



ASSOCIATION PROFILE

Entertainment Industry Development Corporation

Size: Large
Region: Urban
Industry: Entertainment/Media Arts

Main Contact: Kathleen Milnes
(323) 957-1000
7083 Hollywood Boulevard, 5th floor
Hollywood, California 90028

School-to-Career Partnership Contact:
UNITE-LA
(213) 482-3987

Overview

The Entertainment Industry Development Corporation (EIDC), with 30 industry representatives on its board, provides leadership and cutting-edge information to schools in such career areas as motion pictures, broadcasting, communications and multimedia. Through Hollywood EnTRE (Entertainment Training, Research and Education), its education and workforce development initiative, EIDC directly supports and connects its members to nine New Media/Entertainment Academies within existing schools in the Los Angeles Unified School District. Activities include fund-raising, professional development for teachers on industry needs and technology, and job shadowing and internships for students.

EIDC's publications offer profiles of various sectors of the industry and information on labor markets; titles include *Making Digits Dance: Animation and Visual Effects Careers in the Entertainment Industry* and *Amazing Post: Post-Production Careers in the Entertainment Industry*. EIDC coordinates work-based and school-based activities and urges industry partners to support School-to-Career ventures.

EIDC's Path to Success

Begun in 1995, the association has become its own School-to-Career intermediary organization. In partnership with UNITE-LA, EIDC plans and arranges School-to-Career projects utilizing three networks: employers and associations, community-based organizations, and high schools and community colleges with strong industry programs. Through collaboration, the association has been able to grow its programs and facilitate its members' participation in valuable and rewarding activities.

Strategies/Activities

- Direct support for high school academies
- Job shadowing
- Quality internships for high school and community college students
- Career information systems for their industry
- Guest speaking in local classrooms
- Advocacy on behalf of School-to-Career and support for the involvement of other companies
- Advisory board and committee participation