



# Media Resource Kit



## Media Resource Kit

**Attention, members of the media!** Are you on deadline for a story about filming and need background, data or a quote for attribution?

Our employees are recognized experts on the subject of on-location motion picture, television and commercial production. We welcome all media inquiries and are glad to offer interview appointments, facts and figures, or targeted referrals for your story or article.

## Contacts for Media

---

**Todd Lindgren**  
VP, Communications  
213.977.8628  
todd\_lindgren@filmlainc.com

**Philip Sokoloski**  
Manager, Communications  
213.977.8630  
philip\_sokoloski@filmlainc.com

## Inside this Kit

---

	<u>Page</u>
<b>Company Fact Sheet</b> .....	3
<b>Glossary of Terms</b> .....	5
<b>High-Resolution Logo Sample</b> .....	8

## Other Sources of Information

---

**Production Alerts**  
[http://www.filmlainc.com/production\\_alerts.php](http://www.filmlainc.com/production_alerts.php)

**eNEWS Archives**  
<http://www.filmlainc.com/enewletters.php>

**Production Data**  
[http://www.filmlainc.com/data\\_reports.php](http://www.filmlainc.com/data_reports.php)

**Financial Reports**  
[http://www.filmlainc.com/financial\\_reports.php](http://www.filmlainc.com/financial_reports.php)

**Pilot Production Study**  
[http://www.filmlainc.com/data\\_reports.php](http://www.filmlainc.com/data_reports.php)

**Follow Us on Twitter**  
<http://twitter.com/filmla>



## Company Fact Sheet

**Overview:** FilmL.A. is a private, 501(c)4 nonprofit organization established for the public benefit. FilmL.A. coordinates and processes permits for on-location motion picture, television and commercial production under contract to the City of Los Angeles, Los Angeles County, and several other local jurisdictions. All permits are issued by the authority of and in accordance with the policies of each contracted jurisdiction.

Ongoing community relations is a key component of the service FilmL.A. provides. The organization works to strike a balance between the needs and interests of the entertainment industry and the neighborhoods affected by on-location production.

In today's highly competitive, global entertainment production market, FilmL.A.'s services help the Los Angeles region retain its status as the entertainment production capital of the world.

**Services:** FilmL.A.'s core service is to provide expert, centralized coordination of multi-jurisdictional on-location filming permits in the world's highest-volume film production region. The process of film permitting is enhanced by the following ancillary services:

- **Community relations.** FilmL.A.'s job is to facilitate filming, but not at the expense of neighborhoods. We proactively establish an open rapport with communities and coordinate permits with their concerns in mind.
- **Community notification of filming.** FilmL.A. performs uniform, consistent notification to communities to ensure that residents and businesses are well informed in advance of filming activity. These notices also solicit community input that is taken into consideration in the film permitting process.
- **Advance production planning assistance.** Even the most carefully planned and executed productions can have an impact on local communities. Advance planning minimizes this impact, pre-empting conflict and can even reduce the cost of production. By sharing our vast knowledge of area locations and known issues and conflicts, FilmL.A. prepares future permit seekers to make better, more-informed production decisions.
- **Compilation and reporting of production-related data.** FilmL.A. is asked routinely for production information, analysis and counsel by government representatives, economists and members of the media interested in understanding the Los Angeles filming environment.

**Structure:** Most municipal film offices and state film commissions are publicly-funded government entities focused on promoting their regions to the film industry. FilmL.A. was created when the City and County of Los Angeles decided to privatize their film permit offices. The privatization allows more flexibility in providing services to production companies and the communities in which they film.

FilmL.A. is funded primarily by permit coordination fees paid by production companies (permit coordination fees are separate from the location fees charged by individual property owners).

**Clients:**

- City of Los Angeles
- County of Los Angeles
- City of Diamond Bar
- City of Industry
- City of Lancaster
- City of Palmdale
- City of South Gate
- Burbank Unified School District
- La Cañada Unified School District
- Lawndale Unified School District
- Los Angeles Unified School District
- San Gabriel Unified School District
- Angeles National Forest, U.S. Dept. of Agriculture

**Contacts:**

- Paul Audley, President
- Susan Angrisano, VP of Permit Administration
- Michael Bennett, Chief Financial Officer
- Todd Lindgren, VP of Communications
- Donna Washington, VP of Operations

FilmL.A.'s 24-member board of directors represents a wide range of stakeholders, including entertainment industry executives, labor and trade representatives and community leaders.

**Employees:** 59 full-time / 14 part-time (as of February 2009)

**Founded:** 1995, through joint action by the City and County of Los Angeles

**Headquarters:** On the lot at Los Angeles Center Studios (LACS) in downtown L.A. FilmL.A. also has a liaison office dedicated to handling production in North Los Angeles County.

## Glossary of Key Terms

*The following are terms associated with film permitting and commonly used by FilmL.A.*

- **Compliance** – when a film production company conducts its business on-location in accordance with the conditions of its film permit.
- **Enforcement** – the use of authority by active, off-duty peace or fire officers to bring about compliance. May include permit suspension, revocation, cancellation and amendment, or the denial of future permit applications.
- **Exceptional Activity** – specifically defined as on-location film activity that includes the following potentially disruptive activities: aerial activity, gunfire, special effects and pyrotechnics, and activity taking place outside of normal filming hours in residential areas. Normal filming hours in residential areas are 7:00 a.m. – 10:00 p.m. Monday through Friday and 9:00 a.m. – 10:00 p.m. weekends.
- **Field Services Representative** – a FilmL.A. employee responsible for distributing Notices of Filming (*see Notice of Filming*) to all residential and business properties within a determined vicinity of upcoming filming activity. As the first point of contact, for community members, FSRs regularly assist them in answering questions about filming activities.
- **Filming Survey** – (*also referred to as Community Survey or erroneously called Signature Survey*) a door-to-door survey of residents and businesses in an area in which a production company wishes to film. It is performed in cases of exceptional activity (*see Exceptional Activity*) by production companies or their representatives using forms supplied by FilmL.A. Survey responses are used by FilmL.A. to identify and mitigate issues with filming through the coordination process. The Filming Survey is frequently mistaken by members of the public to be a request for neighborhood approval, which it is not.
- **FilmL.A., Inc.** – a private, nonprofit organization that coordinates and processes permits or licenses for on-location motion picture, television and commercial production under contract to an ever-increasing roster of cities and school districts in the Los Angeles region. The Angeles National Forest is also a FilmL.A. client. Ongoing community relations is a key component of the service FilmL.A. provides.
- **FilmL.A. Production Coordinator** – (*also known as Permit Coordinator*) a FilmL.A. employee tasked with obtaining and coordinating approvals from various government departments or agencies for the issuance of a location film permit that balances the requests of the film production company with the needs of the local communities where filming occurs, and interacting with the public and production company to resolve filming issues if/when they occur.
- **Filmmakers Code of Professional Responsibility** – (*also known as Filmmakers Code of Conduct*) a document that sets standards of conduct to which production company personnel shall adhere when filming on-location and concurrently informs

communities of the level of professionalism they can expect from production companies. It is attached to every permit released by FilmL.A.

- **Film Commission** – in contrast to FilmL.A., which is a private, nonprofit service organization, film commissions are publicly-funded government entities focused on promoting a particular region to the film industry in order to reap the economic benefit production brings.
- **Location Manager** – the individual charged with finding and securing film locations and required permits for a production company wishing to shoot on-location. He/she may also assist in planning the logistics of the shoot and serve as the production's community and government liaison.
- **Monitor** – a FilmL.A. employee assigned to film shoots when special circumstances warrant (e.g., when required under special conditions [see *Special Filming Conditions*] or when requested by the office of a local elected official or other government department) to interact with the public and production company to resolve filming issues. FilmL.A. Monitors can encourage compliance (see *Compliance*) by reminding production companies of their professional obligations and appealing to their good judgment. In response to unmet community needs, the Monitor program was voluntarily created by FilmL.A. in April 2001.
- **Motion Picture Officer** – active, off-duty police officers or retired police officers who are issued work permits by the Los Angeles Police Department and employed by production companies to ensure permit compliance (see *Compliance*) on-location, direct traffic and control crowds.
- **Notice of Filming** – either a blue 4 ½-inch x 14-inch card or an email distributed to the community to inform community members about upcoming film production. The Notice includes pertinent information such as the permit number, location, date, time and description of filming activity, as well as street/lane closure information and parking restrictions.
- **Notification** – the act of distributing Notices of Filming to the community affected by a film production within a standard 500-foot radius of a permitted filming location and a 200-foot radius from permitted parking. When exceptional activities occur (see *Exceptional Activity*), FilmL.A. notifies within an expanded radius. When possible, notification is performed two days or more before filming begins.
- **On-Location** – the term used to describe film productions that are shot on public or private property outside of a certified sound stage or studio backlot.
- **Permit** – an official government-issued document that grants temporary permission to conduct commercial filming and/or still photography on-location.
- **Permit Coordination** – the process that involves accepting applications to film on-location, identifying and addressing potential community impacts and obtaining required approvals from agencies or departments such as police and fire, transportation, animal regulation and public works in order for a film permit to be issued.

- **Permit Issuance** – when a local government authority approves a given request for a film permit. FilmL.A. releases finalized permits to production companies on behalf of its government clients, the issuing authorities.
- **Permit Service** – a private entity that works for production companies to secure permits from the issuing authorities in the jurisdictions where filming is to occur. Permit services obtain permits through FilmL.A. when film production occurs in a jurisdiction with which FilmL.A. contracts. Additionally, a permit service may perform filming surveys and arrange for motion picture officers to be present on-location.
- **Permitted Production Day** – a single crew's permission to film a single project, at a single location, during any given 24-hour period.
- **Posting** – refers to the restriction of parking on public streets for film company use through the approval of and posting of signs by the Los Angeles Department of Transportation, or equivalent authority. Posting does not override No-Stopping, No-Parking or red curb zones. A lane closure is necessary for production vehicles to be able to park in these areas.
- **Rider** - a document that modifies a previously-issued permit to authorize necessary changes to film company permissions in instances such as unforeseen delays or a change in creative direction.
- **Special Filming Conditions** – *(also called Neighborhood Filming Guidelines)* location-specific terms which are added to the standard terms and conditions generally applicable to filming permits, in cases where a particular local area warrants unique considerations. FilmL.A. no longer creates Special Filming Conditions but is available to work with neighborhoods in need to help address filming-related concerns.

