



# NYU TISCH

## Welcome to LA Guide



A Resource Guide Provided by the NYU Tisch School of the Arts  
Offices of Career Development and Alumni Relations

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## GREETINGS FROM NYU TISCH

*...when they come to Los Angeles...they are looking for a place where they can be free, where they can do things they couldn't do anywhere else.*

– Tom Bradley

### **Congratulations on moving west!**

While diving into a new city may seem daunting at first, we hope that this guide will provide you with some stepping stones you will need to settle and find your way around the Los Angeles area.

Los Angeles has a thriving Tisch community. Be sure to be kept updated on the goings on around LA—subscribe to the *Tisch Alumni Connections Listserv* (instructions below). We wish you the best of luck with your move and your future artistic endeavors. Please be in touch with us as you settle into your new home; let us know what you are up to!

Best regards,

  
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To subscribe to the *Tisch Alumni Connections Listserv*:

- E-mail [lyris@lists.nyu.edu](mailto:lyris@lists.nyu.edu);
- In the message body type: join tisch-alumni-relations *YourFirstName YourLastName*;
- And, send your email in plain text (no HTML-formatted or template-based) and remove any signature files.

This booklet is jointly provided by the NYU Tisch School of the Arts Offices of Career Development and Alumni Relations with thanks to Bridget Tyler '03.



YOU ARE HERE | California State Map



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## YOU ARE HERE | Vital Statistics

SOURCE:

<http://www.merriam-webster.com/cgi-bin/nytmaps.pl?california>

Official name: State of California

Governor: Arnold Schwarzenegger

State nickname: the Golden State

Total area: 158,869 sq mi, 411,470 sq km.

Population (2000): 33,871,648

Population by race, origin (1997): white non-Hispanic 51.1%; white Hispanic 28.8%; black (including Hispanic) 7.4%; American Indian/Eskimo/Aleut 1.0%; Asian/Pacific Islander 11.7%

Natural increase rate per 1,000 population (1995): 10.4 (U.S. avg. 6.0)

Gross domestic (state) product (1996): U.S. \$962,700,000,000 (U.S.\$30,220 per capita)

Land use (1992): federal land 46.9%; non-federal land 53.1%, of which forest 14.8%, cropland 10.1%, pasture 1.2%, rangeland 17.2%, urban and built-up areas 5.0%, other 4.8%

Exports by state (1997): U.S. \$99,161,000,000; percent of national total 16.1%



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## YOU ARE HERE | California Trivia

SOURCE:

[http://www.history.com/states.do?action=detail&state=CA&contentType=State\\_Fun\\_Facts&contentId=54386](http://www.history.com/states.do?action=detail&state=CA&contentType=State_Fun_Facts&contentId=54386)

<http://www.legendsofamerica.com/CA-Facts.html>

- The name California is said to be derived from the name of a queen of an imaginary island in a popular Spanish novel of the 16th century.
- California is the most populous state in the U. S. with nearly 36.5 million people.
- By itself, California has the seventh largest economy in the world.
- Pacific Park, on the venerable Santa Monica Pier, re-creates the amusement parks once dotting the ocean areas along the Pacific Coast. Featured are 11 amusement rides including the 1910-vintage hand-carved merry-go-round appearing in the movie *The Sting*.
- Approximately 8% of Californians are vegetarians.
- The City of Los Angeles, spread over 467 square miles, is hub to a five-county metropolis of 34,149 square miles.
- Everyone knows Los Angeles is the entertainment capital, but it is also a fine arts Mecca that boasts over 300 museums.
- One out of every eight U.S. residents lives in California.
- California's Sequoia National Park is home to the biggest living things on Earth. The giant Sequoia trees have changed little since the dinosaur days. And some have been growing since the pharaohs ruled Egypt. Sequoia National Park contains the largest living tree. Its trunk is 102 feet in circumference.
- Death Valley is recognized as the hottest, driest place in the U. S. It is common for the summer temperatures to reach more than 115° Fahrenheit.



- California is home to both the highest and lowest points in the continental U.S.: Mount Whitney (14,494 ft.) and Badwater in Death Valley (282 ft. below sea level).
- California is bigger than eighty-five of the smallest nations in the world.
- California holds within it the most diverse environment on the planet.
- The Central Valley, a flat plain 75 miles (120 km) wide and 430 miles (688 km) long, has become the richest farming region in the history of the world.
- California is the number one dairy state having surpassed Wisconsin in 1993.

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## YOU ARE HERE | Los Angeles Trivia

SOURCE:

<http://gocalifornia.about.com/cs/losangeles/a/lafacts.htm>

- The L.A. five-county area has a population of almost 20 million. It includes Los Angeles, Riverside, Ventura, Orange and San Bernardino Counties.
- If the five-county L.A. area were a state, it would be the fourth largest in the U. S.
- When L.A. was founded in 1781, 44 people (14 families) lived in El Pueblo de Nuestra Senora la Reina de Los Angeles de la Porciuncula (Town of Our Lady the Queen of the Angeles of the Small Portion). The population grew, but the name shrank to simply Los Angeles.
- The city flower is the bird of paradise and the city tree is the coral tree.
- L.A. has more than 80 stage theaters and 300 museums, more than any other U. S. city.
- The Port of Los Angeles is the busiest in the U. S. and one of the busiest in the world.
- Despite its image of an oasis with water and palm trees everywhere, L.A. is more like a desert, with an annual rainfall of only 15 inches (38 cm).
- City residents are typically called Angelenos (rhymes with casinos).
- Weather in Los Angeles is not always what the movies tell you it will be. Smog is worst in the summer, but so is fog (a component of smog). There are often days in June when the beach cities are foggy all day, more like London than California. Temperatures are moderate all year, and evenings are always cool. Skies are clearest in winter, especially after a winter rain.
- Los Angeles is known by a number of nicknames, including L.A., City of Angels and Southland (typically used by local media).





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## LIVE | Apartment Sweet Apartment

L.A. is just like New York, it's ALL about location. You're going to want to live close to where you work in L.A., so if you already know where you'll be working, then your search will be easy! If you don't, it's always a good idea to stick with the middle cities or locations that are near a freeway. When in doubt, look in the areas around the major studios and agencies: Beverly Hills, Beverly Hills Adjacent, West L.A., Brentwood, Culver City, West Hollywood, Burbank and Sherman Oaks.

Your best bet for finding an apartment in L.A. is good old-fashioned legwork. Pick a neighborhood, park your car and walk around looking for 'for rent' signs. But, there are also some great tools available to assist you in your quest:

[www.westsiderentals.com](http://www.westsiderentals.com)

A membership costs sixty dollars for sixty days, or seventy dollars for a dual sixty day membership. Membership includes free credit checks when you submit an application, some discounts for stuff you'll want, like cable and ways to find stuff you'll need, like a roommate. This site is worth the money.

[www.la.craigslist.com](http://www.la.craigslist.com)

If you choose not to shell out for West Side Rentals, then Craigslist is your man, or rather, your Web site. Apartment listings here are free, and this is often a good place to look for a single room in an apartment or house. As always, practice good common sense and meet prospective roommates and landlords in a safe way. Craigslist is a VERY useful tool (also good for finding furniture, friends, jobs and random vintage treasures) but as with all other internet resources, caution is always wise.

Other free apartment search sites:

[www.apartment.com](http://www.apartment.com)

[www.move.com](http://www.move.com)

[www.laaptstore.com](http://www.laaptstore.com)

### Utilities

Once you've found the perfect apartment, go to <http://www.losangelesutilities.com> to get yourself set up with all the goodies: power, water, cable and internet.

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## LIVE | Neighborhoods

L.A. is easier to understand if you look at it as a collection of cities that overlap each other. Each city has its own charms; the trick is finding the one that suits you best.

**Santa Monica & the Beaches:** There are some very expensive neighborhoods in this area, but there are also nice, affordable spots that are great for young professionals. The 60-mile beachfront stretching from Malibu to the Palos Verdes peninsula has milder weather and less smog than the inland communities, and traffic is lighter, except on summer weekends. The towns along the coast each have a distinct mood and charm, and most are connected via a walk/bike path.

**Santa Monica** is a little more touristy and mainstream. If you want to be within walking distance from both the mall and the beach, this is the place for you.

**Venice**, a little further south, is a former resort town built in 1904 and modeled after the famous city of the same name in Italy. It's gone through periods of being a



grimy beachside slum, but it's rising again as an eclectic and artistic outpost of L.A. that is a great choice for those whose tastes are a little out of the mainstream.

**Manhattan, Hermosa & Redondo Beaches** are laidback, mainly residential neighborhoods with modest homes (except for oceanfront real estate), mild weather, and residents happy to have fled the L.A. hubbub. If you're looking for the laidback surfer lifestyle and you don't mind a little extra drive, then this is the neighborhood.

**The Westside & Beverly Hills:** The Westside, between Hollywood and the city's coastal communities, includes some of L.A.'s most prestigious neighborhoods and some of its least known gems. If your primary concern is making sure you'll never have a terrible commute, stick with this area.

**Beverly Hills** is a famous enclave best known for its palm tree-lined streets of palatial homes, famous residents (Jack Nicholson, Warren Beatty and Annette Bening), and high-priced shops. But it's not all stars and couture; there are very reasonable apartment buildings available in the southern end of the city and in the area just below Beverly Hills, often referred to as Beverly Hills Adjacent. These aren't the most exciting or interesting neighborhoods, but they're convenient, affordable and well maintained.

**Brentwood** is best known as the famous backdrop to the O. J. Simpson melodrama. The neighborhood itself is nice, but less than distinctive. If your job is paying you well and you want a nice place in a quiet neighborhood, Brentwood is the way to go.

**Westwood** is an urban village founded in 1929 and home to the University of California at Los Angeles (UCLA). If you're missing the college lifestyle and you want to surround yourself with co-eds of all types, this is the place to be.

**Culver City** is an up-and-coming neighborhood that is getting a lot of attention for its rush of new upper crust restaurants. There are plenty of great hole-in-the-wall places left in the area though, along with an assortment of grocery stores, theaters, coffee shops. Culver is a great place to live unless you end up with a job at one of the valley studios, then the commute can be killer.

**The East Side & Hollywood:** If beach living isn't for you, then consider the eastern side of L.A., home to more museums, restaurants, clubs and sky-scrapers than beaches and surfers.

**West Hollywood** is home to some of the area's best restaurants, clubs, shops and art galleries. Encompassing about 2 square miles, it's a pedestrian-friendly place with lots of inexpensive and funky living spaces that will suit most New Yorkers just fine. This is a great starter neighborhood, close to the nightlife and within easy driving distance to almost all of the major studios, agencies, management firms and production companies that you're hoping will hire you.

**Hollywood** is little further east and a little grimmer and a little less flashy than its westerly neighbor. Hollywood is no longer the primary home of the entertainment industry that still bears its name, but it is a relatively cheap living and a good choice for those that work on the East Side or the Valley.

**Silver Lake and Los Feliz** are residential neighborhoods just north of Downtown. These are arty areas with unique cafés, theaters, graffiti and art galleries; all in are



equally plentiful proportions. The drive to get well, just about anywhere, can be a little intense, but there's nowhere like it for the free spirits of the world.

**Downtown** is a lot like living in the Financial District in New York. Fun, funky living spaces can be found in L.A.'s mostly business oriented downtown but this is still a developing neighborhood so you'll have to be ready to drive, a lot, if you want to live in this trendy 'hood. But, if you want a gorgeous, historical building, quick access to some of the most exclusive and interesting nightlife in the area and a cutting edge address, then Downtown is the way to go.

**The San Fernando Valley:** Known locally as 'the Valley,' it is far more residential than the L.A. basin. It's also a lot more economical, particularly if you work at one of the Valley studios (Universal, Warner Brothers or Radford). There are some really fun places to hang out and live in the Valley, particularly near the Venture Avenue strip. If you're willing to trade some extra driving time to find the nightlife for cheaper rent, then the Valley might be for you.

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## PLAY | Places to Go

L.A. is full of great, unique things to do and see; the challenge is finding them!

**The Next Big Thing:** L.A. is just like New York, great new things to do, restaurants and shows are opening. Stay current and find the next unexpected gem using the following:

<http://flavorpill.com/losangeles>

[www.notfortourists.com/losangeles.aspx](http://www.notfortourists.com/losangeles.aspx)

<http://www.hellolosangeles.com>

[www.dailycandy.com](http://www.dailycandy.com)

[www.laist.com](http://www.laist.com)

[www.opentable.com](http://www.opentable.com)

[www.thrillist.com](http://www.thrillist.com)

[www.yelp.com](http://www.yelp.com)

**Never Out of Style:** A few things that you can never have too much of:

**Classic movies on the big screen:** [www.americancinematheque.com](http://www.americancinematheque.com)

**Great food and fresh produce:** [www.farmersmarketla.com](http://www.farmersmarketla.com)

6333 W. 3rd St., L.A., CA 90036, (323) 933-9211

**Local music:** [www.attheecho.com](http://www.attheecho.com)

1822 W. Sunset Blvd, L.A., CA 90026, (213) 413-8200

**Cool Museums:** <http://www.museumspot.com/cities/losangeles.htm>

**A good book:** Find the nearest L.A. Public Library, [www.lapl.org](http://www.lapl.org)

**The Beach:** L.A. has some of the best and most easily accessible beaches in the world. Take advantage of them!

**For surfing, Zuma Beach:** Locals love this beach north of Malibu for its good waves and clean water, but if you don't want to make the 20-mile drive, you'll find lots of surfing buddies in Manhattan Beach.

**For people watching, Venice Beach:** L.A.'s quirkiest beach can be its most interesting, attracting a cast of characters fit for any Hollywood movie.



**For walking, Manhattan Beach:** A long, paved walking path with Santa Monica Bay views makes Manhattan Beach a favorite place to take a walk.

**For beach volleyball, Manhattan Beach:** Where else, but the birthplace of beach volleyball and home of the world's first beach volleyball tournament?

**For bonfire, Dockweiler Beach:** Actually, it's the only one of the L.A. beaches where you can have bonfire.

**For romance, El Matador Beach:** This secluded, little pocket beach north of Malibu is a great place to watch the sunset with your sweetie.

**For amusements, Santa Monica Beach:** The beach here is nice, but most people also come for the amusement park on the pier.

**For a weekend getaway, Redondo Beach:** Beach, pier and marina serve up plenty to keep you busy all weekend (or not).

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## PLAY | Places to Shop

There is a lot of great shopping in L.A. You can find just about anything you choose to shop for here, from vintage collectables to the latest limited edition sneaker to the cutting edge of sportswear, if it's out there, someone in L.A. sells it.

**Malls:** L.A. is famous for its mall culture. Because driving and parking is always an issue here a lot of things you wouldn't expect to find at the mall (five star restaurants, dance clubs, bowling alleys and more) are hidden in L.A.'s diverse shopping centers.

**Beverly Center:** [www.beverlycenter.com](http://www.beverlycenter.com), (310) 854-7616

**Burbank Town Center:** [www.burbanktowncenter.com](http://www.burbanktowncenter.com), (818) 566-8617

**Glendale Galleria:** [www.glendalegalleria.com](http://www.glendalegalleria.com), (818) 240-9481

**Hollywood & Highland:** [www.hollywoodandhighland.com](http://www.hollywoodandhighland.com), (323) 817-0220

**The Grove:** [www.thegrovela.com](http://www.thegrovela.com), (323) 900-8080

**Third Street Promenade:** [www.thirdstreetpromenade.org](http://www.thirdstreetpromenade.org)

**Westfield Century City:** [www.westfield.com](http://www.westfield.com), (310) 277-3898

**Westside Pavilion Mall:** [www.westsidepavilion.com](http://www.westsidepavilion.com), (310) 474-6255

**Shopping Districts:** If the mall just isn't your thing, try one of these great shopping areas for more unique alternatives.

**Rodeo Drive/The Golden Triangle** (Santa Monica Blvd. to the north, Wilshire Blvd. to the south and Canon Dr. to the east): If you're looking for upscale or just want to feel like Julia Roberts in *Pretty Woman*, this is the place for you. Even if you can't afford the goods, this is a great place for some serious people watching.

**Robertson Blvd.** (between Beverly Blvd. and Third St.): A hipper and sometimes, but not always, cheaper alternative to Rodeo. This is also the place to spot celebrities, often seen dining at The Ivy, one of the best restaurants in the city, or the Newsroom Café across the street.



**Melrose Ave.** (between San Vicente and La Brea Ave.): Ranging from shady tourist tee-shirt stores to the high end fun of the Fred Segal's of the world this is street is a variety and entertaining shopping experience to have.

**Beverly Blvd.** (between Martel Ave. and La Brea Ave.): A quieter, more sophisticated cousin to its northern neighbor Melrose, this sleepy street features an eclectic array of stores.

**Third St.** (between La Cienega Blvd. and La Brea Ave.): Home to everything from bookstores specializing in travel books to vintage wear to the cutting edge of L.A. designers, this is a wonderful neighborhood to brunch and window shop.

**Montana Ave.** (around 15th St.): This street, tucked away in Santa Monica, caters to a high-end clientele. Cafés and quiet boutiques provide a backdrop, as the upscale clientele lazily stroll down the street, many either window shopping or walking pooches.

**La Brea** (between Wilshire Blvd. and Hollywood Blvd.): This boulevard is seen by most as a major north-south tributary and by others as an east-west dividing line between the west side of L.A. and the rest of the city. So it is easy to overlook the many fine establishments. There are a lot of great, unusual stores to be found here, along with the comedy clubs, restaurant and bars.

**Sunset Plaza** (Sunset Blvd. at Sunset Plaza D.): Eurotrash, tourists and celebrities populate this chi-chi stretch of Sunset Blvd. that is dotted with outdoor cafés and boutiques.

**Westwood Village** (bordered by the UCLA campus to the north, Wilshire Blvd. to the south, Gayley Ave. to the west and Hilgard Ave. to the east): A mix of low-end stores and eateries catering to students and elegant clothing stores serving wealthier clientele from the surrounding upscale neighborhoods, Westwood's biggest drawback is parking, which is scarce.

**Flea Markets:** For great used and vintage finds and some fun local designers, try one of the area's outdoor markets.

**L.A. Fashion District:** [www.fashiondistrict.org](http://www.fashiondistrict.org), Santee St, L.A., CA

**Melrose Trading Post:** 7850 Melrose Ave, Fairfax High School, L.A., CA

**Paramount Swap Meet:** 7900 All America City Way, Paramount, CA

**Rose Bowl Flea Market:** 1001 Rose Bowl Lane, Pasadena, CA

**Slauson Super Mall:** 1600 W. Slauson Ave, L.A., CA

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## TRAVEL | Car buying tips

L.A. is big, spread out and has a limited public transportation system. If you're going to work in the entertainment industry you're going to be expected to work long hours, occasionally run errands and be available at a moment's notice. That means you're going to need a car.

### Car Shopping Sites/Blogs

<http://www.edmunds.com/advice/buying/articles/42962/article.html>

<http://www.consumerreports.org>



[http://www.carbuyingtips.com/?x=0troxu\\_ufonxw\\_kqe1](http://www.carbuyingtips.com/?x=0troxu_ufonxw_kqe1)  
<http://usgovernmentauctions.net>  
<http://www.used-cars.info>

### Car Rental Companies

If you need to get around before you find that perfect set of wheels:

**Basic Car Rental Inc.:** [www.maps.google.com](http://www.maps.google.com), (323) 936-4446  
**Beverly Hills Rent A Car:** [www.bhrentacar.com](http://www.bhrentacar.com), (800) 479-5996  
**Budget Rent A Car:** [www.budget.com](http://www.budget.com), (310) 659-5400, (323) 962-0645  
**Dollar West L.A. Car Rental:** [www.dollar.com](http://www.dollar.com), (323) 933-4949  
**Edson Luxury Car Rental:** [www.4edson.com](http://www.4edson.com), (323) 525-0300  
**Enterprise Rent-a-Car:** [www.enterprise.com](http://www.enterprise.com) - (323) 938-4646, (310) 652-5155  
**Hertz Car Rental:** [www.hertz.com](http://www.hertz.com), (323) 965-9691, (310) 360-7281

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## TRAVEL | Public Transportation

If you really want to go without wheels, the L.A. County Metropolitan Transit Authority runs nearly two hundred bus lines and four train lines. You can find everything you need to know to navigate the L.A. public transit system at <http://www.metro.net>.

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## TRAVEL | Airports

There are three major airports in the L.A. area.

**L.A. International Airport (LAX):** 380 World Way, L.A., (310) 646-4265  
**Bob Hope Airport (BUR):** 2627 Hollywood Way, Burbank, (818) 840-8840  
**Long Beach Airport (LGB):** 4100 E Donald Douglas Dr., Long Beach, 562-570-2600

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## WORK | Finding A Job

The Alumni CareerConnections Listserv is available to all Tisch alumni. CareerConnections is an electronic listing provided exclusively for Tisch alumni through the office of Career Development. Listings include entry to mid-level job openings, casting breakdowns, calls for screenplays/creative works from industry professionals. The listings are submitted from alumni, industry professionals and organizations in and around New York, L.A., and in between. You can subscribe by completing the online form at:

[http://alumni.tisch.nyu.edu/object/careerdev\\_listserv.html](http://alumni.tisch.nyu.edu/object/careerdev_listserv.html)

**Temporary/Staffing Agencies:** Temping is a great way to get experience, make connections and pay the rent. Staffing agencies usually also place people in permanent jobs, so they are the first step in any job search. Sign up for as many entertainment-centric staffing agencies as you can. Available to all Tisch Alumni, through the Tisch Office of Career Development is the Alumni CareerConnections. The Career development office also has a great guide, *Temping in Los Angeles*, but here are a few of the best:

[www.corestaff.com](http://www.corestaff.com)  
[www.friedmanpersonnel.com](http://www.friedmanpersonnel.com)

[www.comaragency.com](http://www.comaragency.com)  
[www.11thr.com](http://www.11thr.com)



**Job Web sites:** There are lots of job search Web sites tailored to the entertainment community in L.A. These are great places to find entry level jobs, internships and production jobs. If you haven't done an internship in L.A., you might consider taking an unpaid internship for a month or two to make contacts and learn the ropes.

[www.quarterlife.com/intern](http://www.quarterlife.com/intern)  
<http://losangeles.craigslist.org/jjj/>

[www.entertainmentcareers.net](http://www.entertainmentcareers.net)  
[www.4entertainmentjobs.com](http://www.4entertainmentjobs.com)

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## WORK | Finding NYU in Los Angeles

It's true! Hollywood is all about whom you know. Luckily, that doesn't mean that your godfather has to be Steven Spielberg. What it does mean is that if you're not already connected to the business, you have to build your own connections. The good news is there are a lot of NYU graduates in L.A., so you already have some!

There are several NYU e-mail groups and listservs available. Joining these groups will instantly connect you to the NYU community in L.A. and give you access to both social and business information. These Web communities are also going to give you access to the earliest word on the best jobs as they open up.

**Tisch CareerConnections:** [students.tisch.nyu.edu/object/careerdev\\_listserv.html](http://students.tisch.nyu.edu/object/careerdev_listserv.html)  
**NYUinLA Community E-mail Group:** <http://groups.google.com/group/nyuinla>  
**NYU Southern California Alumni Group:** [alumni.socal@nyu.edu](mailto:alumni.socal@nyu.edu)  
**NYU Tisch West Alumni Council:** [tsoa.west@nyu.edu](mailto:tsoa.west@nyu.edu)  
**Grad Actors Collective:** [www.gradactingalumni.org](http://www.gradactingalumni.org)  
**NYU Writers Lab West:** [nyuwriters@yahoo.com](mailto:nyuwriters@yahoo.com)  
**Tisch Actors West:** [tischactorswest@yahoo.com](mailto:tischactorswest@yahoo.com)  
**Tisch West Cinema Club:** [tischwest.cinemaclub@gmail.com](mailto:tischwest.cinemaclub@gmail.com)

**Mentorship Program:** Tisch has a great Mentorship program in L.A. that will pair you with a mentor and four other L.A. newcomers. This program will help you navigate the first steps of your career and connect with other people who are dealing with all the same things that you are. If you'd like to be a part of the program contact the Tisch Career Development Office at [tisch.career@nyu.edu](mailto:tisch.career@nyu.edu).

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## WORK | Fake it 'Till You Make It

As in all industries, it's a lot easier to get a job if you already have the experience you need to have the knowledge about the industry in which you're applying. You have to start somewhere though, and the following will help you at least sound like you know what you're talking about.

**Industry Blogs:** These are some great, up to the minute blogs that will help you understand how Hollywood works and be up to date on the latest happenings.

<http://silentbobspeaks.com>  
<http://tempdiaries.blogspot.com>  
<http://weblogs.variety.com/thompsononhollywood>  
<http://www.examiner.com/x-2870-LA-Entertainment-Careers-Examiner>  
<http://www.janeespenon.com>  
<http://www.youtube.com/user/scriptgirl411>



[www.deadlinehollywooddaily.com](http://www.deadlinehollywooddaily.com)  
[www.hollywoodwiretap.com](http://www.hollywoodwiretap.com)  
[www.wordplayer.com](http://www.wordplayer.com)

**Hollywood How-To Books:** Sometimes there's just no substitute for book learning; the following offer great insight into the history and culture of the entertainment business.

*Adventure's In Screen Trade*, Bill Goldman  
*Development Girl*, Hadley Davis  
*Down and Dirty Pictures*, Peter Biskind  
*Easy Riders Raging Bulls*, Peter Biskind  
*Hello, He Lied*, Linda Obst  
*Hollywood Assistant Handbook*, Hillary Stamm and Peter Nowalk  
*Hollywood Dealmaking*, Dina Appleton and Daniel Yankelevits  
*It's All Your Fault: How to Make It as a Hollywood Assistant*, Bill Robinson and Ceridwen Morris  
*Killer Instinct*, Jane Hamsher  
*The Little Stuff Matters Most: 50 Rules from 50 Years Of Trying To Make A Living*, Bernie Brillstein  
*The Mailroom: Hollywood History from the Bottom Up*, David Resin  
*What a Producer Does*, Buck Houghton  
*What Makes Sammy Run*, Budd Schulberg  
*You're No One in Hollywood Unless Someone Wants You Dead, Where Did I Go Right?*, Bernie Brillstein

**Story/Screenwriting Books:** Understanding storytelling and screenwriting isn't just important for writers. If you want a job, any job, which even tangentially relates to narrative film or television, then you should have a working knowledge of how screenwriting works. The following will help:

*Aristotle's Poetics for Screenwriters*, Michael Tierno  
*The Art of Dramatic Writing*, Lajos Egri  
*Making a Good Script Great*, Linda Seger  
*Save the Cat*, Blake Snyder  
*Screenplay*, Syd Field  
*Screenwriter's Master Class*, Edited by Kevin Conroy Scott  
*Story*, Robert McKee  
*The War of Art*, Steve Pressfield  
*The Writer's Journey*, Christopher Vogler

**Industry Databases:** There are several powerful databases that keep track of industry players, their contact information and their credits. The best is [www.studiosystem.com](http://www.studiosystem.com), but it can be costly. An affordable alternative for only \$12.95 a month, [www.imdbpro.com](http://www.imdbpro.com) this is an affordable alternative. It is not always entirely accurate, but skipping that extra drink one night so you can pay for it is invaluable.

**Names and Players:** One of the biggest hurdles to being competitive for even the most entry level jobs in the industry in knowing what people in 'the biz' refer to as 'names and players.' That means knowing who's who and where to find them. See [Appendix A](#) for a list of major production companies with production and development deals.



**Representation:** It's just as important to know the major representation firms as it is the studios and production companies. Whether you're looking for representation, or looking for the artists they represent, these are definitely companies to be aware of.

**Agencies:** Agents are allowed to directly negotiate deals for their clients, which managers can't do. They collect 10% of their client's pay check and often are responsible for packaging projects—putting together the talent, director and financing for a movie or TV show. The major agencies are:

**APA:** Agency for the Performing Arts  
**CAA:** Creative Artists Agency  
**ICM:** International Creative Management  
**Paradigm**  
**Gersh**

**UTA:** United Talent Agency  
**WME:** A new agency formed of the merger between William Morris and Endeavor

**Management Firms:** Managers are more hands on, and are allowed to produce projects for their clients, which agents are legally forbidden to do. Managers have taken on a lot of the work that traditionally fell to agents in the past, but are still legally unable to directly negotiate for their clients. There are a lot of Management firms out there, but here are a few of the major players:

3 Arts Entertainment  
Anonymous Content  
Benderspink  
Brillstein Entertainment Partners  
Circle of Confusion  
Energy Entertainment  
Evolution Entertainment  
Fuse Entertainment  
Generate  
Gotham Group  
Handprint Entertainment  
Industry Entertainment

Kaplan/Perrone Entertainment  
Key Creatives  
Leverage Management  
Management 360  
Mosaic Media Group  
Principato/Young Management  
Quattro Media  
The Collective  
The Firm  
Underground Film & Television  
Untitled Entertainment

**E-mail Templates:** Many of the major companies have specific e-mail templates that will allow you to extrapolate an e-mail address provided you know someone's name and where they work. It's never a good idea to do this if you just happen to run into someone important in an elevator; no emailing Steven Spielberg just because you can. Yet, if you meet a nice assistant at a mixer and you forgot to get their card, it's perfectly acceptable to shoot them a quick email using the table found in [Appendix B](#).



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## WORK | Important Vocabulary

The entertainment industry has its own very specific vocabulary. A few terms to know:

**Draft:** A version of a screen or teleplay that has been officially handed over to a producer or the studio.

**General Meeting:** A get to know you meeting, usually set for the purpose of facilitating two parties working together.

**Leave Word:** An alternative to saying 'leave a message.' For example, if you call and the other party isn't available, then instead of leaving a message, you're leaving word. "Mr. Spielberg isn't available." "Okay, please leave word."

**Polish:** A deal making term that refers to a light rewrite that addresses fewer problems and thus, is easier than a full rewrite or 'set.'

**Rolling a Call:** To place a call and connect your boss once you have the other party on the line "Hi, I have Bob Smith for Mr. Spielberg."

**Sample:** A script that is either set up or is no longer competitive in the market and is being used to show a writer's work to help get the next assignment.

**Set:** A deal making term that refers to a single rewrite of a script. Screenwriters will often be paid for a predetermined number of rewrites as well as the original script. "This deal is for a draft and a set."

**Set Up:** When a script or idea is purchased by a financier, it is said to be 'set up' at that company. "SPIDERMAN 4 is set up at Sony with Laura Ziskin producing."

**Spec:** A script written in a speculative manner. Used frequently to refer to scripts, which an agent or manager is competitively submitting to several different production companies and studios, hoping to find the right person to set up the project.

**Term Deal:** A deal made between a producer and a financier. The financier provides some portion of the producer's overhead costs in return for either exclusive rights for the material to which the producer attaches himself. An 'exclusive' deal or, more commonly, the right of first refusal, a 'First Look' deal.

**Territory:** When an agent or manager is attempting to sell a property (spec, book, article, etc.) they will assign different financiers to different producers who are interested in producing it. Each financier is referred to as a territory.

**Tracking Board:** E-mail groups that allow executives and assistants to follow spec scripts and general gossip.



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## PUBLIC SERVICES | Emergency Numbers

**L.A. Police Department:** [www.lapdonline.org](http://www.lapdonline.org)

Life Threatening Emergencies Only: 911

For Non-Emergency Police Response: 1-877-ASK-LAPD (1-877-275-5273)

Metropolitan Los Angeles: (213) 626-5273

Valley Area: (818) 994-5275

West L.A. Area: (310) 451-5275

**L.A. Fire Department:** [www.lafd.org](http://www.lafd.org)

Emergency: 911

Department Main Office: (213) 485-5971

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## PUBLIC SERVICES | Hospitals

Barlow Respiratory Hospital: [www.barlowhospital.org](http://www.barlowhospital.org), (213) 202-6878

Children's Hospital Los Angeles: [www.childrenshospital.org](http://www.childrenshospital.org), (323) 660-2450

Good Samaritan Hospital: [www.goodsam.org](http://www.goodsam.org), (213) 977-2121

Kaiser Foundation Hospital: [www.kaiserpermanente.org](http://www.kaiserpermanente.org), (323) 783-4011

Shriners Hospital For Children: [www.shrinershq.org](http://www.shrinershq.org), (213) 388-3151

Temple Community Hospital: [www.templecommunityhospital.com](http://www.templecommunityhospital.com), (213) 382-7252

USC University Hospital: [www.uscuniversityhospital.org](http://www.uscuniversityhospital.org), (323) 442-8500

USC-Norris Cancer Hospital: [www.uscnorriscancerhospital.org](http://www.uscnorriscancerhospital.org), (323) 865-3000

Women's and Children's Hospital: [www.usc.edu](http://www.usc.edu), (323) 226-3409



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## APPENDIX | A: Production and Development Deals

### DIMENSION

**CubeVision** Ice Cube, Matt Alvarez  
**Exodus Film Group** John D. Eraklis  
**Korean Animation Fund**  
**Quentin Tarantino**  
**Trancas Intl** Malek Akkad  
**Underground** Trevor Engleson, Nick Osborne

### DISNEY

**Big Pita, Little Pita** Alicia Keys, Susan Lewis  
**Boxing Cat** Tim Allen  
**Jerry Bruckheimer Films** Jerry Bruckheimer  
**FP Productions** Joe Farrell, Catherine Paura  
**Gough Millar Ink** Alfred Gough, Miles Millar  
**Gunn Films** Andrew Gunn  
**Ideology Inc.** Sean Bailey  
**Imagemovers** Robert Zemeckis  
**Mario Iscovich**  
**Junction Entertainment** Jon Turteltaub  
**Kingdom Comics** Jason Reed  
**Mandeville Films** Todd Lieberman, David Hoberman  
**Mayhem** Mark Ciardi & Gordon Gray  
**Miramax**  
**Monster Foot** Ahmet Zappa  
**O.N.C. Entertainment** Michael Nathanson  
**Offspring** Adam Shankman, Jennifer Gibgot  
**Oops Donuts** Andy Fickman  
**Panay Pictures** Andrew Panay  
**Panther Films** Brad Epstein  
**Rocket Pictures** Elton John  
**Ruby Films** Alison Owen, Paul Triibits  
**Scott Rudin Productions** Scott Rudin  
**Sparkler Ent.** Charles Seger  
**Walt Becker**

### DREAMWORKS

**Colorforce** Nina Jacobsen  
**Kurtzman/Orci Productions** Alex Kurtzman, Bob Orci  
**Parkes/MacDonald** Walter Parkes, Laurie MacDonald

### FOCUS FEATURES

**Anhelo Productions** Alfonso Cuaron, Jorge Vergara\*  
**Canana** Diego Luna, Gael Garcia Bernal  
**Film 44** Peter Berg, John Cameron, Sarah Aubrey  
**Gold Circle** Paul Brooks  
**Greasy Entertainment** Jon Heder, Dan Heder, Doug Heder  
**Hasbro** Bennett Schneir  
**Imagine** Brian Grazer, Ron Howard  
**Larger than Life** Gary Ross  
**Liasons** Stephane Sperry  
**Mandalay Pictures** Peter Guber  
**Morgan Creek** James Robinson  
**Marc Platt Prods.** Marc Platt  
**Playtone Productions** Tom Hanks, Gary Goetzman  
**Protozoa Films** Darren Aronofsky, Eric Watson  
**River Road** Bill Pohlad, Robin Schorr  
**Sommers Company** Stephen Sommers, Bob Ducsay  
**Spyglass** Jonathan Glickman  
**Strike Entertainment** Marc Abraham  
**Stuber** Scott Stuber  
**Terra Firma Films** Adam Herz  
**The Safran Co** Peter Safran

**Tribeca Films** Robert De Niro, Jane Rosenthal  
**Working Title** Tim Bevan, Eric Fellner  
\* informal first look

### FOX

**21 Laps Entertainment** Shawn Levy, Tom McNulty  
**Bazmark** Baz Luhrmann  
**Blossom Films** Nicole Kidman, Per Saari  
**Conundrum Ent.** Peter & Bobby Farrelly, Bradley Thomas  
**Davis Entertainment** John Davis  
**Dos Tontos** Michael Aguilar, Kent Alterman  
**Friendly Films** David Friendly  
**Red Hour Films** Ben Stiller, Stuart Cornfeld  
**Julie Yorn**

### FOX 2000

**Sunswept Entertainment** Karen Rosenfelt  
**Zucker/Netter Productions** Gil Netter

### FOX ATOMIC

**Oz Co. / OZLA** Taka Ichise  
**WWE** Steve Barnett, Joel Simon

### FOX SEARCHLIGHT

**Ad Hominem Enterprises** Alexander Payne, Jim Taylor, Jim Burke

### DNA Films

**Allon Reich**  
**Gran Via Prods.** Mark Johnson  
**Hyde Park** Ashok Armitraj  
**Josephson Entertainment** Barry Josephson  
**Kerner Entertainment Co.** Jordan Kerner  
**Lightstorm** James Cameron, Jon Landau  
**New Regency Productions** Arnon Milchan  
**Point Road, Inc.** John Moore  
**Principato/Young** Peter Principato, Paul Young  
**Scott Free** Ridley Scott, Tony Scott  
**Seed Productions** Hugh Jackman, John Palermo  
**Shine UK** Elizabeth Murdoch  
**Walden Media** Philip Anschutz

### LION'S GATE

**Tyler Perry Company** Tyler Perry  
**Twisted Pictures** only do SAW films

### MGM

**Highway 61** Paul Haggis, Michael Nozick  
**Chris McQuarrie**  
**United Artists** Tom Cruise, Paula Wagner

### NEW LINE

**Benderspink** JC Spink, Chris Bender  
**ContraFilm** Beau Flynn, Tripp Vinson  
**Unique Features** Bob Shaye, Michael Lynton

### OVERTURE

**Cooperstown** Philip Seymour Hoffman  
**Crescendo** Don Cheadle  
**Furst Films** Furst Bros  
**Greenstreet / Bigger Boat** combo deal  
**Johnson-Rossler / Single Cell Pictures** combo deal  
**State Street** Bob Teitel, George Tillman



**PARAMOUNT**

**Bad Robot** JJ Abrams, SherryI Clark  
**Broadway Video, Inc.** Lorne Michaels  
**di Bonaventura Pictures** Lorenzo di Bonaventura  
**Robert Evans Company** Robert Evans  
**Important Films** Trey Parker, Matt Stone  
**A.C. Lyles Productions, Inc** A.C. Lyles  
**Montecito Pictures** Ivan Reitman, Tom Pollack,  
Joe Medjuck  
**Plan B** Brad Pitt  
**Rat Ent** Brett Ratner  
**Ripcord** Mike White  
**Gary Sanchez Prod.** Will Ferrell, Adam McKay  
**Sikelia Productions** Martin Scorsese, Emma Tillinger  
**Vantage** John Leshner

**SONY/COLUMBIA**

**360 Pictures** Tom Gores, Frank Macuso Jr.  
**Aardman Animation** Peter Lord, David Sproxton,  
Nick Park  
**Apparatus** Marc Forrester, Brad Simpson  
**Atlas Entertainment** Chuck Roven  
**Buckaroo Ent.** Sam Raimi, Josh Donen  
**John Calley Productions** John Calley  
**Martin Campbell Productions**  
**Michael De Luca Productions**  
**Escape Artists** Todd Black, Jason Blumenthal  
**Gracie Films** James L. Brooks  
**Happy Madison** Adam Sandler, Jack Giarraputo  
**Kaplan/Perrone** Aaron Kaplan, Sean Perrone  
**Kennedy/Marshall** Kathy Kennedy, Frank Marshall  
**Maguire Entertainment** Tobey Maguire  
**Laurence Mark Productions** Larry Mark  
**The Miller Company** Jimmy Miller  
**Original Film** Neal Moritz  
**Out of the Blue** Sid Ganis  
**Overbrook** Will Smith, James Lassiter  
**Red Wagon** Doug Wick, Lucy Fisher  
**The Bob Simonds Co.** Bob Simonds  
**Steve Zaillian**  
**Laura Ziskin Productions** Laura Ziskin

**UNIVERSAL**

**Apatow Productions** Judd Apatow  
**Dark Horse** Mike Richardson, Keith Goldberg  
**Depth of Field** Chris & Paul Weitz

**Electric Dynamite** Jack Black  
**Everyman Pictures** Jay Roach  
**Barry Mendel Productions** Barry Mendel

**WARNER BROTHERS**

**Alcon** Andrew Kosove, Broderick Johnson  
**This American Life** Ira Glass, Julie Snyder  
**Appian Way** Leo DiCaprio  
**Bad Hat Harry Productions** Bryan Singer  
**Bankable Productions** Tyra Banks  
**Castle Rock** Martin Shafer  
**Dark Castle** Joel Silver  
**De Line Pictures** Donald De Line  
**Di Novi Pictures** Denise DiNovi  
**Gerber Pictures** Bill Gerber  
**GK Films** Graham King  
**Harms Way** Kristin Harms  
**Hence Forth Films** Bill Monahan  
**Heyday Films** David Heyman  
**Infinitem Nihil** Johnny Depp  
**Initial Entertainment Group - IEG** Graham King  
**Killer Films** Christine Vachon, Katie Roumel, Pam Kofler  
**Legendary Pictures** Jon Jashni  
**Lin Pictures** Dan Lin  
**Madchance** Andrew Lazar  
**Malpaso Productions** Clint Eastwood  
**Phantom Four Films** David Goyer  
**Reiner / Graceman**  
**Revelations Entertainment** Morgan Freeman  
**Silver Pictures** Joel Silver  
**Smoke House** George Clooney, Grant Heslov  
**Spring Creek** Paula Weinstein  
**Thunder Road** Basil Iwanyk  
**Todd Phillips Company** Todd Phillips, Scott Budnick  
**Village Roadshow** Bruce Berman  
**Weed Road Pictures** Akiva Goldsman  
**Jerry Weintraub Productions** Jerry Weintraub  
**John Wells Productions** John Wells  
**Wigram Productions** Lionel Wigram  
**Wonderland Sound & Vision** McG, Stephanie Savage  
**Yak Yak** Mimi Leder  
**Zinc Entertainment** Joel Silver

**THE WEINSTEIN COMPANY**

**Asian Film Fund**  
**Barnholtz** Barry Barnholtz



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## APPENDIX | B: E-Mail Template

NAME	FORMAT	DOMAIN	EXAMPLE
APA	firstinitiallastname	apa-agency.com	<a href="mailto:jdoe@apa-agency.com">jdoe@apa-agency.com</a>
BNC PR	firstinitiallastname	bncpr.com	<a href="mailto:jdoe@bncpr.com">jdoe@bncpr.com</a>
BRILLSTEIN	firstinitial.lastname	bep-la.com	<a href="mailto:j.doe@bep-la.com">j.doe@bep-la.com</a>
BUNIM MURRAY	firstinitiallastname	bunim-murray.com	<a href="mailto:jdoe@bunim-murray.com">jdoe@bunim-murray.com</a>
BWR PR	firstinitiallastname	bwr-la.com	<a href="mailto:jdoe@bwr-la.com">jdoe@bwr-la.com</a>
CAA	firstinitiallastname	caa.com	<a href="mailto:jdoe@caa.com">jdoe@caa.com</a>
CBS	firstinitiallastname	cbs.com	<a href="mailto:jdoe@cbs.com">jdoe@cbs.com</a>
CBS PARAMOUNT	firstname.lastname	cbsparamount.com	<a href="mailto:jane.doe@cbsparamount.com">jane.doe@cbsparamount.com</a>
CW	firstname.lastname	cwtv.com	<a href="mailto:jane.doe@cwtv.com">jane.doe@cwtv.com</a>
DISNEY	firstname.lastname	disney.com	<a href="mailto:jane.doe@disney.com">jane.doe@disney.com</a>
DREAMWORKS	firstname_lastname	dreamworksstudios.com	<a href="mailto:jane_doe@dreamworksstudios.com">jane_doe@dreamworksstudios.com</a>
DREAMWORKS ANIMATION	firstinitiallastname	dreamworksanimation.com	<a href="mailto:jdoe@dreamworksanimation.com">jdoe@dreamworksanimation.com</a>
EDELMAN PR	firstname.lastname	edelman.com	<a href="mailto:jane.doe@edelman.com">jane.doe@edelman.com</a>
ENDEAVOR	firstinitiallastname	endeavorla.com	<a href="mailto:jdoe@endeavorla.com">jdoe@endeavorla.com</a>
ENDEMOL TV	firstname.lastname	endemolusa.tv	<a href="mailto:jane.doe@endemolusa.tv">jane.doe@endemolusa.tv</a>
FOCUS FEATURES	firstname.lastname	focusfeatures.com	<a href="mailto:jane.doe@focusfeatures.com">jane.doe@focusfeatures.com</a>
FOX	firstname.lastname	fox.com	<a href="mailto:jane.doe@fox.com">jane.doe@fox.com</a>
GERSH AGENCY	firstinitiallastname	gershla.com	<a href="mailto:jdoe@gershla.com">jdoe@gershla.com</a>
GREENE STREET	firstinitiallastname	gstreet.com	<a href="mailto:jdoe@gstreet.com">jdoe@gstreet.com</a>
HBO	firstname.lastname	hbo.com	<a href="mailto:jane.doe@hbo.com">jane.doe@hbo.com</a>
ICM	firstinitiallastname	icmtalent.com	<a href="mailto:jdoe@icmtalent.com">jdoe@icmtalent.com</a>
INNOVATIVE ARTISTS	firstname	iala.com	<a href="mailto:jane@iala.com">jane@iala.com</a>
KENNEDY MARSHALL	firstinitiallastname	kennedymarshall.com	<a href="mailto:jdoe@kennedymarshall.com">jdoe@kennedymarshall.com</a>
LIFETIME	firstinitiallastname	lifetimetv.com	<a href="mailto:jdoe@lifetimetv.com">jdoe@lifetimetv.com</a>
LIONSGATE	firstinitiallastname	lionsgate.com	<a href="mailto:jdoe@lionsgate.com">jdoe@lionsgate.com</a>
LIPPIN GROUP PR	firstinitiallastname	lippingroup.com	<a href="mailto:jdoe@lippingroup.com">jdoe@lippingroup.com</a>
MARVEL STUDIOS	firstinitiallastname	marvel.com	<a href="mailto:jdoe@marvel.com">jdoe@marvel.com</a>
METROPOLITAN TALENT	firstinitiallastname	mta.com	<a href="mailto:jdoe@mta.com">jdoe@mta.com</a>
MGM	firstinitiallastname	mgm.com	<a href="mailto:jdoe@mgm.com">jdoe@mgm.com</a>
MTV	firstname.lastname	mtvstaff.com	<a href="mailto:jane.doe@mtvstaff.com">jane.doe@mtvstaff.com</a>
NBC UNIVERSAL	firstname.lastname	nbconi.com	<a href="mailto:jane.doe@nbconi.com">jane.doe@nbconi.com</a>
NEW LINE	firstname.lastname	newline.com	<a href="mailto:jane.doe@newline.com">jane.doe@newline.com</a>
NICKELODEON	firstname.lastname	nick.com	<a href="mailto:jane.doe@nick.com">jane.doe@nick.com</a>
PARADIGM AGENCY	firstinitiallastname	paradigmagency.com	<a href="mailto:jdoe@paradigmagency.com">jdoe@paradigmagency.com</a>
PARAMOUNT	firstname_lastname	paramount.com	<a href="mailto:jane_doe@paramount.com">jane_doe@paramount.com</a>
PITT GROUP	firstinitiallastname	pittgroup.com	<a href="mailto:jdoe@pittgroup.com">jdoe@pittgroup.com</a>
PMK HBH PR	firstname.lastname	pmkhbh.com	<a href="mailto:jane.doe@pmkhbh.com">jane.doe@pmkhbh.com</a>
SHOWTIME	firstname.lastname	showtime.net	<a href="mailto:jane.doe@showtime.net">jane.doe@showtime.net</a>
SONY PICTURES ENT.	firstname_lastname	spe.sony.com	<a href="mailto:jane_doe@spe.sony.com">jane_doe@spe.sony.com</a>
STARZ	firstname.lastname	starz.com	<a href="mailto:jane.doe@starz.com">jane.doe@starz.com</a>
TURNER	firstname.lastname	turner.com	<a href="mailto:jane.doe@turner.com">jane.doe@turner.com</a>
UTA	lastnameinitial	unitedtalent.com	<a href="mailto:doej@unitedtalent.com">doej@unitedtalent.com</a>
WALDEN MEDIA	firstinitiallastname	walden.com	<a href="mailto:jdoe@walden.com">jdoe@walden.com</a>
WARNER BROTHERS	firstname.lastname	warnerbros.com	<a href="mailto:jane.doe@warnerbros.com">jane.doe@warnerbros.com</a>
WEINSTEIN COMPANY	firstname.lastname	weinsteinco.com	<a href="mailto:jane.doe@weinsteinco.com">jane.doe@weinsteinco.com</a>

