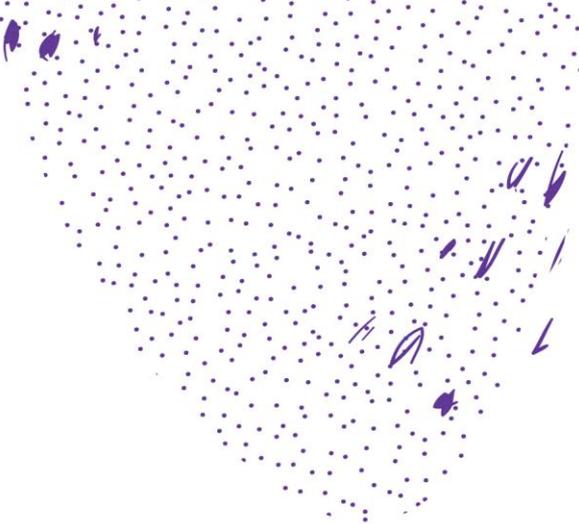


# Creative Career Paths Publicity & Marketing in Entertainment

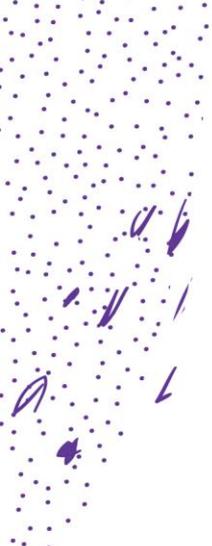




# Library Resources

Use these LA County Library resources and services to help you explore a career in publicity and marketing in entertainment.





# Online Learning

[LACountyLibrary.org/learn](https://LACountyLibrary.org/learn)

**LinkedIn** LEARNING

Learn in-demand skills from real-world industry experts with free access to online courses such as:

- How to Rock an Interview
- Speaking Confidently and Effectively
- Improving Your Thinking
- Job Skills: Learning the Basics
- Communicating with Diplomacy and Tact
- Writing with Flair: How to Become an Exceptional Writer
- Public Relations Foundations
- Marketing Communications
- Writing a Press Release



# Magazines on PressReader

[LACountyLibrary.org/digital-magazines](https://LACountyLibrary.org/digital-magazines)

Enjoy free, unlimited access to thousands of newspapers and magazines! With your library card, get access to searchable content, print out articles, export to an eReader, change the language, build a collection, and receive notifications when the next issue becomes available.



# Films on Kanopy

[LACounty.kanopy.com](http://LACounty.kanopy.com)

On-demand streaming film service with over 30,000 films from independent filmmakers, documentaries, Great Courses, art films, and more. Play up to 10 films per month for free with your library card.

The screenshot shows the Kanopy website interface. At the top, there is a search bar with the text "Search videos, subjects..." and a "BROWSE" dropdown menu. Below the search bar, the page is divided into two main sections: "Notable Figures in Women's History" and "Oscar Winners and Nominees".

**Notable Figures in Women's History**

- SUMMONED**: Frances Perkins and the General Welfare (PBS)
- Rita Moreno**: Just a Girl Who Decided to Go For It
- MAE WEST**: Dirty Blonde (PBS)
- AMAZING GRACE**: ARETHA FRANKLIN (Netflix)
- RAISE HELL!**: THE LIFE AND TIMES OF MOLLY IVINS
- BIOGRAPHY**: Christa McAuliffe: TEACHER IN SPACE (A&E)
- LOOKING FOR MERKEL**: Directed by Marion Van Remunsteren (A Magnolia Pictures Production)

**Oscar Winners and Nominees**

- THE LOBSTER**: COLIN FARBELL, RACHEL WEISZ (A24)
- CHARADE**: Audrey Hepburn - Cary Grant (NYX)
- DAISY MILLER**
- four weddings and a funeral**
- The SQUID and the WHALE**
- her**: A BRINK JONES LOVE STORY
- Nowhere in Africa**: A BEST FOREIGN LANGUAGE FILM (WINNER OF 5 CINEFEST AWARDS)

# Library Services



## Virtual Programming

Check out more virtual programs that explore different careers, skills, and hobbies.

## Laptop & Hotspot Loan Kits

Check out a kit with a Chromebook and wireless hotspot to access the internet, from select locations. Borrow for 3 weeks, with the option to renew, if available.



## Work Ready

Resources for job seekers, those looking to build new job skills, or seeking out new career opportunities.

# Online & Industry Resources Publicity & Marketing in Entertainment



# Professional Organizations

## [Local 600](#)

The union representing publicists and camera crews.

## [Public Relations Society—LA](#)

A professional organization for public relations professionals in the LA area, providing networking opportunities, resources, and more. Also provides information for students.

## [Array Crew Database](#)

Equal opportunity platform, with a mission to support professionals in the film and television industry from underrepresented populations.

## [Women in Film](#)

Advocates for and advances the careers of women working in the screen industries—to achieve parity and transform culture.

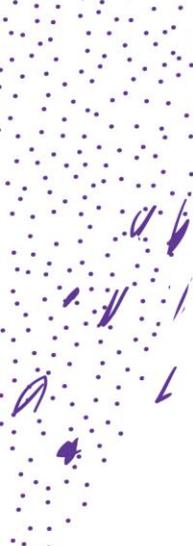
## [Women in Media](#)

Promotes gender balance in the film and entertainment industries through networking, professional development, and advocacy for women, women-identifying, and gender-nonconforming filmmakers who work above and below the line.

## [Hollywood Shorts](#)

An Industry screening series & microcinema based in Hollywood which launched in 1998, featuring the best short film and animation from filmmakers and artists from all over the world.





# Job Listings and Advice

## [PRNews](#)

News and information site for public relations and marketing. Also includes job postings on PR Job Board.

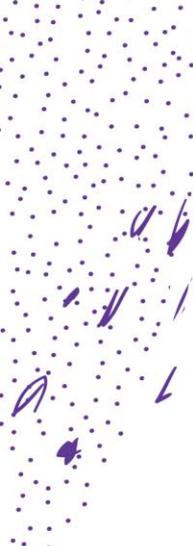
## [O'Dwyer's](#)

Trade website with PR firm listings and a job board.

## [Explaining Hollywood: How to Get a Job as a Publicist](#)

An article from the *LA Times* that covers the basics of who becomes a publicist, how to get started, what are the career paths, and more.





# Job Listing Sites

## [ProductionHub.com](https://www.productionhub.com)

Global network of local crew and vendors that serves the film and video production industry.

## [Mandy.com](https://www.mandy.com)

Jobs platform for actors, performers, filmmakers and production crew.

## [Crew Me Up](https://www.crewmeup.com)

Crew Me Up is a community supported mobile app bridging the gap between crew looking for work and crew looking to hire.

## [Backstage.com](https://www.backstage.com)

Job listings and network for for directors, filmmakers, editors, animators, sound mixers, producers, and other crew and creative freelancers.

## [Staff Me Up](https://www.staffmeup.com)

Hiring platform for media production, where people who work in the industry go to hire and get hired. Their goal is to help ensure that diversity and inclusion are incorporated throughout the hiring process.





# Training and Education

## [Public Relations Student Society of America \(PRSSA\)](#)

Organization for students interested in public relations and communications.

## [West LA College Motion Picture and Television Production Crafts Program](#)

A multi-tiered motion picture, television and stagecraft production education training program that covers the entire spectrum of the entertainment industry's career pathways.

## [10 Set Production Assistant Training Programs Worth Your Time](#)

List of Set Production Assistant Training Programs in different regions, to get you further in your film career.

## [Hollywood CPR](#)

Nonprofit organization with a 24-year history of training students to start working in key, union-recognized positions on set in the Artists, Crafts, and Technicians departments. They have the Entertainment Artists, Crafts & Technicians Certificate, a one-of-a-kind, multi-tiered, entry-level education training program designed to ensure a graduate's ability to work, on set after completion.

## [Venice Arts Film + Digital Media Career Pathways](#)

Film + Digital Media Career Pathways is a free 4-Level program designed for LA County's creative, young people from low-income communities interested in exploring career pathways in the arts, entertainment, and digital media.





# Training Programs (continued)

## Streetlights

As a job training, job placement, and career advancement organization, their mission is to assist talented and motivated young adult minorities, many economically and socially disadvantaged, to achieve long-term economic stability and career success.

## ManifestWorks

Connects those impacted by foster care, homelessness and incarceration with job opportunities in the entertainment industry and provides ongoing life and professional skills to support long-term success.

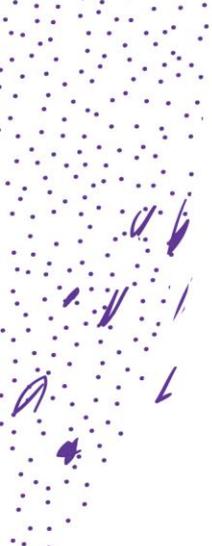
## Ghetto Film School

An award-winning nonprofit that educates, develops and celebrates the next generation of great American storytellers. With locations in New York City, Los Angeles and London, GFS is the most elite and inclusive film academy in the world, equipping students for top universities and careers in the creative industries.

## No Budget Film School

A unique series of classes specifically designed to help the no-budget filmmaker, with lessons, tools, and techniques intended to maximize very limited resources and minimize critical errors.





# Other

## [IMDB](#)

An online database of information related to films, television programs, home videos, video games, and streaming content online—including cast, production crew and personal biographies, plot summaries, trivia, ratings, and fan and critical reviews.



# About the Speakers

## [Kimberley Browning / Hollywood Shorts](#)

Kimberley is a filmmaker based in LA and is the founder and Festival Director of Hollywood Shorts Film Festival, which launched in 1998. She is an Associate Short Film Programmer at Tribeca Film Festival and a Senior Programmer at Catalyst Content Festival. She has been the Executive Producer of HBO ACCESS since 2015, and is now part of the new WarnerMedia ACCESS Programs team, developing emerging writers and directors in episodic television. Twitter and Instagram @HollywoodShorts.

## [Sonya 'Soni' Ede-Williams](#)

Sonya 'Soni' Ede-Williams has spent over 25 years in National publicity managing all phases of marketing strategy for films distributed by Paramount Pictures, Walt Disney Studios, Universal Pictures, Warner Bros., Amazon, and a host of others. She began her career at Paramount, developing campaigns across the VIACOM banner from DreamWorks Animation, Nickelodeon Movies, MTV Films, and DreamWorks Pictures.

She launched SYE Publicity in 2008 crafting award-winning campaigns catering to the Urban & Faith Consumer where she served as the agency of record for Universal Pictures. She has held roles as Director of Marketing, Worldwide Publicity & Promotions at Twentieth Century Fox Home Entertainment, and served as Vice President, Faith & Family at Rogers & Cowan before relaunching her Consulting firm, SYStrategies & PR in 2018.

Sonya has also held membership with the Los Angeles Branch of the Council of Urban Professionals (CUP) and served eight years as an Award Committee Member of the Local #600 Publicists Union. She is a Nominating Member of the NAACP Image Awards and was inducted into the Motion Picture Academy of Arts & Sciences (AMPAS) PR Branch in 2017. This year she served as Show Publicist for the 94th Academy Awards as the first woman of color, after working the OSCARS® telecast for over twenty years.

Recent film credits include *Black Panther*, *Coming 2 America*, *My Name is Pauli Murray*, *The Good Lord Bird*, *Antebellum*, *Harriet*, *Just Mercy*, *12 Years a Slave*, *Avengers: Infinity War*, and *Endgame*. Upcoming films include *TILL*, based on the life and legacy of Emmett Till, and the biopic *SHIRLEY*, starring Regina King as Shirley Chisholm, the first black woman elected to Congress who ran for President of the United States in 1972.

