

Teresa C. Artis

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KEY AREAS OF EXPERIENCE/SKILLS:

• Strategic Planning • Licensing • Rights Management • Commercialization • Business Development • Negotiations • Training • In-Person & Online Education • Risk Management • Compliance • Legal Analysis

EXPERIENCE

Intellectual Property Rights (IPR) Counsel - Trans World Radio (TWR) 2013 – Present Cary, NC

- Founded in 1954, TWR distributes inspirational and educational content in over 275 languages to people in over 190 countries via broadcast, satellite, web and mobile platforms.
- Helped develop/implement strategies for IPR compliance, especially on copyright issues for content acquisition, production and distribution agreements between TWR, its global content providers and distribution partners.
- Work with the Global Media Services, strategic initiatives and production teams.
- Have worked on GDPR (privacy) compliance and trained staff in the Netherlands and South Africa on IPR issues.
- Provide strategic counsel to global ministries creating content for persons in primarily oral (non-textual) cultures.

Adjunct Professor – University of North Carolina at Chapel Hill, School of Law To begin 2021 Chapel Hill, NC

- Elective: Media Law (Spring 2021).

Adjunct Professor – Norman A. Wiggins School of Law, Campbell University 2017 – Present Raleigh, NC

- Required Courses: Contracts I and Contracts II (2017-2019). Elective: Nonprofit Law (Fall 2020).
- Voted “Adjunct Professor of the Year: 2018-2019” by Student Bar Association.

VP, General Counsel & Corp. Secretary - Capitol Broadcasting Company (CBC) 2008 – 2012 Raleigh, NC

- Member of senior management team and CBC board member.
- Legal responsibility for nine full-powered radio stations, five full-powered network-affiliated TV stations, web and mobile entities, a global satellite-services provider, Durham Bulls Triple-A baseball team, and real-estate.
- Met with FCC commissioners, members of U.S. Congress and staff members on media matters.
- Vetted high-risk advertising and news content as part of pre-publication review process.
- Oversaw litigation matters and related strategy, managed outside counsel and corporate legal budget.

Associate General Counsel – CBC 2006 - 2008 Raleigh, NC

- Primary lawyer for CBC's media and telecom entities as well as Durham Bulls baseball team.
- Extensive work on media regulatory, sports league, network affiliation and general compliance matters.
- Regularly analyzed marketing, sales, distribution and business development strategies for legal issues.

Principal - ComCounsel 2005 - Present Cary, NC

- State certified mediator for North Carolina Superior Court cases. (Currently with inactive status)
- Served as conflict management trainer and facilitator for church leadership teams across North Carolina.
- 2006 – Reconciliation seminar instructor at Pan Africa Christian University, Nairobi, Kenya.

Online Adjunct Instructor - Spring Arbor University 2004 - 2012 Spring Arbor, MI

- Designed online course using Judeo-Christian principles for resolving personal and interpersonal conflicts.
- Taught as online reconciliation instructor in 13-week for-credit letter-grade graduate school course.
- Course was required for students in Leadership Module for Master of Arts in Communications.

VP of Licensing & Business Development - Art.com 2004 - 2005 Research Triangle Park, NC

- Senior management team member. Developed and executed IP licensing, reporting and compliance strategy.
- Led Legal Department. Managed due diligence related to company obtaining \$30 million in venture financing.

SVP & General Counsel Tune To TV, LLC 2002 - 2004 Raleigh, NC

- Venture founded to deliver content to digital broadcast TV stations. Raised VC financing in 2002 and 2003.
- Helped develop business plan, investor and customer presentations, strategic plans and venture operations.

General Counsel - Local TV on Satellite – a CBC Division

1998 - 2001 Raleigh, NC

- CBC venture created to transmit all U.S. broadcast TV signals via Ka-Band spot-beam technology.
- Negotiated with broadcasters, satellite and equipment manufacturers, DIRECTV and Dish Network.
- Successfully lobbied members of U.S. Congress for legislation affecting satellite and broadcast entities.
- Met with FCC commissioners on satellite and digital TV matters. Was a registered federal lobbyist.

VP of Business Affairs - Turner Home Satellite, Turner Broadcasting System

1994 – 1998 Atlanta, GA

- Executive team member. Worked closely with sales, marketing, finance, engineering and business development.
- Negotiated agreements for CNN, HN, TNT, TBS, Cartoon Network, TCM, Sportsouth, WCW and pay-per-view.
- Managed U. S. & Canadian counsel and consultants on litigation and regulatory matters.
- Managed compliance with sports and news blackouts and contract administration processes.
- Established and implemented risk management and compliance systems for THS' telemarketing center.

Director of Business Affairs - Turner Cable Network Sales, Turner Broadcasting

1990 – 1994 Atlanta, GA

- Negotiated U.S. TNT and CNN cable contracts, all wireless and satellite contracts and all Canadian contracts.

Associate - Kilpatrick Townsend & Stockton LLP (then Kilpatrick & Cody)

1987 - 1990 Atlanta, GA

- Represented lenders in asset-based lending transactions; conducted commercial loan closings.

EDUCATION & TRAINING

Harvard Law School – Juris Doctorate, 1987 (Enrolled in JD/MBA program).

Cambridge, MA

Harvard Graduate School of Business – Master of Business Administration, 1987.

Boston, MA

Non-profit Summer Fellowship. Member, Volunteer Consulting Group. Chair, Minority Business Conference.

University of North Carolina - Chapel Hill: Bachelor of Arts in Economics (with Honors) and Public Policy, 1983. Honors Thesis: "Aiding the Economy: Urban Industrial Policy versus Mobility Aids for the Urban Poor." Joseph E. Pogue Scholar. Chancellor's Jane Craige Gray Award for Most Outstanding Junior Female. Honors Program.

SELECTED PROFESSIONAL ACHIEVEMENTS, ACTIVITIES AND TRAINING

Active Licenses: State Bar of Georgia (admitted 1987) and North Carolina State Bar (admitted 2002).

UNC-Chapel Hill Board of Trustees – 2019 to present; Board Secretary: 2019 to present.

UNC Rex Healthcare Inc. Board of Trustees - 2010 to present. Quality, Patient Safety and Human Resources Committee – 2011 to present; Chair: 2015-present. **Audit Committee** – 2014 to present.

WUNC Radio Board of Trustees – 2019 to present. **UNC-TV Board of Trustees** – 2018 to 2019.

Other UNC-Chapel Hill Activities – **William Richardson Davie Award Recipient 2016** – highest award from Board of Trustees for outstanding service as an alumnus. **Board of Visitors:** 1998-2002, Vice Chair 2001-2002.

Alumni Board of Directors, 2008-2011. School of Media & Journalism Foundation Board - 2011 to 2014.

Association of Corporate Counsel, RTP Chapter (600+ attys): Board Member, 2004 to 2019. President - 2013.

Christian Legal Society – Member, 2001 to Present.

Betsy Magness Leadership Institute, Center for Creative Leadership and Duke Univ. Private Adjudication Center

UNC-Chapel Hill:

Guest lecturer for Media Law Practicum, UNC Law – Feb 2013 and Feb and Aug 2014

Keynote Speaker for UNC Undergraduate Honors Program Colloquium – 2013, 2014, 2015

Keynote speaker for Institute of African-American Research Genealogy Symposium – 2009

Guest lecturer for "In-house 101" class, UNC Law - 2017, 2018, 2019

NC Central Law School:

Guest Lecturer for "In-House 101" law class 2009, 2010, 2014, 2015, 2016, 2018, 2019

Moderator for Blacks, Law Enforcement & Constitutional Law Panel - 2015

Elon Law School:

Guest Lecturer for "In-House 101" law class 2014, 2015, 2016, 2017, 2018, 2019

Campbell Law School:

Guest lecturer for Copyright law Class – 2011-2014, 2016