

2013

2013 – 2014

SHINE ON HOLLYWOOD

ENTERTAINMENT COMMUNITY
OUTREACH PROGRAM



www.ShineOnHollywoodMagazine.com

SHINE ON HOLLYWOOD GOAL ACHIEVER EDUCATION PROGRAM



Sindy Ausmer

Director of Public Relations

8825 Alder Grove Place

Elk Grove CA 95624

Phone: 916-509-2926

Email:

Sindy@shineonhollywoodmagazine.com



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Dear School:

Hello my name is Arnold Garcia and I am the creator and publisher of "Shine On Hollywood Magazine" (SOHM). I am reaching out to you to introduce my magazine. SOHM is a FREE monthly e-magazine. My goal is to provide options for the readers to learn from established entertainment industry professionals "Let them be your motivation..." who align with our mission statement:

"Dedicated to providing a positive, meaningful and educational experience and to inspire our readers with knowledge and information from creative qualified industry professionals"

The purpose of this magazine is to connect knowledge, tools, training, and motivation. The magazine is dedicated to uplifting its readers by providing the "real people and real stories of Hollywood" and to counteract the overexposure of negative news and information with solutions oriented messages of insight and hope.

You'll find diversity and standards from our features. SOHM is a place of respect, integrity, wisdom, and principles. Presenting people and messages to encourage and empower young professionals and readers to turn their dreams into reality. People do not achieve their dreams because of unclear goals. By reading our features, they will learn how to set their goals and use SOHM as a guidebook by learning from the successes of individuals in the entertainment industry who have achieved their goals and made their DREAMS come true. My primary focus is to encourage our readers and show them dreams are attainable.

Each issue of SOHM is theme-based. However, we also have features that are not related to the issue's theme but provide inspiration or practical stories. The focus of "Share Your Shine, Tell Your Story" feature is on people in the arts or pop culture community who are making a difference by giving back to the community and would like to share their stories with you.

Our society is changing every day and as a leader in the entertainment industry I feel it is my responsibility to share other's successes to help guide our readers in a positive way and at the same time encouraging others in the industry to do the same. I aim to promote community service and instill a strong work ethic with morals and values to our readers.

I want our readers to respect their craft and respect the entertainment industry. There are too many bad role models that are guiding our youth in the wrong direction; it is time we make a positive change for them and the futures of those to come.

I am asking you to use SHINE ON HOLLYWOOD MAGAZINE as a tool for your students to gain knowledge of the entertainment industry, to inspire them towards their DREAM of being a professional in the entertainment industry and to give them hope that DREAMS are goals waiting to be ACCOMPLISHED.



January Issue 2013
Top FILM
Industry Professionals
"Let them be your
motivation..."



January Issue 2012
Holidays and
Appreciation /
Fashion



November Issue 2012
Top MUSIC
Industry Professionals
"Let them be your
motivation..."



October Issue 2012
Special Edition
Breast Cancer Month
with
Shyan Selah



September Issue 2013
Special Edition
Tribute to
Lisa Lofthouse



August Issue 2012
Fernanda Rocha
and Various Industry
Professionals
"Let them be your
motivation..."



July Issue 2012
Top Various
Industry Professionals
"Let them be your
motivation..."

If you would like to receive educational media kit, or arrange a school screening, please contact **Sindy Ausmer**, Public Relations Director at sindy@shineonhollywoodmagazine.com or call at 916-509-2926 or our office at 323-426-9472. Visit us at www.shineonhollywoodmagazine.com for more information.

Sincerely,

Arnold Garcia, Founder & Publisher
Shine On Hollywood Magazine – "Real People, Real Stories"

SHINE ON HOLLYWOOD GOAL ACHIEVER EDUCATION PROGRAM

The Shine On Hollywood Goal Achiever Education Program is focused on teaching the youth the importance of responsibility, accountability, strong work ethic and skills that can help them become successful. This program will inspire them, motivate them and teach them how to set goals and accomplish them.

The program is arranged into 3 phases. In each phase the high school student will have a certain goal to achieve. Once the student achieves the goal a reward will be given. However, before moving on, the student will need to pay it forward and teach another student how to navigate through previous phase. Once the training is complete and the new student learns to navigate the phase the student trainer is now able move forward into the next phase. The process to move forward remains the same in each phase. The difference lies in the skills you learn throughout each Phase. This program will develop the skills needed for any student to become successful in any chosen field as well as gaining knowledge and understanding of the meaning behind

“DREAMS ARE GOALS WAITING TO BE ACCOMPLISHED” ~Sindy Ausmer

Phase 1- Social Media Achiever

In this phase a students will be in charge of increasing social media numbers for Shine On Hollywood in the categories of SHOH Subscriptions, FACEBOK Friends and INSTAGRAM Followers. A team leader for each category will be chosen to lead their team to reach the specified goal. Teams reaching their goals will receive an award tailored to inspire and motivate them to keep working towards their dream. Before moving on to the next phase each team leader must train a new team leader as well as a team member training a new team member.

(Skills learned= Leadership, teamwork confidence, responsibility, accountability, training, strong work ethic, goal setting, goal accomplishment)

Phase 2- Shine On Hollywood Reviewer

Entering Phase 2 a student has proven to be responsible and accountable. In this phase the student will be able to become SOH Reviewers in film, theatre (community and school), comedy shows, music and teachers. The student will be able to review in various categories of the entertainment industry. They will be able to watch a film and write a review, interview the cast to a community or school play, interview music bands, identify and interview a teacher giving back to students who want to achieve their dreams in entertainment.

After a student reaches their goal set for a category, the student then moves on to the next category. A student who completes the cycle of categories and has reached ALL their goals will receive an award tailored to inspire and motivate them to keep working towards their dream. Once again before moving forward they will need to train the student taking over for them.

(Skills learned= Professionalism, working with minimal supervision, confidence, interviewing techniques, creative writing, responsibility, accountability, training, strong work ethic, goal setting, goal accomplishment)

Phase 3-Shine on Hollywood Staff Intern

This is Phase 3 final phase. At this point the student has learned many valuable skills that will be beneficial for their success in life. In this phase the student will be able to intern in all departments which contribute to the daily operations of the magazine. (Marketing, media relations, public relations, editing, publishing, accounting) They will learn and execute the daily operations of each department. Once they have achieved the goals set for them they will transition into the next department. Once the cycle has been completed and the goals have been reached they will be offered a staff position at Shine on Hollywood.

(Skills learned= Professionalism, Management, Leadership, confidence, responsibility, accountability, training, strong work ethic, goal setting, goal accomplishment)

ELIGIBILITY:

- Ages 13-30
- Currently Enrolled in an accredited educational institution, including but not limited to: High School, trade school, technical or vocational institute, junior college, College or graduate school
- 3.0 GPA or Higher
- Permission of the institution at which he/she is enrolled to participate in program

REQUIREMENTS

- Letter of Recommendation: Teacher, Professor, Counselor, Principal etc...
- Letter of Reference: Personal
- A cover letter stating why you want to enter Shine on Hollywood Goal Achiever Education program.
- Showcase of Talent: A 30 Second video highlighting your talent
- Completed Shine On Hollywood Application

SHINE ON HOLLYWOOD GOAL ACHIEVER EDUCATION PROGRAM APPLICATION

STUDENT INFORMATION:

First Name _____ Middle _____ Last Name _____

Contact Number _____ Email Address _____

Age _____ DOB _____

CURRENT ADDRESS:

Street Address _____ City _____ State _____ Zip Code _____

SCHOOL INFORMATION:

School Name _____ School District _____

Street Address _____ City _____ State _____ Zip Code _____

Major _____ GPA _____

Type of Degree Pursuing _____ Expected Date of Graduation _____

STUDENT QUALIFICATION QUESTIONAIRES:

1. What are your dreams in the entertainment industry?
2. Why do you want to enter Shine On Hollywood Goal Achiever Educational Program?
3. If chosen what are your expectations from this program?
4. What skills, training or knowledge do you have that could be an asset in this program?

Thank you for applying for Shine On Hollywood Goal Achiever Education Program. Please return this application and all supporting documents as soon as possible.

Mail or Email to:

Sindy Ausmer

Director of Public Relations

8825 Alder Grove Place

Elk Grove CA 95624

Phone: 916-509-2926

Email: Sindy@shineonhollywoodmagazine.com

IMPORTANT!

INCLUDE THE FOLLOWING:

1. Completed Shine On Hollywood Application
2. A cover letter stating why you want to enter Shine on Hollywood Goal Achiever Education program.
3. Letter of Recommendation: Teacher, Professor, Counselor, Principal etc...
4. Letter of Reference: Personal
5. Showcase of Talent: A 30 Second video highlighting your talent