

FILM AND POLITICS

The George Washington University
Graduate School of Political Management

Tuesdays, 7:10 – 9:40

Instructors:

Dan Glickman, Chairman and Chief Executive Officer
Motion Picture Association of America

Greg Frazier, Executive Vice President Worldwide Government Policy
Motion Picture Association of America

Teaching Assistant:

Todd DeLorenzo, Chief of Staff to the Chairman and Chief Executive Officer
Motion Picture Association of America

1. January 15
Course Overview
Instructors Introductions
Course Requirements
2. January 22
The Last Mogul
The rise of the modern movie studio system, as portrayed through the career of Lew Wasserman and the birth and growth of MCA/Universal Studios
3. January 29
Fin-Syn and *DisneyWar*
The integration of the studios into modern corporate conglomerates
4. February 5
Down and Dirty Pictures
The growth and politics of the independents
The politics of the guilds
5. February 12
The Big Picture
Weekly box office as cultural phenomenon and campaigns Hollywood style:
The race for Oscar®
6. February 19
The Power and the Glitter
The birth of the MPAA
The movie star as politician and policy expert
7. February 26
"And the winner for achievement in the category of best foreign films . . . "
Hollywood and the foreign box office, and foreign films find the US box office

8. March 8
Culture or Commerce?
Hollywood, the WTO, and the rules, rewards, and risks of the politics of trade in filmed entertainment
9. March 11
When Cultures Clash
Hollywood and China at the WTO
- March 18: Spring Break
10. March 25
MGM v. Grokster and how Hollywood came to love the DMCA
The politics of piracy and pictures
11. April 1
Hollywood: Meet the ipod
New media, new markets, new politics
12. April 8
The Script
Inside the political agenda setting of the motion picture industry, at home and abroad
13. April 15
The Taxman Cometh
The politics of the business of show business
14. April 22
Sex, Drugs, and Rock and Roll
The modern day politics of regulating content
15. April 29
"All I knew about America I learned from the movies."
Hollywood depicts the world, and the world sees us at the cinema – the political implications?
16. May 5 (?)
Final