

ARTICLE 28.

EFFECTIVE DATE AND TERM

SECTION A.

This Agreement, except as otherwise specifically provided, shall be effective as of July 1, 2011 and shall terminate on June 30, 2014 unless sooner terminated as herein otherwise provided.

SECTION B.

The parties agree that at least sixty (60) days prior to July 1, 2014, they shall in good faith negotiate with respect to a new agreement to take effect upon the termination hereof.

SECTION C.

The provisions of the 2008 Agreement apply to services of Employees performed prior to July 1, 2011 on programs, the recording of which commenced before July 1, 2011.