

Attorneys**Partner**

- Howard Siegel

Partner Howard Siegel Speaks to Hollywood Reporter About Reality Stars

Partner Howard Siegel, a member of Pryor Cashman's Entertainment Group, was interviewed by the *Hollywood Reporter's* website for its May 22, 2010 article entitled "Reality Power."

The article by Eriq Gardner notes that while initial studio deals with reality talent will often control whether a cast member can sign a book deal or make personal appearances or endorsements, a good representative can create wiggle room.

Siegel, who has represented numerous *American Idol* contestants, told Gardner: "We want to be able to do things that play off their 15 minutes of fame. For example, how long before your client can make a commercial? How long before they can appear on another show? You want to get these contracts to expire as quickly as possible."

To read the article, please [click here](#).