
Production.Ink, Take 2: Strikelihood

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Hey there, and welcome back to [Production.Ink](#)'s newsletter, giving you quick reads and resources on the business of production. We want to hear from you about what you want to read and who's going where in our world, so please email us at info@production.ink.



What's the Strikelihood?: Backpedaling Towards Another Labor Stoppage

We wrote our last issue about the impending labor fight and what the potential overall IATSE and Teamster deals could look like. You can see an overview of the key issues and our predictions for deal terms [here](#).

Now for the question making everyone nervous: Will there be another strike? What's the "strikelihood"?

The current labor deals expire July 31, and IATSE, Teamsters 399, and Hollywood Basic Crafts are bargaining jointly on the Basic Agreement, which governs umbrella terms like healthcare and pensions. Locals are

handling their specific issues with the AMPTP directly, two at a time.

10 of the 13 IATSE locals have already reached agreement on their local-specific issues. Even so, it's likely the unions will ask their members to authorize a strike in late spring to use as a bargaining weapon.

Will a strike be authorized? What's the appetite after the 2023 "above the line" strikes?

IATSE chief Matthew Loeb has talked about the strike as a tool, but "security" has been his main theme. Lindsay Dougherty of the Teamsters may be the opposite; we have heard suggestions that she would embrace a strike based on her fiery speeches on behalf of WGA and SAG-AFTRA last year. It remains to be seen if the Teamsters would go it alone if IATSE settles.

Will membership agree? Maybe, but this isn't 2021. When the IATSE asked membership to authorize a strike while negotiating their 2021 deal, 89% of members voted and 98% of them voted yes. But that was during COVID and membership hadn't spent half a year without pay during the WGA and SAG-AFTRA strikes. The work hasn't recovered, and neither have members' bank accounts or union funds.

Our prediction? Strikes are authorized again. Teamsters vote and ratify first by a wider margin, following their leadership's cues. IATSE may be along for the ride, and will also ratify, but by a slimmer margin.

If so, will a coordinated "below the line" strike actually happen?

Our guess is yes, but shorter than WGA or SAG. Between already-completed projects and those in post that are close to done, studios and producers will have some cushion. For others, we'll see them:

- Use AI tools to complete more projects. Tougher now with the actors' recently secured protections against use of their likeness, but doable with consent.
- Move more projects overseas.

[Michael Maizner](#), a management-side labor relations attorney specializing in the entertainment industry, said he is already seeing increased activity from production companies negotiating to move their productions internationally. "The unions' leverage is only so powerful; nothing prevents producers from looking to produce outside the country," he said. (See our [review](#) of what producers should be thinking about when producing outside the U.S.)

We'd guess it comes to a head in the fall. Union membership won't have the same patience (or money) as they did in 2023. If so, they'll likely get the deals done by October.

Maizner had a similar assessment: "The union members can't be sidelined for weeks and months. There just isn't the money there to support these groups. I can't see it going terribly long if they do strike.

We'll be on the labor beat until a deal gets done and beyond. Tell us what else you want to hear about at info@production.ink.



[AFM and AMPTP reach deal](#): The American Federation of Musicians has also been negotiating a deal with the producers, and they just landed it. Details are forthcoming but you might notice their key terms are close the the same we predicted for below the line in [our last edition](#):

- New **residuals** on content made for streaming
- Better **healthcare contributions** for content made for streaming
- A **performance bonus** for content on popular shows
- **Protections against generative AI** and compensation when performances are used in conjunction with AI

Related: SAG-AFTRA has come to terms on its [animation agreement](#).

[Job losses](#): To lend some data to the crunch you're hearing about and feeling: The industry lost 2600 jobs last month, even though the overall economy gained over 300,000. A quick reminder that the industry lost an [estimated 45,000 jobs](#) due to last year's strikes. We can't do that again.

[Less is...less?](#): As more info comes out from Dan Lin's new role as head of film at Netflix, it's looking like we can expect an overall smaller output, more midsize films, and a smattering of big budget productions. No more blank checks, and likely fewer movie jobs coming out of Netflix accordingly. And they've [reorganized](#) from teams assigned by budget size to genre-based: Ori Marmur leads fantasy, sci-fi, and action films; Kira Goldberg has drama, thrillers, and family films; Nijja Kuykendall has faith, YA, and holiday; Jason Young has comedies and rom-coms.

SAG-AFTRA is pushing [an AI bill in California](#) that would require actors' consent when studios use their "digital replicas"—an improvement from and clarification on the language in their 2023 deal with studios.

Have a hot tip? Send it our way at info@production.ink.





Destin Daniel Cretton is launching a new production company named Hisako. **Jeyun Munford**, former SVP of Production Development at Universal, is joining him as president of the new company.... Sports fans, ESPN's EVP of Production **Norby Williamson** is stepping down.... TV head **Morgan Hertzan** is the latest casualty at Vice.... **Adam Levine**, **Brandy Rivers** and **Michael Hepburn** are leaving Industry Entertainment to start a management and production company, Amplified.... **Jeremy Gold**, Blumhouse TV president of production, is leaving to start his own Gold Company.... Wattpad Webtoon continues to grow, naming **Jason Goldberg** head of film.... **Stephen Belden** from More/Medavoy launched his own management and production company, Death Wish Entertainment.... **Chris Brearton** is out at MGM+ and MGM Alternative TV.... Several Half Yard Productions execs are joining Lionsgate Alternative TV: **Nicole Sorrenti**, **San Heng**, and **Brittany George**.... **Nirokhi Raychaudhuri** is the new SVP of film at New Regency.

Humble brag about your moves by sending us info (and/or a press release) to info@production.ink and we'll do our best to post newsworthy *below the line* job changes.

We'll be back in a couple weeks. Thanks for joining us.

- The Production.Ink team

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Here is a quick reference of key terms from the 2023 WGA an...

