



Entertainment Industry College Outreach Program HBCU IN LA INTERNSHIP PROGRAM Summer 2019 Highlights

Now that our ***HBCU in LA Summer 2019 Internship Program Cohorts*** have returned to school and we celebrate cohorts who have converted from intern-to-hire, the time has come to share some of our summer highlights! What a summer it has been! Another educational, empowering and job creation summer for our HBCU in LA cohorts. We welcomed 30 students to Hollywood this summer, marking our largest cohort to date. Students kicked off the summer with our *HBCU Hollywood Welcome Week* with tours and information sessions that included visits to Sony Pictures Entertainment, Warner Bros., The Walt Disney Company and ABC Entertainment. We were honored to have members of the *White House Initiative on HBCUs* join us for our welcome week events. Thanks to *UBER* for providing gift cards making it easier for students to navigate around LA for the first time!

The bar was raised with two historical events, beginning with our inaugural *HBCU in LA Hollywood Welcome Luncheon* and ending with the *HBCU in LA Student Film Showcase*. United Talent Agency served as our host, bringing the industry together to welcome HBCU Scholars interning across the industry. SAG-AFTRA served as host for the student film showcase. Never before has the industry come together to welcome HBCU student interns and to celebrate the creative talent and voices of our nation's HBCU students.

Our Thursday evening Speaker Series continues to be the most popular programmatic element of the program. These important professional development sessions, allow students to hear and learn from industry leaders and organizations. We were honored to have Andrea Nelson-Meigs, Agent, ICM Partners, James Bland, creator of "GIANTS", Monica Macer, Showrunner/Executive Producer of "GENTEFIED" for Netflix, Morgan Cooper, Writer/Director of the viral short "Bel-Air," Chris Lyons, leader of the Cultural Leadership Fund at Andreessen Horowitz among our guest speakers.

Here are some of our summer highlight moments:

- ***HBCU Hollywood Welcome Luncheon*** served to officially welcome our 30 HBCU Scholars and to kick-off the *HBCU in LA Summer 2019 Program*. We were honored to be a part of history in bringing the industry together for the first time to celebrate and welcome HBCU students as they begin their career journey in the entertainment industry. Our thanks to United Talent Agency for your partnership and for serving as our host!

- **HBCU in LA Student Film Showcase with special guest Rep. Maxine Waters** – The students collaborated to produce a 10-minute short film as their final summer project under the supervision of James Bland, Creator and Producer of the Emmy award-winning series, “*Giants*” along with his production team. Students received mentorship from industry leaders and professionals during the making of the film. Panavision and the IATSE Local 600 provided top of the line equipment and crew for the project. Endeavor Content provided post-production services and Film 45 worked with our student editors through the post-production process. We are proud to be the first program to showcase aspiring HBCU student writers, directors, actors and below-the-line talent to the industry! Thanks to our industry partner SAG-AFTRA for serving as our host.

Special thanks ABC Entertainment and Freeform for serving as a sponsor to help underwrite the cost of producing our amazing short film! Checkout our *Making of Video*:

<https://www.youtube.com/watch?v=xiuTCZ27umA&feature=youtu.be>.

- **Smithsonian National Museum of African American History & Culture** joined us in LA for a special *Spotlight Presentation*, “*Inside the Frame: Exploring the African American Cinematic Narrative*.” The workshop provided students with knowledge on how to tell stories on African-American culture beyond the traditional Hollywood narrative and to formulate a conversation around African-American representation in film and visual culture.
- **Shonda Rhimes’ SHONDALAND** team welcomed our HBCU in LA Cohorts for a special visit to their new Netflix campus. The visit included a panel discussion and luncheon with key members of the Shondaland team from Head of Fiction & Non-Fiction, Alison Eakle to Executive Chef, Kelly Cheever. Students learned about the myriad of career opportunity and the varied paths one will travel in reaching their ultimate career goals. Our thanks to Carolyn Mathis, Sandie Bailey and Nicola Barone for a day our students will never forget!
- **Black Agents in Hollywood Panel** – This summer with 9 HBCU students interning with the major Hollywood talent agencies, we wanted to give them the opportunity to hear and learn from some of Hollywood’s top black agents. It was one of our most powerful and impactful sessions of the summer. Our panelists included: ICM - Andrea Nelson-Meigs, WME- Yasmine Pearl, Jackson Agency - Tiauna Jackson, UTA – Alyssa Lanz, CAA – Alan Smith, & CAA – William Brown. Thanks to you all for inspiring the next generation of industry power players!
- **Netflix Strong Black Lead & Homecoming Screening** - Our cohorts were invited to this year’s *Strong Black Lead* event and the screening of Beyoncé’s *Homecoming*. Both events provided students the rare opportunity to gain hands-on experience when it comes to networking in Hollywood. As for the screening, they could not believe they were on Netflix’s campus as HBCU students watching *Homecoming*. They left beaming with pride and celebrating their rich HBCU heritage. All that was missing was Beyoncé!
- **Television Academy Foundation** hosted a night of bowling and fun bringing Academy and HBCU in LA Interns together for a night of friendly competitive bowling and peer networking. Next year, the leadership of both programs will get in on the action!

- **Creating a GIANT Workshop** – Students received a highly personalized and interactive workshop led by James Bland. Throughout the workshop, James and his team shared the mechanics of story, funding, production, post-production, distribution and marketing -- while sharing key lessons and tips learned during the production of the 13X Emmy nominated series *Giants*. The workshops served to inspire the next generation of storytellers and equip them with the tools to be impactful and intentional with their content. It was a pleasure to work with James and his incredible production team. Special thanks to J. August Richards, CJ Faison, Takara Joseph, Vanessa Baden Kelly, Christina Martin and Deniese Davis.
- **HBCU IN LA Industry Recruitment Event** - The summer ended with our 2nd Annual Industry Recruitment Career Fair making it possible for cohorts to meet with industry representatives that included, Warner Bros., Disney, UTA, ID-PR, CAA, Netflix, Participant Media, Skydance, Viacom and more. This successful event has once again led to several students interviewing for potential job opportunities. Some of the students have already received job and internship offers!

It has been an incredible summer! Thanks to all of our industry partners and friends of HBCU in LA for making it possible for us to create access and opportunities for HBCU students across the entertainment industry.

I look forward to your continued support as we make plans to welcome our Summer 2020 Cohorts!

Together we are changing the lives of HBCU Scholars one student at a time!