

2015 L.A. INTENSIVE SCHEDULE

Saturday, August 8

4:00 p.m. Check-in at UCLA
6:00 p.m. Orientation meeting
6:30 p.m. Dinner at UCLA
Roundtable: **Welcome to Hollywood**
Michael Bremer, Program Director
Kelsey Murphy, Student Programs Coordinator
7:30 p.m. Walking tour of Westwood Village
8:00 p.m. Dessert at **Diddy Riece**, Westwood Village

Sunday, August 9

8:00 a.m. Breakfast at UCLA
9:15 a.m. Depart UCLA for driving tour of Los Angeles
9:30 a.m. **Westwood Cemetery, Santa Monica, Venice**
12:00 p.m. Lunch at **Farmer's Market, The Grove**
1:00 p.m. Driving tour continues: **Bronson Canyon "Bat-cave,"**
Hollywood Sign, Hollywood Walk of Fame, Grauman's
Chinese Theater, Greystone Mansion
5:30 p.m. Return to UCLA
6:30 p.m. Dinner at UCLA
Roundtable: **Pitch Workshop Pt. I**
Harrison Reiner, Producer, Writer, Director, Pitch Expert

Monday, August 10

8:00 a.m. Breakfast at UCLA
9:00 a.m. Depart UCLA - **Tour Beverly Hills and Century City**
10:30am Private Tour: **Sony Pictures Animation**, Culver City
Founded in 2002, S.P.A. is an American animation company owned by Sony Pictures Entertainment. It works closely with Sony Pictures Imageworks, which handles digital production. The studio's first feature film, Open Season, was released in 2006. Other work includes The Smurfs film series and Cloudy with a Chance of Meatballs.
1:00 p.m. Lunch at **Sony Studios Commissary**
Maria Marill, Executive VP, Production Services
2:30 p.m. Private Tour: **Sony Pictures Post Production**, Culver City
Sony Pictures Post Production Facilities was built for filmmakers by postproduction professionals and is one of the largest, full service postproduction facilities in Hollywood. They work on a wide variety of projects from blockbusters to lower budget independents, series television to movies of the week, and some of the most memorable scores in movie history have been recorded on their legendary scoring stage.

4:45 p.m. Return to UCLA
6:00 p.m. Dinner at UCLA
Roundtable: **Pitch Workshop Pt. II**
Harrison Reiner, Producer, Writer, Director, Pitch Expert

Homework! *Read this article in advance of tomorrow's visit to Zefr:*
<http://blog.zefr.com/4-things-facebook-can-learn-from-youtube/>

Tuesday, August 11

8:00 a.m. Breakfast at UCLA
9:30 a.m. Depart for Imperative Entertainment
10:00 a.m. Office Visit & Roundtable: **Imperative Entertainment**
Zak Kadison, Co-Founder & Producer
Justin Levy, Executive Vice President of Content
Imperative Entertainment is a next generation entertainment studio focusing on the development, production, and financing of original & branded entertainment across all media including film, television, video games, books, comics, and new media

11:30 a.m. Office Visit & Roundtable: **Zefr**
Rich Raddon and Dave Rosner
ZEFR, a top- ranked ComScore video property, is the leading technology company that empowers brands to discover and target their most important influencers and topics in video. With more data than any other YouTube partner, ZEFR's BrandID platform provides a lens into the YouTube culture and the tools to turn its insights into more impactful media for brands. As the technology company of choice for nearly every major Hollywood movie studio and music label, ZEFR manages over 275 million videos online and tracks over 31 billion video views a month. The company is headquartered in Venice Beach, California with offices in New York, Chicago and Utah.

12:45 p.m. Lunch at Santa Monica Pier
2:15 p.m. Leave for Hollywood
3:00 p.m. Roundtable: The Academy of Motion Picture Arts and Sciences
A chat with Director **Donald Petrie**

4:00 p.m. Private Tour: The archives of the Academy of Motion Picture Arts and Sciences

4:30 p.m. Depart for Studio City
5:00 p.m. Taping: **Last Man Standing**
***Last Man Standing** is an American television sitcom starring Tim Allen currently airing on ABC. The series follows Mike Baxter, a senior executive and director of marketing for an outdoor sporting goods store chain in Denver, Colorado, who tries to maintain his manliness in a world increasingly dominated by women— especially at home, with his wife and three daughters, one of whom is a single mother. This is the second sitcom Allen has starred in for ABC, the*

first being Home Improvement. This past May, ABC renewed the series for a fifth season.

10:00 p.m. Return to UCLA

Wednesday, August 12

7:45 a.m. Breakfast at UCLA

8:00 a.m. Roundtable: **Talent Agencies and Packaging**
Brian Mann, ICM Partners

9:30 a.m. Depart UCLA

10:00 a.m. Office Visit: **mOcean**

mOcean is an entertainment creative agency that specializes in branding, marketing and content development with an eclectic crew of strategists, writers, editors, directors and designers. From Hollywood's top-grossing film studios to traditional networks and emerging media, our recent clients include Warner Bros., Disney, Screen Gems, Relativity, FX, Discovery, Showtime, Google, YouTube, Hulu, and EA.

11:45 a.m. Lunch at **Leo's Taco Truck**

1:00 p.m. Private Tour: **Paramount Studios**

Paramount Pictures Corporation is a motion picture studio, TV production company, and film distributor, consistently ranked as one of Hollywood's "Big Six" majors. Among its feature franchises are "Transformer," "The Godfather," "Star Trek," and "Mission Impossible." It is a subsidiary of U.S. Media conglomerate, Viacom.

Office Visit: **Hawaii Five-O** Writer's office

2:30 p.m. Depart Hollywood for West L.A.

3:30 p.m. Private Tour: **Variety & Deadline.com** – Editorial Offices

*Variety is a weekly American entertainment trade magazine owned by Penske Media Corporation. It was founded in New York in 1905 as a Weekly, adding a Daily edition in 1933. The last Daily was published in March, 2013. The free web version, Variety.com now features breaking entertainment news, reviews, box office results, videos, photo galleries, plus a credits database, production charts, and archived content dating back to 1905. **Deadline.com** is an online magazine founded in 2002 by Nikki Finke in LA Weekly as Deadline Hollywood. In 2009, the name was changed as more cities were added, including New York and London. After selling Deadline to Penske Media, Finke left Deadline following a disagreement with Penske over its purchase of Variety, a competing trade magazine and website.*

4:00 p.m. Return to UCLA

5:00 p.m. Dinner at UCLA

6:15 p.m. Leave for Sunset Strip

7:00 p.m. Check-in at Laugh Factory

8:00 p.m. Laugh Factory Show: **Supply & Demand** – 2-drink minimum
A limited run show highlighting the most in-demand comedians in Los Angeles. Famous comedians are mixed with the next big thing

for 90 minutes of crushingly funny comedy. You never know who is going to stop by and blow the doors off - expect the unexpected.

9:30 p.m.

Return to UCLA

Thursday, August 13

7:45 a.m.

Breakfast at UCLA

8:00 a.m.

Roundtable: **Producing for the Web**
Marvin Lemus

9:30 a.m.

Depart UCLA

10:00 a.m.

Workshop: **Interviewing Tips**

AppleOne Employment Agency

Angela Downing, Branch Manager

"People-people career gurus," AppleOne is one of Hollywood's leading employment agencies. Since 1964, the company has connected the best people ~ their talents, skills career goals, and aspirations ~ with the best companies.

12:00 p.m.

Drive to Culver City

12:30 p.m.

Lunch at The Culver Studios

Roundtable: **Public Relations in the Motion Picture Industry**

Sylvia Desrochers, President, Big Time PR & Marketing

Mark Pogachefksy, Vice President of Entertainment, MPRM Communications

2:30 p.m.

Roundtable: **Marketing Yourself in Hollywood**

Alexa Alemanni, Actress, Writer and Producer

Joe Boothe, Writer and Producer

4:00 p.m.

Panel: **The Guilds**

Jon Larson, DGA Associate Western Executive Director

Colin McCormack, SAGIndie

Kay Schaber Wolf, WGAw Independent Film

5:00 p.m.

Roundtable: **From Studios to Sundance**

Jackie Carlson, Film Forward Manager

Sundance Film Forward is an initiative of the Sundance Institute and Federal Agencies, touring and showcasing independent films to create cultural dialogue both domestically and abroad. Jackie has previously worked at WB, Disney, and other Film Festivals

6:00 p.m.

LA Intensive Mixer

7:30 p.m.

Screening: **Emerging Filmmaker Showcase:**

4 winning shorts from the 2015 Cannes Film Festival

The DeMille Theatre at The Culver Studios

9:15 p.m.

Q&A

Friday, August 14

7:45 a.m.

Breakfast at UCLA

8:00 a.m.

Roundtable: **Development**

Kellye Carnahan, Miramax

Monika Skerbelis, Former studio executive and Author

9:30 a.m.

Leave for Universal City

- 10:30 a.m.
12:45 p.m.
- Private Tour: **Universal Studios**
Lunch at **Bob's Bog Boy, Burbank**
Roundtable: **Producing Your First Feature - Honeyglue**
Adriana Mather, Producer/Founder, Zombot Pictures
James Bird, Writer & Founder
Anya Remizova, Composer
Honeyglue tells the story of Morgan, who - after she learns she only has three months to live - flips her conservative protected life upside down. That is when she meets Jordan, a purse snatching ex-junkie cross dresser, who gives her a glimpse of a new life.
- 2:30 p.m.
- Office Visit: **Asylum Films**
Paul Bales, Executive Producer, owner
*Founded in 1997, The Asylum is a motion picture production, financing, and worldwide distribution studio. With facilities in Burbank, CA, The Asylum fully finances and produces 10-15 titles per year and its North American home entertainment division has released over three hundred titles to date, including the recent phenomenon, **Sharknado**.*
- 5:00 p.m.
- Private set visit: **Brooklyn Nine-Nine**
***Brooklyn Nine-Nine** is an American comedy series which premiered on September 17, 2013, on Fox. The series, created by Dan Goor and Michael Schur, follows a team of detectives and a newly appointed captain in the 99th Precinct of the **New York City Police Department** in Brooklyn. **Brooklyn Nine-Nine** was nominated for and won Best Musical or Comedy Television Series at the **2014 Golden Globes**. In January of 2015, **Brooklyn Nine-Nine** was renewed for a third season.*
- 6:30 p.m.
7:15 p.m.
- Return to UCLA
Dinner at UCLA

Saturday, August 15

- 8:45 a.m.
9:00 a.m.
- Breakfast at UCLA
Roundtable: **Directing and Producing for Television**
Mary Lou Belli, Director
Charles Dougherty, Actor and Instructor
Laura McCreary, Writer-Producer
- 10:30 a.m.
11:00 a.m.
- Depart for the Culver Studios
Panel: **The World of Casting**
Nicole Arbusto, CSA, Casting Director
Lenore Zerman, Manager
Chris Schmidt, Paradigm Talent Agency
- 12:15 p.m.
2:30 p.m.
- Lunch at **In-n-Out**
Panel: **Programming Film Festivals**
Kimberley Browning, Hollywood Shorts Film Festival
Robert Lambeth, Hawaii International Film Festival
Paul Sbrizzi, Slamdance, LA Film Festival
- 3:30 p.m.
- Panel: **AmPav Alumni – Getting Started in Hollywood**
Austin Elliott, Malpas Productions

Janey Feingold, Brillstein Entertainment Partners
Yoko Honda, Film/TV Composer
Christene Seda, Bad Robot Productions
Megan Stewart, Paramount
Bryan Wynbrandt, *Hawaii Five-O*

5:00 p.m.

Return to UCLA

5:30 p.m.

Dinner at UCLA

Sunday, August 16

9:00 a.m.

Breakfast at UCLA

10:00 a.m.

Check-out