

Teresa C. Artis

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KEY AREAS OF EXPERIENCE/SKILLS:

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

EXPERIENCE

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

• Founded in 1954, TWR is a global Christian content distributor which uses its infrastructure of radio, satellite, internet and mobile media to distribute original and third-party inspirational, disaster and health-related content outside the U.S in over 275 languages to people in over 190 countries.

Highlight & Result: Successfully increased education and awareness of global leadership, staff and distribution partners on IPR and privacy issues related to the production, acquisition, distribution and consumer use of content.

- Result: Markedly improved compliance, fewer licensing disputes, increased contracting and stronger partnerships.
- Work with Global Leadership on strategic partnerships, production, licensing and distribution matters.
- Collaborate with IT staff in developing GDPR and other data privacy policies and global compliance.
- Conduct in-person compliance training in regional offices including the Netherlands, South Africa and Singapore.

Adjunct Professor – University of North Carolina at Chapel Hill 2021 – Present Chapel Hill, NC

- Elective: Media Law – print, electronic and social media, AI, gaming and privacy issues.

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 & CBC board member. (CBC: a private, family-owned, for-profit company.)
- **Highlight & Result:** Successfully oversaw diverse legal portfolio of sports, media and real estate entities: 9 full-powered radio stations, 5 full-powered, Top-4 network-affiliated TV stations, websites and mobile entities, a global satellite-services provider, Durham Bulls Triple-A baseball team and commercial real-estate developments.
- Met with FCC commissioners, members of U.S. Congress and staff members on media matters.
- Vetted high-risk political and product ads and news coverage. Set social media policies and effectively managed legal & reputational risks from covering hot-button political & social issues on highly-viewed WRAL.com.
- WRAL-TV: 2009 Radio TV Digital News Assoc. National Murrow Award Winner - Best Large Market Website
- 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

- Highlight: Hired after entity's multi-million-dollar infringement judgments and loss of liability insurance. Developed successful licensing mitigation strategy. Led colleagues to make operational decisions (e.g. choice of suppliers, products and lines of business) consistent with new strategy. Effectively monitored the image retailer's e-commerce activities.
- Result: Within a year of changes, entity came through due diligence successfully for VC funding and a merger.
- 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 Doctor, 1987 (Enrolled in JD/MBA program). Cambridge, MA

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

Non-profit Summer Fellowship at Dance Theater Foundation, NY, NY (Parent company of Alvin Ailey Dance Theater). 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. Order of the Valkyries.

SELECTED PROFESSIONAL ACHIEVEMENTS, ACTIVITIES AND TRAINING

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

UNC-Chapel Hill: Founded 1793. ~30,000 students, ~\$3.5 Billion annual budget and AAA bond ratings.

Board of Trustees – 2019 to 2023; Board Secretary: 2019 to 2021. Vice-Chair, University Relations, 2019 to 2023. Member: External Relations, 2019-2021 and Finance, 2021-2023.

Searches: Chancellor-2019, Provost-2021 and Hussman Journalism School Dean-2022.

Trustee rep on university Foundation Board Sept. 2019-July 2023 (Assets: ~\$700 Million)

William Richardson Davie Award Recipient 2016 – highest alumnus award from UNC Board of Trustees.

2021 Alumni Service Award – General Alumni Association.

Board of Visitors: 1998-2002, Vice Chair 2001-2002. **Alumni Board of Directors,** 2008-2011.

School of Media & Journalism Foundation Board - 2011 to 2014.

UNC Rex Healthcare: Founded 1894. Member of UNC Health with ~660 beds and ~\$1.3 Billion in net patient revenue. Ratings: A+ Fitch, Moody A2.

Board of Trustees - 2010 to 2022; **Quality, Patient Safety & HR Committee** – 2011-2022; Chair: 2015-2022 & Board rep for Joint Commission and other hospital accrediting and regulatory audits.

Audit Committee Member – 2014-2022.

WUNC-FM Board of Trustees – 2019 to present. **Board Chair 2023**

PBS NC Board of Trustees – 2018 to 2019.

PBS NC Foundation Board of Trustees- 2020 to present. **Board Vice-Chair 2023**

Association of Corporate Counsel, RTP Chapter (650+ attys): Board Member, 2004 to 2019. President - 2013.

NC Study Center – Board Member, 2022 to Present. **Christian Legal Society** – Member, 2001 to Present. Fellow,

Betsy Magness Leadership Institute, Participant, **Center for Creative Leadership**.

Professional or Media Appearances:

Podcast:

Lim, Darryl, host. “The Art of Communication: Profiles in Leadership, Teresa Artis.” *Profiles in Leadership Series*, Penn State Dickinson Law, 12 June 2023. <https://lawdaryl.com/blog/profiles-in-leadership-teresa-artis/>.

UNC-Chapel Hill:

Panel Moderator for First Amendment Law Review Symposium, UNC Law – 2023

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

Guest lecturer on media for “In-house 101” class, UNC Law – 2017-2019

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

Keynote Speaker for UNC Undergraduate Honors Program Colloquium – 2013-2015

NC Central Law School:

Guest Lecturer on media for “In-House 101” law class 2009, 2010, 2014-2016, 2018, 2019, 2021-2023

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

Panelist for “Art & Technology” panel, Annual Law & Technology Summit - 2023

Elon Law School: Guest Lecturer on media for “In-House 101” law class 2014-2019, 2021-2023

Campbell Law School: Guest lecturer for copyright law class – 2011-2014, 2016