

BOSTON UNIVERSITY LOS ANGELES INTERNSHIP PROGRAM
'ENTERTAINMENT FINANCE IN HOLLYWOOD'

Spring 2023

Entertainment Finance in Hollywood
Course #QST FE 430E HW

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Instructor: Brian Herskowitz
Office Telephone: 323-571-4535
Schedule: Section 1, Mondays 7-10:00 pm
Email: bherskow@bu.edu
Office: B.U. in L.A. offices
Office Hours: By appointment

Course Objectives & Requirements:

Film Finance in Hollywood: Preparing your script for the entertainment marketplace (course #QST FE 430E HW).

In this film finance workshop, students will refine skills they've already acquired and develop new ones in the process of creating a script breakdown, ROI projections, and a finance plan for a feature script or a television pilot by the end of the semester.

Punctual attendance and class participation are required, as is the timely completion of assignments.

The goal of the course is to introduce the fundamentals of film finance, from script breakdown, scheduling, and budgeting to a variety of methods to fund films. Practical assignments will give students hands-on experience.

THIS WILL BE AN INDIVIDUALLY DIRECTED COURSE TAILORED TO THE STUDENT'S NEEDS AND ABILITIES.

Week 1 Film finance overview. Social and environmental impact. How today's events impact financing – IE: Environmentalism, Social issues (Me Too, BLM, Covid). Trickle-down economics of film production.

Week 2 How to break down a script to prepare a budget – union vs. non-union – DGA-SAG-WGA-IATSE-TEAMSTERS.

ASSIGNMENT: Break down a script.

Week 3-4 How to schedule the shoot. Studios and Networks vs. Independent projects. Film vs. TV.

ASSIGNMENT: Create a schedule for the shoot.

Week 5-6 How to budget the project. Software and spreadsheets.

ASSIGNMENT: Budget prep and research.

Week 7-8 Creating a pitch deck for investors. Pitch deck vs. PPM vs. Business Plan.

Week 9 Mid-Term Project Due. ASSIGNMENT: complete a budget for a film or TV project.

Week 10 Mitigating investor's risks. Production team, cast, and strategies for protecting your investors.

ASSIGNMENT: 1) Create a database of potential film finance contacts. 2) Present a risk mitigation plan for your chosen project.

Week 11 Incentives for investors. State, federal, and international incentives for production

ASSIGNMENT: Choose the location for your project and present the incentives that you'll be offering investors. Be prepared to defend your choice of location.

Week 12 Crowdfunding and Crypto. Reward-based funding vs. equity-based crowdfunding.

ASSIGNMENT: 1-3 Page paper on the validity of crowdfunding projects for Film or TV.

Week 13 Where to find investors Debt vs. Equity

ASSIGNMENT: Present a list of potential investment sources and a plan for gaining access to HNWI.

Week 14 Final Presentations

ASSIGNMENT: Create a pitch deck that includes clear budget information, risk mitigation, and incentives. This is a document that you would use to approach investors.

Assignments will be reviewed in class unless otherwise announced.

GUEST SPEAKERS: We may have invited guests (in person or via zoom) join us for up to 90 minutes of a given class. Guests will be announced in advance whenever possible.

Suggested Reading:

Entertainment Finance Today by Jeanette B. Milio, Scheduling and Budgeting Your Film by Paula Landry, Planning the Low-Budget Film by Robert Latham Brown, Filmmakers and Financing by Louise Levison, Film and Video Budgets by Deke Simon with Michael Wiese. C The Biz by Schuyler M. Moore.

Topics and Methodology:

Brief, pertinent lectures, group discussions, critiques, and individual conferences addressed each student's needs and material.

Special Events:

Studio tours, museum visits, Industry events, screenings, symposiums, etc., may be scheduled throughout the semester. All sessions are mandatory unless otherwise noted.

Email Access:

Daily access to email is essential - we do have four office computers with internet available for use, but your laptop or computer is vital. You'll find free broadband internet access in all Park La Brea Apts. And the B.U. in L.A. office.

B.U. in L.A. office login info:

Login: BUinLA

Password: BULA2006

GRADES:

GRADE SCALE:	points & percentages
CLASS ATTENDANCE	15
WRITTEN ASSIGNMENTS	25
CLASS PARTICIPATION	20
BULA EVENTS	10
FINAL PRESENTATION	30
TOTAL POSSIBLE POINTS & PERCENTAGES.....	100

70 and below is failing

71 and above is passing

PLAGIARISM STATEMENT:

Plagiarism is the act of representing someone else's creative and/or academic work as your own, in full or in part. It can be an act of commission, in which one intentionally appropriates the

words, pictures, or ideas of another, or it can be an act of omission, in which one fails to acknowledge/document/give credit to the source, creator, and/or the copyright owner of those words, pictures, or ideas. Any fabrication of materials, quotes, or sources other than those created in a work of fiction, is also plagiarism.

Plagiarism is the most serious academic offense that you can commit and can result in probation, suspension, or expulsion.

"Academic dishonesty of any kind will not be tolerated. Any kind of academic misconduct (cheating, plagiarism, etc.) will result in the filing of academic misconduct charges. Any suspicious act/material/etc. will be investigated to the fullest extent possible and those found guilty will be punished accordingly. BE SURE TO READ AND COMPLY WITH BOSTON UNIVERSITY'S UNIVERSAL ACADEMIC CONDUCT CODE. It is available at: bu.edu/academics"

Email addresses for B.U. in L.A. faculty and staff:

Program Director – Chaisse Mcghee-Lazarou - cmclaz@bu.edu

"Film Finance" Faculty -- Brian Herskowitz – herskowitz.brian@gmail.com
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BULA SPRING 2023 CALENDER

1/18/23 W	ARRIVAL & CHECK IN
1/19-20/23 TH, F	ORIENTATION
1/23/23. M	CLASSES BEGIN
1/27/23. F	Mandatory Panel # 1 (Professional Development)
2/17/23. F	International Students Launch Panel (optional)
2/21/23 M	Presidents Day- NO CLASSES. OFFICE CLOSED
3/4-12/23 M-F	SPRING BREAK – NO CLASSES
3/21/23 T	Mandatory Panel #2 (Alumni Topic)
4/7/23. F	Mandatory Panel #3 (Professional Development)
4/17/23 M	Patriot’s Day – NO CLASSES, OFFICE CLOSED

4/21/23 F. **LA Student Launch Panel (optional)**

4/27/23 Th **Last Class**

4/30/23 Su **MOVE OUT**