

ENT 470 Entertainment Law
Writing Assignment
Spring 2012

Specs: (600 words), typed, double-spaced is an absolute minimum. Anything less will be entered as a zero for this assignment. Do not include a title page, simply put your name on the paper. Write a narrative style essay using the questions asked as a thought provoking jumping off point for framing some of your opinions. You may use and/or quote any materials we have used in class. You are required to give **THREE SOURCES OTHER THAN THE ARTICLES FROM CLASS OR THE TEXTBOOK** as background to your reading and research. A simple list of sources will suffice.

Turn it in (**MICROSOFT WORD, NOT WORKS OR RT OR ANYTHING ELSE**) through ANGEL. **The due date is April 12, 11:00 AM. NO EXCEPTIONS. DO NOT BRING ME JUMP DRIVES OR HARD COPY.**

The RIAA tried for years to sue illegal file sharers, many of those university network users. The number of persons sued by the RIAA numbers in the thousands, but they ended the litigation program a few years ago. RIAA studies indicate digital revenues have grown significantly since 2004. In 2011, digital sales were larger than physical sales accounting for 50.3% of all music purchases. However, this may be due to the overall growth in that market and not from the educational or legal impact of their programs.

From an article in *CNNMoney.com* by David Goldman: “The battle for paying digital customers may have been lost before it had truly begun. . . Napster help(ed) change the way most people got music. . . Even after iTunes got people buying music tracks for just 99 cents, it wasn’t as attractive as free. That four-year lag is where the music industry lost the battle.” According to BigChampagne Media Measurement, unauthorized downloads represent 90% of the market.

Spotify boasts a catalog of over 15 million songs, a free ad supported version or \$10/month subscription. *The Guardian* published a piece which indicated that Lady Gaga’s *Poker Face* got over 1 million streams, yet she was compensated only \$167. Since a single may cost 99 cents to 1.29 to purchase, does this not indicate a devaluation of recorded music?

Do these and other events in the popular culture (films) mean there has been a general devaluation of intellectual property of late? Is the “User’s Philosophy” gradually taking over the mainstream of thought among our culture? There is evidence that consumers and some creators feel “ethically OK” about using creative works without paying for it, or getting permission. Is there a moral disconnect about this or do you believe most people feel that stealing a copy is not really stealing.

**University of North Alabama
Entertainment Industry Internship Evaluation Form**

Student _____ Employer _____

Semester _____ Supervisor _____

Please give your objective evaluation of the intern's performance for each of the following categories using a scale of 1 to 5 with 1=poor, 2=fair, 3=good, 4=very good, and 5=excellent.

Performance Factors

1. Productivity – effective use of available time, carries out responsibilities in a timely and acceptable manner

Rating 1 2 3 4 5

2. Quality of Work – shows attention to detail and produces results that are accurate and reliable

Rating 1 2 3 4 5

3. Job Knowledge – demonstrates knowledge of the techniques, processes, procedures, equipment, materials and skills necessary for the job

Rating 1 2 3 4 5

4. Teamwork – exhibits a willingness to work with co-workers, other departments and supervisors; performs assigned tasks; supportive and responsive to co-workers needs and requests; acts toward others in a respectful and honest manner

Rating 1 2 3 4 5

5. Initiative – demonstrates independent thought and self-starting ability; makes helpful suggestions; persists to completion of assigned tasks

Rating 1 2 3 4 5

6. Attendance and Punctuality – consistently on time and keeps absences to a minimum

Rating 1 2 3 4 5

7. Leadership – exhibits an awareness of staff and crew; makes an effort to help others within assigned work environment; interacts with others responsibly and honestly

Rating 1 2 3 4 5

8. Communication – (written and oral) expresses self clearly and effectively in a respectful manner; listens well

Rating 1 2 3 4 5

9. Exhibits a clear understanding of job duties and is well suited for the position

Rating 1 2 3 4 5

10. Can be relied upon to perform job duties daily

Rating 1 2 3 4 5

11. Organizes work and work area for efficient completion of assignments

Rating 1 2 3 4 5

12. Contributes to a positive, stimulating, and fair work environment

Rating 1 2 3 4 5

General Comments

Grade you feel the student deserves _____

Would you be willing to accept another student intern? Yes No

Signed _____ Date _____

This form should be mailed or faxed to Ms. Janna Malone when the student intern has completed the required number of internship hours. Please mail or fax (256.765.4368) to:

Ms. Janna Malone

University of North Alabama
UNA Box 5060
Florence, AL 35632-0001

Leadership Development Plan

Your Vision

Describe how you'd like your career to unfold. Since your professional life is impacted by your personal life, it is important to consider the personal challenges and opportunities that will impact your professional vision.

Your Values

What principles/ideals do you most cherish? Rate the values below (use at least ten) in terms of their importance to you, adding additional ones if necessary. Identify your top three, and expand upon what they mean to you.

Justice
Influence
Power
Authenticity
Fame
Friendship
Success
Happiness
Wealth
Peace
Status
Wisdom
Truth
Family
Recognition
Love
Joy
Integrity
Other ____
Other ____

Your Professional Mission Statement

Using what you know of yourself, develop a mission statement. This may take considerable reflection and rewriting. Include the kinds of things you want to do, the kind of person you want to be, and the impact you want to make in life.

Your Goals

Think about your goals on three different levels: Broad philosophical, personal goals, long-term career goals and short-term action goals. State goals in each category, and for each short-term goal, complete a goal evaluation form. You should have at least three in each category as a bare minimum.

Short-term Goal Evaluation Form

State Goal

Action steps required to meet goal

Estimated time required to accomplish goal

How you will know when you have met the goal. (How it will be measured)

