

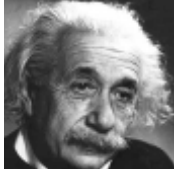
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The Hollywood Sell

Posted by [deanna](#) on Apr 25th, 2010 and filed under [Entertainment & Culture](#). You can follow any responses to this entry through the [RSS 2.0](#). You can leave a response or trackback to this entry

By Stephanie Cueman

Drexel University and Philadelphia got a special treat this past weekend when Howard Rosenman came to speak about his career as a Hollywood producer. Rosenman advised people interested in the movie business on how to make it in Hollywood. Rosenman shared his own experiences and had guest partake in exercises of pitching movie ideas. The four-hour seminar was very informative to those interested in the movie business.

The seminar was part of Rosenman’s tour, “The Hollywood Sell,” that visited cities Los Angeles, Omaha,

Boston, Philadelphia, and Seattle. Here in Philly, it was hosted by the Greater Philadelphia Film Office and took place in Drexel's Nesbitt Hall. The seminar was open to the public, though Drexel students were able to get their tickets for free through Drexel's film department. The program boasted "an inside look at producing for the screen." It gave guests just that.

Howard Rosenman has been a producer in Hollywood for nearly forty years. His credits include *Father of the Bride*, *Buffy the Vampire Slayer*, and *The Family Man*. Rosenman acted for the first time in the 2008 Academy Award winning film, *MILK*. For hopeful producers looking for guidance on the industry known to eat people alive, Rosenman provided all the information needed to break into the business and make a name for oneself.

The main parts of Rosenman's seminar covered: the skills needed for the business and to be a producer, being a mentor and mentee, how to pitch a movie, and where to find source material. Rosenman's definition of a producer was "the first one in and the last one out." He lectured on the specific jobs a producer is responsible for and how to make a movie out of an idea. He placed great emphasis on pitching a movie, telling the idea of a movie to studio executive in order to get money to write the script. Some guest even had the opportunity to go on stage and pitch original ideas for films or practice how they would go about pitching films such as *Avatar*, *Brokeback Mountain*, and *Inglourious Basterds*.

Howard talked about the idea that everyone starts somewhere. This huge, powerhouse producer started as a driver and waiter at a nightclub. Howard worked his way up with charisma and charm to become who he is today. He was even mentor to Julia Roberts and Ari Emmanuel, the inspiration for Ari Gold on *Entourage*. For the guests that hope to make it in the business, they could not have had a better lecturer.

The Saturday morning seminar was illuminating on the business of Hollywood and the skills needed to make it. Howard had all of the qualities he preached: charm, passion, and charisma

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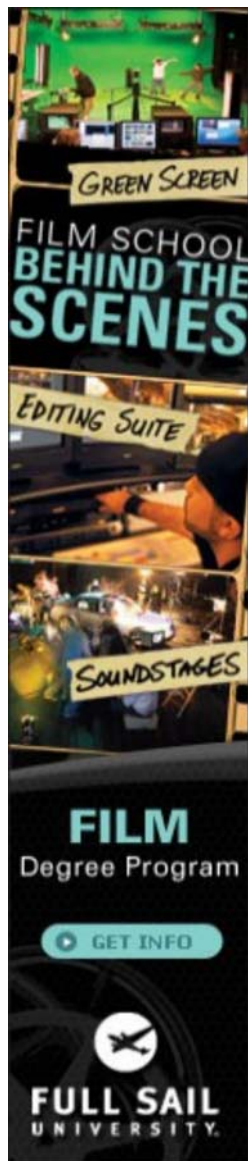
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