

For Immediate Release  
April 9, 2007

**Loyola Law School Entertainment Law Symposium Focuses on Unlocking Alternative Financing**

**Los Angeles**, April 9, 2007 – Loyola Law School Los Angeles will host the entertainment law symposium “Soft Money 3: Financing Independent Films Today and Accessing Film & TV Production Incentives Worldwide” from 11 am – 2:30 pm on Friday, April 13. The conference, cosponsored by the Association of Film Commissioners International and Axiom Entertainment, will offer creative approaches to production financing through a series of panels led by entertainment industry insiders.

“Tools for financing film and television production are always changing, with creative new facilities arising to supplement those previously available or to replace sources that are no longer viable,” said Professor Jay Dougherty, organizer of the event. “Our goal is to provide an informative and practical snapshot of this constantly-changing, complex business for the benefit of filmmakers, lawyers, agents, production executives and others involved in the modern business of film and television.”

Two panels will examine the ins and outs of locating production financing in unexpected places. The first panel, Financing Independent Film Today, “will discuss the state of the art in today’s independent film finance world,” said Dougherty. Steve Monas, Esq. of Business Affairs, Inc. will moderate. Panelists will include Brian Goldsmith, COO, Mandate Pictures; Carolyn Hunt, Partner, Loeb and Loeb, LLP; Daniel Mandel, director, Newbridge Film Capital; and Steven Ransohoff, executive vice president, Film Finances, Inc.

The second panel, Accessing Film & TV Production Incentives Worldwide: Update, will give the inside story on current incentives and the thinking behind producers’ and financiers’ decisions about why, how, when and where to access them. “So-called ‘soft money,’ such as state and foreign tax incentives and other mechanisms to encourage local expenditures, is an important part of the contemporary production finance mix,” said Professor Dougherty. Moderator Ezra Doner, Esq., of Herrick, Feinstein LLP in New York City, will lead the discussion. Panelists will include Jeff Begun, Axiom Entertainment, Inc.; Donne Dawson, Hawaii state film commissioner; John Hadity, independent producer/financier based in New York City; Alex Schott, executive director, Louisiana Office of Film & TV Development; and Anne Wilson, Canada Film Advisory Services.

Complete details and registration information are available online at <http://events.lls.edu/softmoney/07>. Members of the media are invited to attend free of charge by contacting Brian Costello, deputy director of communications, at 213-736-1444 or [brian.costello@lls.edu](mailto:brian.costello@lls.edu).

**About Loyola Law School Los Angeles**

Located in downtown Los Angeles—a legal, financial and media capital—Loyola Law School is home to prominent faculty, dedicated students and cutting-edge programs. Committed to legal ethics and the public interest, Loyola Law School has produced top attorneys for nearly a century. For expert commentary, please contact Brian Costello, deputy director of communications, at 213.736.1444 or [brian.costello@lls.edu](mailto:brian.costello@lls.edu). For more information on Loyola Law, please visit [www.lls.edu](http://www.lls.edu).

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