

Kirk T. Schroder Bio

Kirk T. Schroder has an extensive entertainment and arts law practice. Kirk is named in the current edition of The Best Lawyers in America® for the field of entertainment law. He is also rated an “AV”^{*} lawyer by Martindale-Hubbell, its highest rating for lawyers. Kirk was elected by his national peers in the entertainment and sports law profession to serve as the Chair of the American Bar Association Entertainment & Sports Law section (2008-10). His law practice draws entertainment and arts-related clients from all over the United States and the world.

FILM

Kirk represents a significant number of award-winning independent filmmakers and producers and has extensive working knowledge of the many legal and business aspects of film media. He also works with creative talent in all aspects of film production. His film experience includes numerous major studio productions for Universal Pictures for more than a decade. Other production clients come from Europe and the Middle East. He has considerable experience in film finance (both in securities and lending matters), in production/location issues (including film collective bargaining agreements), and in distribution arrangements.

TELEVISION

Kirk works with a number of executive producers and “show runners” in the television industry in addition to leading talent. A number of his clients have various types of production deals in both episodic and reality television programming. Kirk has worked on behalf of many on-air personalities, several of whom are nationally syndicated and have some of the highest rated television shows on cable networks.

INTERACTIVE ENTERTAINMENT/GAME DEVELOPMENT

An emerging part of Kirk’s law practice is in the interactive entertainment and gaming space where Kirk works primarily with game developers in financing arrangements and with publisher agreements and related legal issues. He has presented at legal conferences on topics related to game development and is a member of the Video Game Bar Association.

PUBLISHING

Kirk has a strong legal practice in the publishing field. His clients range from first-time novelists to best-selling and award winning authors. He is very experienced with major publishing house deals as well as publishing contracts with regional, academic, and niche presses. He has negotiated all aspects of literary publishing deals, including agent-author relationships, book publishing contracts, and ancillary rights matters. Kirk also represents magazine publishers concerning the publication of

several magazines as well as several syndicated writers who publish in major magazines and newspapers.

MUSIC

Kirk's legal work is primarily talent-oriented in the music industry. He also represents various regionally known record labels. Representative clients currently include a variety of artists with major or independent record label deals as well as several major live performance promoters and venues.

ADVERTISING/BRANDING

Several national and regional advertising agencies are also on Kirk's client roster. For many years, he served as general counsel to one of America's top advertising agency, The Martin Agency. Kirk is very familiar with a wide range of legal issues related to advertising and marketing and has negotiated numerous deals related to advertising, promotional, and marketing industry clients.

LIVE STAGE/PERSONAL EXPERIENCE

Kirk was instrumental in the formation of and provided legal representation for one of the leading public speakers forums in the United States, which involved negotiating public appearances for celebrities such as Bill Cosby, Oprah Winfrey, Mikhail Gorbachev, Margaret Thatcher, and many other nationally popular speakers. His work on the stage extends from clients in various regional playhouses to those in off-Broadway and off-off Broadway related theater venues.

ARTS

Kirk has a significant law practice involving public and private art. He is a past chairman of the Virginia State Bar's Lawyers for the Arts Committee and has been honored for his legal work by the Washington Area Lawyers for the Arts. He is a frequent lecturer on art law-related topics.

OTHER CURIOUS THINGS ABOUT KIRK

Kirk's law practice involves prominent people in various alternative arts who present in national entertainment media. Such clients include professional herbalists, eastern spiritual practitioners, shamans, psychic mediums, feng shui experts, astrologers, and other alternative practitioners who are active in public media.

Kirk is also quite passionate about healthy diets and food policy issues. He is especially concerned about the adverse effects of certain government and manufacturing policies on America's food supply and on the American population. Ellwood Thompson's and Dawson's Market, two prominent natural food markets, together have engaged Kirk to serve as their official "Food Advocate". In this role, Kirk works with their management in developing store standards and on public and legal

advocacy related to food policy. As their Food Advocate, he also publishes a weekly blog found at:<http://ellwoodthompsons.com/food-advocate/>.

EDUCATION POLICY ADVOCACY

Kirk is very active in and passionate about education and children's issues. While maintaining his private law practice, Kirk served as president of the Virginia Board of Education from 1998–2002 during a period of major K-12 education reform in Virginia. Upon the expiration of his term, one major Virginia newspaper editorial stated that of all of the gubernatorial appointments made during that period “none excelled that of Richmond attorney Kirk Schroder as president of the Virginia Board of Education.” (See “Schroder scored high marks as education chief”, *The Virginian-Pilot*, February 8, 2002, page B10). He has also served on boards of other distinguished education institutions such as the Southern Regional Education Board (SREB) in Atlanta. He is the first president of the Charlottesville-Albemarle Public Education Fund and served as the chair of the education policy committee for the Virginia Chamber of Commerce. While he does not promote himself as an education lawyer, Kirk has substantial education policy and legal experience. So much so that Kirk is named in the current edition of *The Best Lawyers in America®* for the field of education law. A limited portion of his practice involves education policy issues for specific causes of interest and other circumstances (such as K-12 or higher education student disciplinary matters or unique education issues of interest) when he feels his involvement can be of assistance. He holds a Ph.D in Education from the University of Virginia. Kirk has taught courses in education policy and school law at graduate level institutions of higher education.

Recent Presentations:

- Beg, Borrow or Steal: The Legal Perils and Pragmatics in Independent Financing for Film and TV. American Bar Association Forum on Entertainment and Sports Industries Webinar. (2014)
- Legal Issues in Film. 25th Annual North American Entertainment, Sports, & Intellectual Property Law Conference. (2013).
- Current Developments in Publishing. 25th Annual North American Entertainment, Sports, & Intellectual Property Law Conference. (2013).
- Crowdfunding 2.0 The JOBS Act Game Changer. American Bar Association Webinar. (2013).
- Emerging Issues in Literary Publishing. The Fourth Annual International Legal Symposium on the World of Music, Film, Television and Sports (2013).
- Entertainers, Sports and Labor Law: Where Entertainers, Athletes and the Law Merge or Collide.
- The Fourth Annual International Legal Symposium on the World of Music, Film, Television and Sports (2013).

- Advising Your Client on the Legal and Business Aspects of Video Gaming within the Entertainment Industry. The Third Annual International Legal Symposium on the World of Music, Film, Television and Sports (2012).
- Licensing & Branding Music in the Advertising World. Second Annual Nashville Entertainment Law Symposium. (2012)
- The Basics of Entertainment Law. National Business Institute (2012).
- Clearing Rights: What “Borat” Wrought. SXSW (2012).
- Outsourcing Legal Work & Professional Responsibility. American Bar Association Forum on Entertainment & Sports Law Annual Meeting (2012).
- Is Your Business Card a Professional Licensure Complaint? American Bar Association Forum on Entertainment & Sports Law Annual Meeting (2012).
- Building An Entertainment Law Practice. Counseling Clients in the Entertainment Industry, Practicing Law Institute: New York (2010, 2011, 2012).
- Alternative Financing For Independent Film. SXSW (2011).
- Basic Business & Legal Aspects of Independent Filmmaking. First Annual Nashville Entertainment Law Symposium. (2011).
- New Worlds in the Interactive Entertainment Space: How Changing Economic Models and User Habits are Impacting the Business of the Space and Financing Deals. American Bar Association Forum on Entertainment & Sports Law Annual Meeting (2011).
- Ethical Pitfalls & Professional Responsibilities for Lawyers Using Social Media. American Bar Association Forum on Entertainment & Sports Law Annual Meeting (2011).
- The Brave New International World of Video Gaming: Advising Your Client on the Legal and Business Aspects of Gaming within the Entertainment Industry. The Second Annual International Legal Symposium on the World of Music, Film, Television and Sports (2011).
- Addressing Intellectual Property Issues In Entertainment. American Bar Association Webinar. (2011).
- Big Traps and Fine Print-What Production Lawyers Need To Know About Union/Guild Agreements in Film & Television. American Bar Association Forum on Entertainment & Sports Law Annual Meeting (2010).
- What Entertainment & Sports Lawyers Need To Know About Malpractice Insurance. American Bar Association Forum on Entertainment & Sports Law Annual Meeting (2010).
- IP Issues in Entertainment Industry Transactions. 25th Annual Intellectual Property Law Conference (2010).
- Developing & Maintaining An Entertainment Law Practice. American Bar Association Webinar. (2010 & 2011).

Education:

- University of Virginia, Ph.D. in Education
- University of Richmond, J.D.
- University of Richmond, B.A. & B.S.B.A.

Personal Affiliations:

- Former Chair of the American Bar Association Forum on Entertainment & Sports Industries
- Virginia State Bar

Awards & Honors:

- Listed in The Best Lawyers in America®.
- Ranked an “AV”* attorney by Martindale Hubbell, its highest available rating.

Law Faculty & Teaching Experience:

- Faculty Lecturer in Entertainment Law, University of Virginia School of Law (1997–2000, 2007–2009).
- Faculty Lecturer, University of Virginia School of Education (2004–2005, 2007) Adjunct Professor in Entertainment Law, University of Richmond School of Law (1991–1998).
- Adjunct Professor, Graduate School of Arts, Virginia Commonwealth University (1993–2001).
- Program Chair, Harvard Law School/ABA Symposium on Entertainment Law (1995–1997).
- Director, Virginia Sports & Entertainment Law Institute (VA CLE Foundation) (2006–2007).

Public Service and Community Service:

- President, Virginia State Board of Education (1998–2002)
- Member, Southern Regional Education Board (1999–2005)
- President, Charlottesville-Albemarle Public Education Fund (2004–2010)
- Chairman, Education Policy Committee, Virginia Chamber of Commerce (2007–2010)
- Senate of Virginia Appointee & Member, Martin Luther King, Jr. Memorial Commission(2004–Present)
- Board of Directors, World Pediatric Project (2010-2013)
- Executive Committee Member & Board Member, David Ortiz Children’s Fund (2011-Present)
- Board of Directors, The Baby Girl Project (2009-Present)
- Board Member, Paramount Theater (Charlottesville) (2007–2009)
- Board Member, Virginia Foundation for the Humanities (2002–2004)
- Board Member, Virginians for the Arts (1996–1999, 2008–2010)
- Vice-Chairman, Virginia Tourism Authority (1996–1998, member, 1998–2001)
- Vice-Chairman, Virginia Technology Council (1994–1996)
- Chairman, Virginia Film Board (1996–2001)

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