES, SEPT. 26-29, 2013

09/27/2013

8:00 am - 4:00 pm

Delegate Check-In (Diamond Ballroom foyer)

8:30 am - 3:30 pm

Information & Resource Expo, Georgia Rooms I & II

Learn more about SAG-AFTRA committees, departments and resources and programs available to SAG-AFTRA members at the convention expo hall on the 3rd floor, 8:30am-3:30pm daily.

9:00 am - 12:00 pm

Convention Session

Thania Guardino, Marketing Executive, Somo Mobile

Greg Siegel, Senior Vice President, BreakMedia

Terry City, VP West Coast, BuzzFeed

D.A. Wallach, Artist-in-Residence, Spotify

Keyvan Peymani, Managing Director of Digital Strategy, ICM Partners

- Industry Keynote Panel: Conversation From The Leading Edge, featuring
 - Keyvan Peymani, ICM Partners (Moderator)
 - Terry City, BuzzFeed
 - Thania Guardino, Somo Mobile
 - Greg Siegel, Break Media
 - D.A. Wallach, Spotify
- Report of Constitutional Amendments & Resolutions Committee
- Consideration of Constitutional Amendments

12:00 pm - 2:00 pm

Lunch Break (all attendees on their own for lunch)

12:15 pm - 1:30 pm

Constitutional Amendments & Resolutions Committee meeting

2:15 pm - 3:45 pm

Media Industry Outlook, Atrium II

An overview of recent business trends in the media industry, and an outlook for the near future of TV (broadcast, basic cable and premium), radio, advertising, sound recordings, scripted dramatic television programs, theatrical feature films, home video, new media and other ancillary markets.

Introduction to the New Media Agreement, Salon 9

SAG-AFTRA members can take control of their own careers through work in new media. This panel will discuss the SAG-AFTRA New Media Agreement, how to become signatory and what it means to be signed. Helpful tips and advice on unionizing a non-union new media project will be offered.

Organizing: Ever Feel Like You're Doing it all Wrong? Sharing Lessons from Successful Campaign and Recruitment Strategies, Plaza III

Talking union but still fumbling your recruiting? Why everything you're saying and doing to organize current and new members is all wrong. This workshop will get to the root of why people truly consider joining the union or joining a union-led initiative; how to deal effectively with apathy and other organizing challenges. Will discuss honest and sincere approaches to frame conversations that will have a much better affect on the people being recruited to the cause. This workshop will be an interactive session full of practical guidance and skills development.

2:15 pm - 3:45 pm

Broadcast Personal Services Contracts Primer, Plaza II

A presentation and discussion on employment agreements used in the broadcast industry. The basic provisions of personal services contracts (PSCs) and their impact on member employment, as well as the ability of members to accept employment following the expiration or termination of a PSC, will be addressed. Members will receive information on basic techniques to use in individual negotiations, updates on current employer tactics and strategies as well as advice on how to best approach negotiations with employers.

Casting & Auditions: Your Rights and Obligations, Atrium I

The world of casting and auditions can be a dangerous one for performers. Find out how the SAG-AFTRA collective bargaining agreements and the law can be important lifelines. Participants will hear from enforcement experts on how these provisions apply in common real-world scenarios. Included in this panel will be a discussion of casting websites and call-in services, and some of the issues these commonly raise for performers.

Stunt Performers, Singers, Dancers: Common and Unique Issues, Salon 8

Dancers, singers and stunt performers have unique work lives, and need unique resources and support to enhance their careers. This panel will focus on the special resources available, and how members can access them and will include information on services provided by the union, the various contracts and provisions members can work under, and the importance of networking.

2:15 pm - 3:45 pm

Create Your Own Script-to-Screen Program, Atrium III

Find out how to develop a script-to-screen program in your local! The Houston-Austin Local's Jim Huston Memorial Script-to-

Speak Up: Audiobooks Yesterday, Today and Tomorrow, Salon 7

A panel of prominent SAG-AFTRA narrators from across the country will present an overview of the audiobook industry and their

Social Media and IP for Performers, Atrium III

Create and promote your personal brand! Whether you're using Twitter, Facebook, Instagram, YouTube, Pheed or another

<p>Screen Program is highly successful, providing members the opportunity to reach out to local industry, forging new partnerships as well as creating a network of writers, directors, producers and SAG-AFTRA performers who blaze a trail to green industry. light unproduced screenplays.</p>	<p>work as audiobook narrators — providing details on the dramatic growth of this area of work, the craft of narration, and SAG-AFTRA's role in organizing the audiobook narrator community, and by extension, the</p>	<p>social media platform — or all of them — learn the tips and tools of promoting a personal brand via social media. Related intellectual property (IP) and legal issues will be addressed to help ensure that you can hold on to the brand you've worked so hard to build. Participants will leave the session with a social media identity and a simple list of safety tips for smart and prudent public commentary via social media platforms.</p>
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2:15 pm - 3:45 pm

Presentation of Study: Sexual Orientation & Gender Identity Diversity in the Industry, Salon 10

SAG-AFTRA, in cooperation with the SAG-Producers IACF and the UCLA Law School's Williams Institute, present the results of the first-ever study of sexual orientation and gender identity diversity in the entertainment industry. The research team and SAG-AFTRA staff and leaders will present the results of the study, discuss what it says about the industry — where we are and how far we have to go to achieve inclusiveness and equal employment opportunity.

4:00 pm - 5:30 pm

Agency: State of the Franchise(s), Atrium II

Talent agency regulation and relations are more complex now than ever before. This workshop will address the realities of the agency franchises today, the rise of the general services agreement (GSA) and the risks associated with it, and the unique realities of talent agency representation around the country.

Equal Employment Opportunity: Know Your Rights, Plaza III

Join us for this candid conversation about what every member should know in order to empower and protect them when faced with discrimination, sexual harassment, pre-employment inquiries, predatory producers and issues of underemployment and underrepresentation.

New Business Models in the Age of Digital Media, Salon 9

Recent changes in the business models of various sectors of media (including broadcasting, entertainment, advertising and sound recordings) will be examined and how this change has been driven by the digital media revolution. The discussion will also look at the future, how we can expect the businesses to evolve in the coming years — and what that means for SAG-AFTRA members.

4:00 pm - 5:30 pm

The Affordable Care Act: Everything You Wanted to Know...and More!, Plaza I

A panel of subject matter experts will provide an overview of everything we know thus far about how the Affordable Care Act will affect SAG-AFTRA, our benefit plans, and our

Shops, Plaza II

How can we best approach labor negotiations in the broadcast industry? This panel will be a primer for members involved in negotiating their collective bargaining

Public Policy: Making Government Work For SAG-AFTRA Members, Atrium I

Subject matter experts discuss how public policy issues affect SAG-AFTRA members and their work lives, and how the union works to advance their cause in ways both

members. There will be an opportunity to get your specific questions answered during a Q&A session as well.

agreement with their employers. Includes discussion of member leadership and participation in the administration and enforcement of a CBA during its term and in preparation for negotiations, development of proposals, member communication and participation at the bargaining table and throughout the process. Will also discuss several hot areas of broadcast negotiation and how to approach those issues in negotiations.

highly visible and behind the scenes. Public policy issues to be addressed include right-to-work (for less) laws, tax incentives, right of publicity, performance rights in terrestrial radio, the WIPO Beijing audiovisual performances treaty, young performer issues, and more.

4:00 pm - 5:30 pm

Commercials 101: The Game Show, Atrium III

Come learn about the first SAG-AFTRA-negotiated major multiemployer collective bargaining agreement. You'll experience an interactive introduction to the SAG-AFTRA Commercials Contracts, in a fun game show format. There may even be some surprise special guest stars!

Background Actors Panel: E Pluribus Unum, Salon 7

E Pluribus Unum: How Regional and Local Background Issues are really National issues, and what we can do to advance the cause. Tiered union membership in regions outside of LA and NY directly affects the strength of the union. Find out why this oversight directly affects principal performers, background performers, and the strength of your union when negotiating.

Contracts 101: Overview of the Actor/Performer Collective Bargaining Agreements, Salon 8

This panel will give an overview of the areas of SAG-AFTRA's jurisdiction as they relate to actor/performers, including an outline of which collective bargaining agreements cover which types of work, and a review of the basics of those agreements. Staff panelists will provide practical information such as which departments, offices and staff members to contact in connection with issues that may arise under the various contracts.

4:00 pm - 5:30 pm

Play or Pause? Take Care of Your Voice; It Takes Care of You, Salon 6

Every member relies on his or her voice to communicate and work under SAG-AFTRA contracts. Renowned otolaryngologist and voice expert Reena Gupta, MD will discuss vocal health and care of the vocal cords. She will provide exclusive instruction on how to make sure you continue to use your voice in a way that keeps it healthy and you employed.

7:00 pm - 10:00 pm

SAG-AFTRA Convention Celebration & American Scene Awards (This is a ticketed event -- all Convention attendees must purchase in order to attend the Celebration event)

Mary Hart

Event hosted by Mary Hart, featuring:

- The American Scene Awards
- Merger Celebration & Acknowledgement
- The George Heller Memorial "Gold Card" Awards
- Musical performance by the Dorian Holley Band