



The Hollywood Report

The Mighty Newsletter of Emerson College Los Angeles

Greetings from the Emerson College Los Angeles Center

The Emerson Los Angeles Program is a semester-long experience for eligible juniors, seniors, and graduate students. It has been an ongoing academic program since the 1980s and today is the premier residential program of its kind in Los Angeles. All students enroll in an internship, usually related to some facet of the entertainment industries, while taking classes taught by scholars and working professionals. Students from across the college participate in this intensive and challenging semester and many remain to pursue careers in the Los Angeles area upon graduating.

The Emerson LA staff encourages students to explore the city and county of Los Angeles during their time here. Through a demanding academic curriculum, a vital field study of an internship site, and a broader opportunity to encounter the surrounding area, the Emerson Los Angeles Center provides an impeccable residential program that weaves together many threads of the Emerson educational experience. We hope you enjoy this newsletter.

Jim Lane
Executive Director
Emerson College Los Angeles

So you're heading to Los Angeles next semester and you don't quite know what to expect? Or maybe you're thinking of applying to the LA Program, but you're not sure if it's for you? Within these pages, you will find information that will shed a bit more light on the Emerson Los Angeles Center and what it has to offer.

If you're thinking about participating in the Emerson Los Angeles Program, we encourage you to take some time to review these pages. While each student helps to create his or her own unique experience on the west coast, we believe that the more information you have, the better prepared you will be in taking the next step in your education. We wish you the best of luck in making your decision and look forward to meeting many of you in LA!

Kerri McManus
Director of Internships & Student Services
Emerson College Los Angeles Center

Newsletter Editor:
Larry Caldwell



THE BUSINESS OF ACTING: LIVE

On a cool November night, at the American Federation of Television and Radio Artists headquarters in Beverly Hills, Brad Lemack stands before a packed house of established and aspiring actors. Articulate and humorous, addressing individual questions but speaking to the room at large, Brad is clearly in his element here. He has, after all, done this a few times in recent months. Tonight marks the



final stop of a national book tour for *The New Business of Acting*, an expanded and updated follow-up to his first book, *The Business of Acting*. "This new book addresses significant changes that have occurred in the entertainment industry over the last decade," Brad tells his audience. "In order to compete in this landscape, there are new rules that you will need to apply in order to launch or relaunch your career."

A talent manager with more than thirty years experience, Brad knows what to expect from his audience, and in turn, what they expect of him. Evidenced by their active and energetic participation in the conversation, the author/manager hardly has time to breathe before more hands go up and new questions are raised—everything from the practical (how to use social networking sites like Facebook to market an actor's career) to the humorous (a woman who wants to know how she can get on Oprah to pitch a McDonald's commercial idea).

"I look at a book tour as an opportunity to connect with actors all over the country," Brad says. "I look at these visits as an opportunity to educate those who want to be professional performing artists. I hope to show that the success of their careers will not be rooted purely in the talent they have, but also in how they handle the *business* of their careers."

"What Brad is saying is very important," says William Knight, who has been an actor for more than four decades now. "These days show business is so much more business than show."

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COOP'S BEAT!

**Where to Grab Eats
on the Emerson Streets!**



By Professor Scott Cooper

This Edition:
SALERNO'S ITALIAN CAFE

Just a block away from Pass Avenue, on Riverside Drive, Salerno's Café is a real find in local eateries. The café's stated goal is for "guests to enjoy a home-cooked meal in a warm and welcoming atmosphere," which I will say they've accomplished quite well!

The food offerings are varied and tasty, from a wide selection of panini and hot sandwiches, pasta dishes, pizza, salads, combination plates, and (my personal favorite) superb homemade soups. Breakfast is served in the morning, including eggs, breakfast burritos, pancakes, and French toast. They also have an assortment of pastries, fruit salads, coffees and fruit smoothies. The prices are reasonable, as most all items on the menu are under \$10.

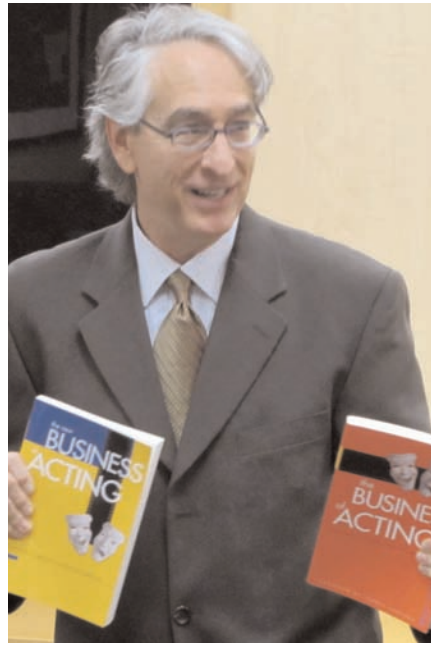
The biggest plus for the café, aside from the food, is their comfortable and attractive patio, enclosed by the shrubbery surrounding the restaurant. Really an excellent location to sit and "chill." I enjoy it as a spot to eat, study, and just "hang out." Service is friendly and the offerings taste home cooked, as promised. The Café has a genuinely personal touch, which gives it an inviting feel. You can check out their website, including their menu, at www.salernoscafe.com

Salerno's Italian Cafe is located at 3900 W. Riverside Drive in Burbank. Hours: Mon-Fri 7am-7:30pm, Sat 8:30am-3:30pm. Closed Sundays.

Scott Cooper is a professor at Emerson Los Angeles, where he teaches "Film and Television in the Age of Anxiety" and "Media of Consumption: From Totally Cool to Totally Wired." Always on the lookout for good food at a fair price, our trusty scribe will report on another student-friendly victual dispensery in the next installment of Coop's Beat!

BUSINESS OF ACTING: LIVE

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"I've been to a bunch of seminars at AFTRA and this was one of the best," says Blanca Wilter, a commercial actress. "We get to meet a lot of casting directors and acting coaches, but not many managers. Brad offers us a unique and very helpful perspective."

As a professor in the Emerson LA Program, Brad instills the same type of business practicality in his students. "It's not something you generally learn in school," says budding actress Ilana Guralnik, "Brad has learned quite a lot about this industry and he has a genuine interest in wanting to pass that knowledge on to those of us starting out."

After two hours of lecturing and answering questions, Brad shows no sign of slowing down. He has a natural love for teaching and storytelling that would likely take this event into the wee hours. But it's late now and the AFTRA staff is literally waiting to shut the place down.

"If you take away one thing from tonight," Brad concludes, "it's to remember to take responsibility for your own career. Learn to think both pro-actively and strategically. Stop looking for reasons why you don't have the career you seek yet. It's your product; it's your business."



Brad illustrates the odds of success if you fail to learn the business side of your craft.

STUDENT SPOTLIGHT



Andrew Santiago is an aspiring television comedy writer from Brooklyn, NY. A high school dropout-turned-intellectual-scholar, Andrew started his college career by taking the GED, earning his Associate degree with honors at Manhattan Community College and earning a scholarship to Emerson College, all while working two jobs with inner-city youth. Andrew's dream is to inspire the youth in urban communities through his deepest belief that, even in the bleakest of situations, comedy, laughter and optimism can keep the soul alive.

Andrew, welcome. Tell us, what was your first impression of LA?

First impression of LA? "Daaaaaaamnn, this weather is niiiiice!" Also, I was pretty terrified, because I'd only had my driver's license for about two weeks (there's really no reason to get one in NYC). So I drove, alone, through terrifying LA traffic.... In short, my first impression was wonderful.

How did you go about getting an internship?

I got very lucky and got tons of help. Matt Cardin in Career Services helped me tremendously. I e-mailed Comedy Central with my cover letter and resume and got a phone interview. I prepared for the interview by researching the company, having my questions ready, and having my resume and cover letter in front of me in case they needed clarification on [anything]. A few weeks later, I was getting ready to send out more cover letters and resumes when Comedy Central emailed me and told me I'd gotten the internship.

What's one thing you have learned out here so far?

Be nice to everyone! You never know who is going to be your boss someday. In my short time here, I've already seen plenty of people change jobs, get promotions, and move around.

What advice do you have for students getting ready to come out on the program?

Save all your money. There are many things to do and see and you'll want to spend tons of money on it all, so save up and be prepared.

A DAY IN ANDREW'S L.A. LIFE:

7:00am: *Get up, shower, dress and breakfast.*

8:00am: *Drive to the Comedy Central offices in Santa Monica.*

9:30am: *Arrive, park and go up to the development department where I'll do script coverage, watch practice runs of shows that haven't aired, give feedback, burn DVDs, make labels, go on coffee runs, cover desks, etc.*

1:00pm: *Have lunch with as many interns as I can find. I've mingled with production and casting interns and even interns from other TV stations on my floor. Never eat alone if you can manage it. Mingle and get to know people.*

7:00pm: *Start my drive home.*

9:00pm: *Arrive at Oakwood, where I'll make dinner, do homework, and prepare for my next day. This is also the time where I'll call home, have Skype chats, and find ways to keep in touch with the people that mean the most to me back home. It's important to stay connected to your loved ones for your own sanity.*

12:00am: *Get my beauty sleep!*

The 11th Annual EMERSON FILM FESTIVAL



was held on March 3rd at the Egyptian Theatre in Hollywood. Emerson LA congratulates the student filmmakers who completed and submitted work for the event. This year's showcased films were...

THE CADET EXPERIENCE

by Kevin Mastman

IN LOVING MEMORY

by Alex Peacher

OF THE FOG

by Alexander Yan

THE GREATEST BAR

by Matthew Hashiguchi

HINDSIGHT

by Sean Hanley

CATCH WRECK--FIGHT BACK

by Rene Dongo

HULL WIND

by Andrew Vella

PROM DATE

by Jessica Schoen

WHERE ARE THEY NOW?

SPRING 2011 STUDENTS & THEIR INTERNSHIPS

Troy Abruzzise, *Dark Horse Entertainment*
Mark Andreyzyk, *Two Chord Music*
Allison Arruda, *Rogers & Cowan*
Milan Aviles, *Double Feature Films*
Andrew Bear, *Don Buchwald & Associates*
Brittany Bennett, *Double Feature Films*
Erik Butts, *The Masses*
Matt Caron, *The Jim Henson Company*
Stephen Cashmere, *Discovery Channel*
Scott Clayton, *Shoe Money Productions*
Jeffrey Cline, *Playtone Company*
Zach Cole, *TBWA/Chiat/Day*
David Coscarelli, *Caviar Content*
Lily Cosgrove, *Platinum Hit*
Marcus Demmon, *@Radical Media*
Joseph Derrico, *Prologue Films*
Jared Diamond, *TBWA/Chiat/Day*
Dean Dimitruk, *The Ellen Degeneres Show*
Mackenna Dixon, *@Radical Media*
Matthew Doiron, *Sweetwater/NEP Video Productions*
Kerri Donnelly, *Lionsgate Entertainment*
Katharine Duffy, *Film Nation Entertainment*
Timothy Earle, *Film Nation Entertainment*
Gary Fayman, *The Collective*
Alex Fleming, *Gametrailers.com*
Rachel Fox, *Playtone Company*
Tova Frankel, *Warner Brothers Publicity*
Kyle Fulton, *Polsky Films*
Daniel Gamache, *Bunim/Murray Productions*
Esther Gonzalez, *Davis Entertainment*
Michael Gray, *Partizan Entertainment*
Benjamin Greguoli, *Furlined*
Stephanie Hachem, *Dreamworks Animation*
Philip Hamilton, *New Regency Productions*
Daniel Hanson, *Playtone Company*
Lewis Hatkoff, *Dr. Phil*
Helen Hemley, *Comcast Entertainment Group*
Sara Holt, *UDK Casting*
Courtney Irizarry, *Makeup & Effects Laboratories, Inc.*
Ellen Jaworski, *Shaffner/Stewart Production Design*
Michael Kaminsky, *Castle (ABC)*
Cameron King, *Jimmy Kimmel Live*
Keith King, *Escape Artists*
Adam Kipfer, *VH1*
Samantha Kirner, *Trailer Park Post*
Jared Kowalczyk, *Kennedy/Marshall Company*
Jeff Kulig, *John Matysiak Cinematography*
Jillian Leff, *E! Entertainment*
Gregory Lewis, *Vuguru*
Jay Lewis, *Rugged Entertainment*
Joshua Krellenstein, *Double Feature Films*
Caitlin Linney, *Warner Music Group*

Demetra Lymberis, *The Style Network*
Duo Ma, *Working Title Films*
Kristin MacDonald, *Offspring Entertainment*
Kenneth Males, *The Disney Channel*
Ryan McGowan, *The Late Late Show*
Justin Messina, *CSI*
Ida Michelsen, *Symphony 19*
Nicole Milch, *E! Entertainment*
Eshan Misra, *Groundlings Comedy Theatre*
Malike Moro-Cohen, *All My Children (ABC)*
Daniel Muchnik, *Bandito Brothers*
Annalee Mulhall, *Don Buchwald & Associates*
David Napoli, *Comedy Central*
Andras Ostrom, *Technicolor*
Bijal Patel, *Warner International Publicity*
Colette Patnaude, *Partizan Entertainment*
Olivia Perrin, *Film Fashion*
Kathryn Peters, *Stone and Company*
Kevin Peters, *Kappa Studios*
Timothy Pratt, *Focus Features*
James Pulaski, *Renegade Animation*
Kimberly Richards, *ABC Studios*
Madison Rootenberg, *Partizan Entertainment*
Jeffrey Rushby, *Gametrailers.com*
Andrew Santiago, *Comedy Central*
Douglas Saribay, *Kandoo Films*
Chris Scherer, *PMK-BNC*
Arielle Shapiro, *The Doctors*
Lauren Shaw, *Sony Pictures Casting*
Corey Sherman, *Westlake Recording Studios*
Courtney Siegert, *Ryan Seacrest Productions*
Carly Silverman, *Dreamworks*
Branden Smith, *Valko/Miller Casting*
Joshua Solar-Doherty, *Dark Horse Entertainment*
Courtney Stefanczyk, *US Weekly*
Lena Strothe, *Double Feature Films*
Lelicia Terrat, *Furlined*
Daniel Tiffany, *Comcast Entertainment Group*
Jillian Tonello, *Shed Media*
Lisa Viccione, *Lionsgate Entertainment*
Adam Walton, *Overbrook Entertainment*
Natasha Westbrook, *The Grammy Museum*
Blake Wexler, *Comedy Central*
Max Wolfand, *Act IV Entertainment*
Alexander Yan, *Partizan Entertainment*
Jay Yang, *Playtone Company*
Jacob Yanowski, *Lionsgate Entertainment*
Domenic Yovina, *Dark Horse Entertainment*
Martin Zaharinov, *Swift River Productions*
Molly Zervoulis, *Clear Talent Group*
Robin Zlotnick, *Nickelodeon*

HOLLYWOOD



MOMENTS!

I spoke to Andy Dick and Eddie Izzard over the phone and got coffee for Sarah McLachlan, who said, "God Bless You."--**Gary Fayman**; I went to the *Unknown* premiere and shared a moment with Pacy from *Dawson's Creek*--**Tova Frankel**; I flew out to follow Soulja Boy on tour for a documentary my internship is working on.--**Jay Lewis**; I learned it takes 4 hours to walk from Santa Monica to Burbank.--**Alex Fleming**; I took a leak next to Quentin Tarantino. He was busy, so I didn't say anything.--**Scott Clayton**; Before the Oscars, I walked the red carpet at the Kodak Theatre--but it was covered in plastic.--**Brittany Bennett**; I went to Cedar-Sinai Medical Center to report on Charlie Sheen after his 48-hour bender.--**Courtney Stefanczyk**; I worked as a PA on a set starring Jamie Foxx, Sean Penn, Justin Timberlake, Jessica Biel, Demi Moore, and others.--**David Coscarelli**; I had to correct Michael Eisner because he thought Emerson was in Atlanta.--**Greg Lewis**; At my internship, I peed next to SNL's Andy Samberg.--**Will Van Beckum**