



PRESSPASS **LA**

GET WHAT MATTERS



ABOUT

ONE RAINY DAY

PRESS PASS LA (PPLA) IS AN ENTERTAINMENT COMPANY WHOSE GOAL IS TO BRING YOU COVERAGE OF THE LATEST INDUSTRY NEWS, CELEBRITY RED CARPET AND CHARITY EVENTS, AND HIGHLIGHT UP & COMING TALENT AND LOCAL HAPPENINGS IN AND AROUND LOS ANGELES.

Press Pass LA was conceived when one seasoned entertainment reporter, Jennifer Buonantony, spent a rare rainy day outside the Hollywood Palladium covering a charity event. She sparked a conversation with her peers about the myriad of jobs, missed opportunities, small victories, large sacrifices and continued hopes that had led each of them to their current paths. One commonality was quickly established, there was a resounding theme to everyone's industry war stories - the idea that there are so many unique voices and talented people that come to work in this city yet so often these voices go unheard or their stories are overlooked. More often than not, quality work by true artists becomes secondary for industry reporting. Our culture is inundated by so much entertainment searing through our TVs to our smartphones that it becomes hard to sift beyond the noise of selfies, celebrity gossip, and NSFW content to find engaging, informative and relevant news that is worth our time. Suddenly, on that rainy car ride home, it was clear to Jennifer that she would embark on a mission - bordering obsession - to create a place where viewers could "Get What Matters." That idea became a reality when she launched Press Pass LA, serving TV, film, music, fashion, lifestyle and more. Call it idealist, but the PPLA team believes there is more to Los Angeles than the saturated non-story Hollywood gossip that outlets tout as important, and plans to prove it!

INTRODUCTION

WELCOME TO PRESS PASS LA

**WITH OVER 40 HIGHLY EXPERIENCED
CONTENT CONTRIBUTORS, PRESS PASS LA
HAS THE OPPORTUNITY TO BECOME THE
GO-TO SOURCE FOR EXCLUSIVE
ENTERTAINMENT NEWS AND REPORTING.**

We have our finger on the pulse, creating a blueprint for expansion into prevalent markets outside of the Los Angeles area. Our team has seen the ins and outs of Hollywood, studying and researching what users are interested in, and how they consume content important to them. We have defined our audience and will bring them the information they want and love in the manner that is most conducive to their lifestyle. Press Pass LA intends to build an even larger engaged audience, delivering relevant content with the vision of broadening and diversifying our team to cover large-scale entertainment news domestically and internationally.





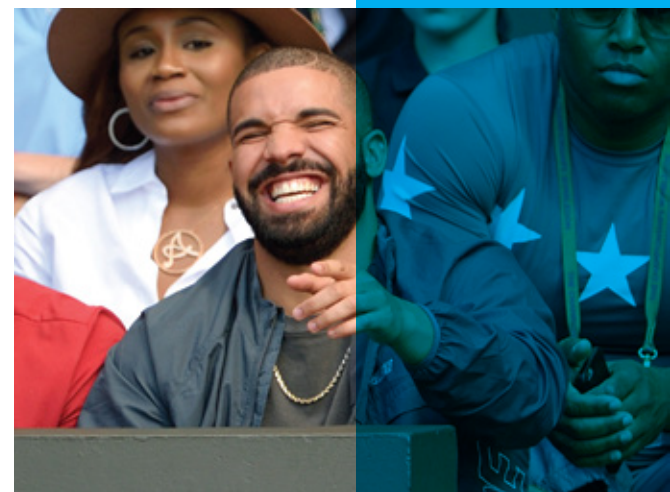
WHAT WE DO

WHY PRESS PASS LA

Press Pass LA brings you the best coverage of the things that interest us the most, and we know you will love them too. We cover breaking entertainment news and provide exclusive content including TV & film reviews, talent interviews, movie premieres and red carpet events. We are currently working to expand our reach to deliver content from everywhere, all of the time.

AS WE APPROACH THAT GOAL, WE PROMISE YOU WILL LEARN THINGS YOU PROBABLY DIDN'T KNOW ABOUT YOUR FAVORITE INDUSTRY TALENT, LIKE WHAT THEY CARE ABOUT OFF SET, OR WHAT THEY LIKE TO DO IN THEIR DOWN TIME.

We stay away from the industry gossip describing who is dating who or where talent gets paid to appear. While we love the mainstream, we also plan to bring you the best emerging talent in our flagship Hollywood Underground. We sit down and chat one-on-one with the talent we think you should keep an eye on. Believe us, they will remember who broke them first when our story boosts them to super-stardom.





OUR TEAM

THE OPPORTUNITY

OUR TEAM IS SMALL BUT MIGHTY.

Our team is small but mighty. We are experienced entertainment professionals who have worked for many of the major studios, production companies and talent agencies. We average over a decade of experience each, and we range from struggling actors and former assistants to top producers, creative executives, photographers, miscellaneous crew and everything in between. We believe that the person who serves your coffee might be the best undercover writer, actor or musician. And, if you looked up from your soy non-fat-mocha-latte-hold-the-whip, long enough, you just might notice.

GET WHAT MATTERS

TARGET MARKETS

*AGE DEMO



OUR DEMOGRAPHIC IS 13-54. THE HIGHEST CONCENTRATION OF OUR FANS ARE IN THE 18-24 MARKET WITH STRONG SECONDARY MARKETS OF 13-17, 25-34 AND 35-44 WITH SOME VIEWERS FALLING ON THE OUTSKIRTS OF THOSE BRACKETS.

Our core audience is our very own Californians with our biggest followers residing in Los Angeles, Hollywood, Santa Monica, Beverly Hills, Long Beach, San Diego, Santa Barbara and San Francisco.

The Press Pass LA audience are good-living enthusiasts. They don't wait in lines, except when they do. They seek exclusive craft beers on tap. They adopt rescue dogs. They do yoga and Zumba in the same day. Some days, their office is the beach or a rooftop pool. They take spontaneous weekend trips up the coast. They will tell you nothing beats a concert at the Hollywood Bowl. They shop at Whole Foods, but still hit the drive-thru late night. They have lived abroad. They are aware The Grove is an outdoor mall. They brunch. They create your favorite entertainment. They are LA transplants and have told all their friends back home about PPLA.

Outside of LA, we find major support in cities across the states including Chicago, Boston, New York, Las Vegas, Philadelphia, Orlando, Dallas, Austin, Portland, Nashville and Washington D.C. As we continue to grow, PPLA has expanded its presence in countries and regions worldwide including South America, United Kingdom, Ireland, Mexico, Canada, Australia, Italy, France, Spain, Turkey, Ukraine, Romania, Iceland, South Africa, Philippines, Macau, Malaysia, Indonesia, Israel, Saudi Arabia and Pakistan. Our PPLA culture is growing, expanding to broader markets allowing for a further outreach, creating our own entertainment footprint of what matters and sharing that across the world.

MARKETING & ADVERTISING

In order to effectively communicate our brand message, site offerings, news, updates and information, we will be launching integrated marketing campaigns to create buzz and awareness around Press Pass LA. Campaigns will include strategies in:

ONLINE MARKETING

SOCIAL MEDIA

INFLUENCER OUTREACH

OUTDOOR MARKETING

EXPERIENTIAL MARKETING

ENTERTAINMENT AMBASSADORS

STRATEGIC PARTNERSHIPS

MEDIA BUYS

DISPLAY ADS

SPONSORSHIPS

SITE CONTENT AND PROMOTION

TV

EVENTS

FILM

UNDER
GROUND

MUSIC

LIFE
STYLE

HOW TO JOIN OUR COMMUNITY

HOMEPAGE

This is the face of our site and the place where our audience lands first for the most up-to-date coverage of what matters in entertainment today. It's the perfect place to feature your company, product, event or announcement.

TRENDING

In Hollywood, there's never a dull moment. Someone is always making headlines and we'll bring you what's hot without all the gossip. Feature a timely giveaway or sell tickets to your charity gala here and have everyone talking about you!

FILM

Our audience will love seeing what your brand has to offer while reading the latest Q & A's with their favorite actors, checking out our movie reviews so they know what (not) to see, and watching videos from recent premieres. Announce the release of a film, sell tickets to a festival or highlight the best place to get production gear alongside Hollywood's A-list talent.

TV

New hit shows each week, reality TV drama, scripted series finales, we got you covered. While viewers read up on why The Good Wife and her friends are just Real Housewives who daydream of Dancing with the Stars, they can also check out which restaurant or club to hit when the weekend rolls around and no one is sitting at home watching the tube.

MUSIC

This is your chance to go backstage! Our groupies come here for the latest interviews with their favorite frontmen, album and concert reviews and the hottest happenings like Grammy parties and Coachella weekends. We cover everything from Slayer to Mumford & Sons, from Vegas headliners to Broadway shows. Feature your venue, recording studio or next gig!

EVENTS

Hollywood is all about guest lists and velvet ropes. Our fans get exclusive coverage of the hottest red carpets, awards shows, press junkets, festivals and charity galas. This is the spot to showcase why our audience should get red-carpet-ready with you!

LIFESTYLE

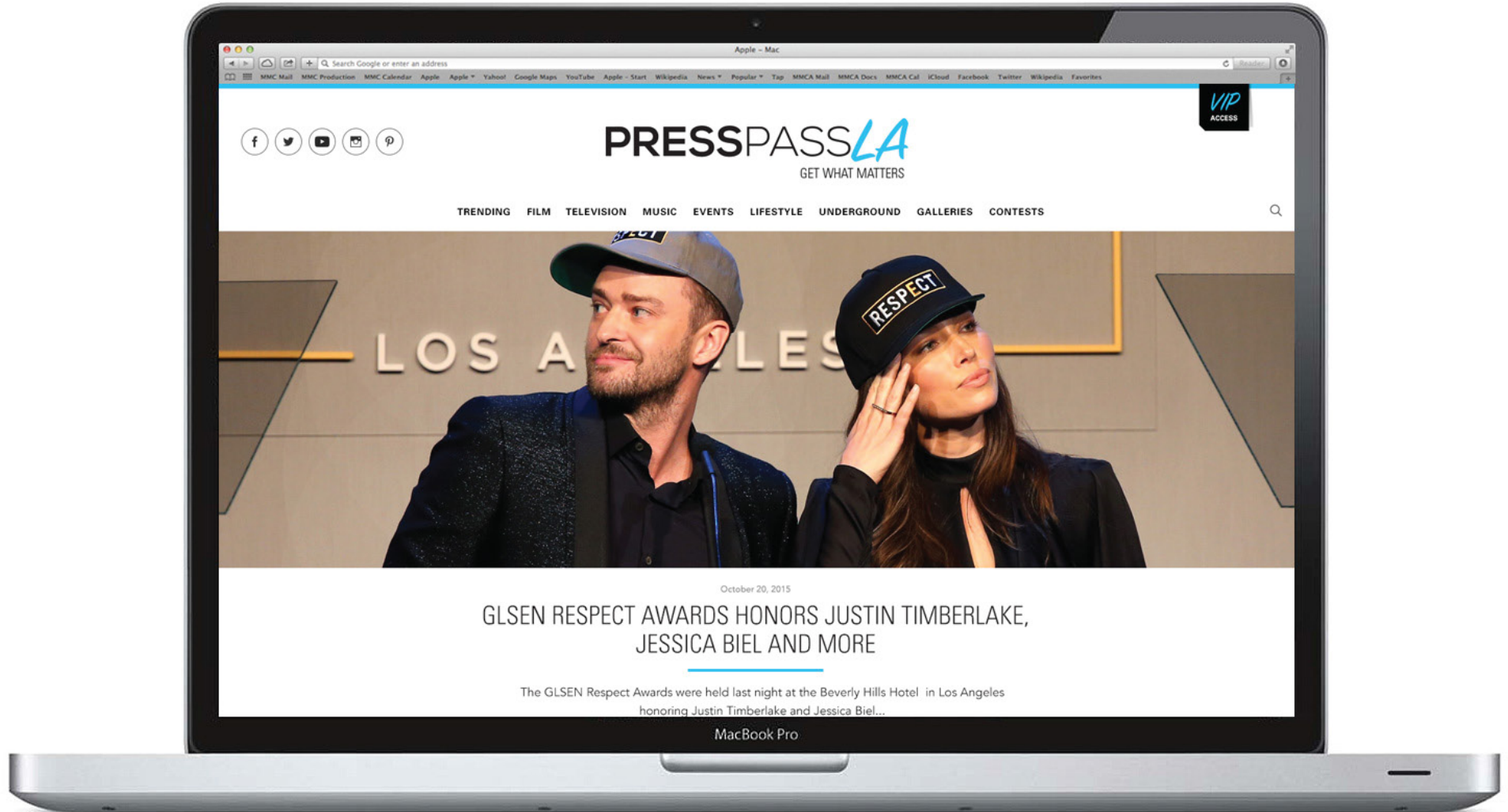
Whether you are an LA local or just California dreaming, everyone wants to live like the A-list. Here's where you'll find the tastiest city eats, hippest new lounges, and local happenings. We've got your top tourist tips and your staycation finds. There's no better place to wine and dine our readers so be sure to highlight your hotel, restaurant, or shopping offerings.

UNDERGROUND

There are so many agents and managers in town yet you keep seeing the same faces on the big screen and hearing the same songs on the airwaves. In Underground, we have a license to explore untapped talent and nothing makes a treasure hunter happier than finding gold. This is also the place to get advice from industry insiders, adding a bit of authority as we highlight our friends, foes and anyone who knocks our socks off. Feature your comedy venue, workshop space, or photography business here.

DIGITAL PLATFORMS

DESKTOP WEBSITE



October 20, 2015

GLSEN RESPECT AWARDS HONORS JUSTIN TIMBERLAKE, JESSICA BIEL AND MORE

The GLSEN Respect Awards were held last night at the Beverly Hills Hotel in Los Angeles honoring Justin Timberlake and Jessica Biel...

[read more >](#)



EVENTS

October 20, 2015

STAR MAGAZINE SCENE STEALERS



FILM

October 20, 2015

SCREAMFEST HORROR FILM FESTIVAL: OPENING NIGHT + JAMES FRANCO DEBUTS LABYRINTH



MUSIC

October 20, 2015

EVERYONE WAS A FAN AT FLEETWOOD MAC FEST



TELEVISION

October 20, 2015

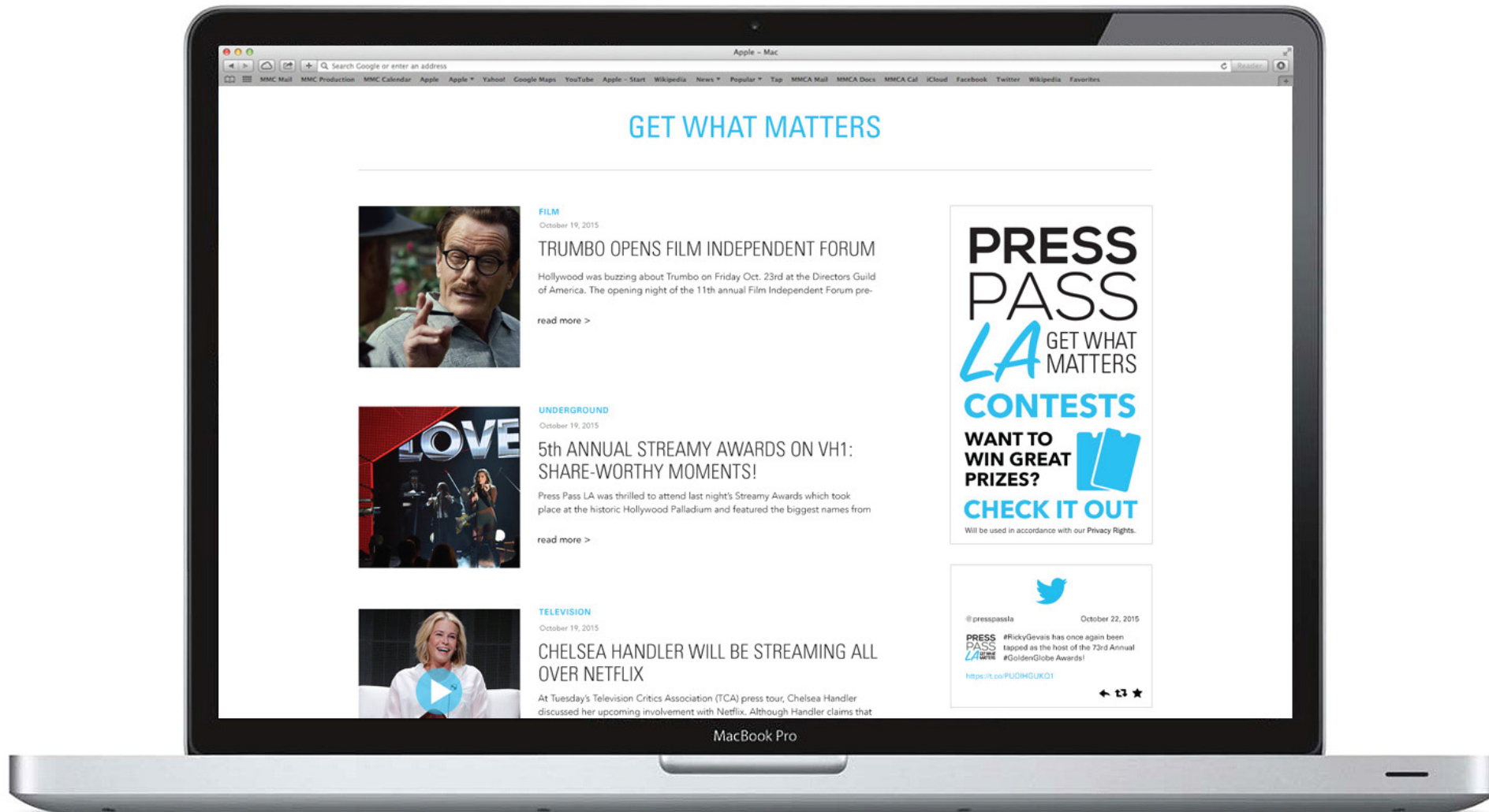
FARGO, SEASON 2: RED CARPET CAST INTERVIEWS

New.
Beyond Perfecting™



CLINIQUE

MacBook Pro



GET WHAT MATTERS



FILM

October 19, 2015

TRUMBO OPENS FILM INDEPENDENT FORUM

Hollywood was buzzing about Trumbo on Friday Oct. 23rd at the Directors Guild of America. The opening night of the 11th annual Film Independent Forum pre-

[read more >](#)



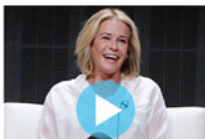
UNDERGROUND

October 19, 2015

5th ANNUAL STREAMY AWARDS ON VH1: SHARE-WORTHY MOMENTS!

Press Pass LA was thrilled to attend last night's Streamy Awards which took place at the historic Hollywood Palladium and featured the biggest names from

[read more >](#)



TELEVISION

October 19, 2015

CHELSEA HANDLER WILL BE STREAMING ALL OVER NETFLIX

At Tuesday's Television Critics Association (TCA) press tour, Chelsea Handler discussed her upcoming involvement with Netflix. Although Handler claims that

**PRESS
PASS**
LA GET WHAT
MATTERS
CONTESTS
**WANT TO
WIN GREAT
PRIZES?**
CHECK IT OUT

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@presspassla

October 22, 2015

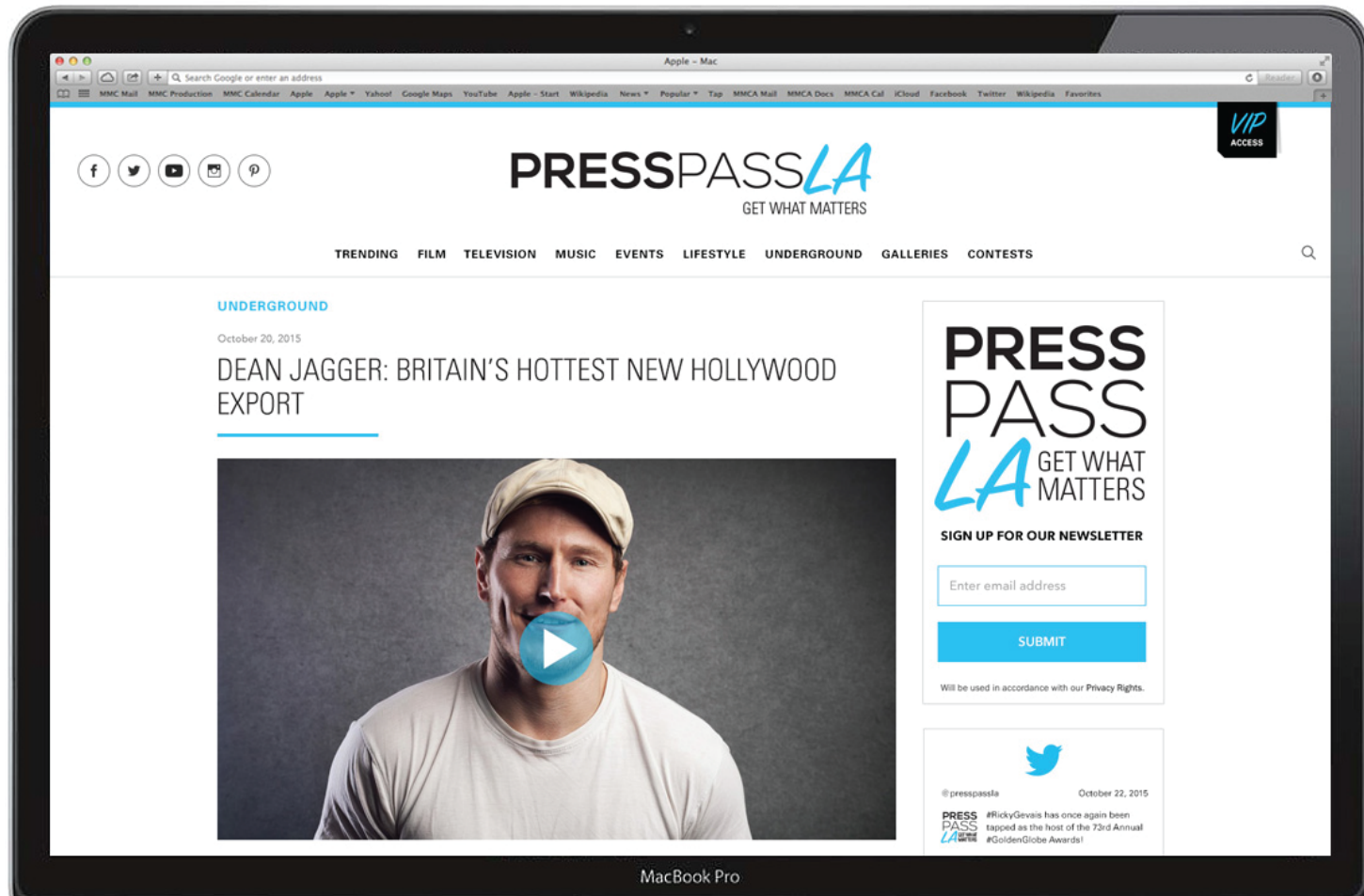


#RickyGervais has once again been
tapped as the host of the 73rd Annual
#GoldenGlobe Awards!

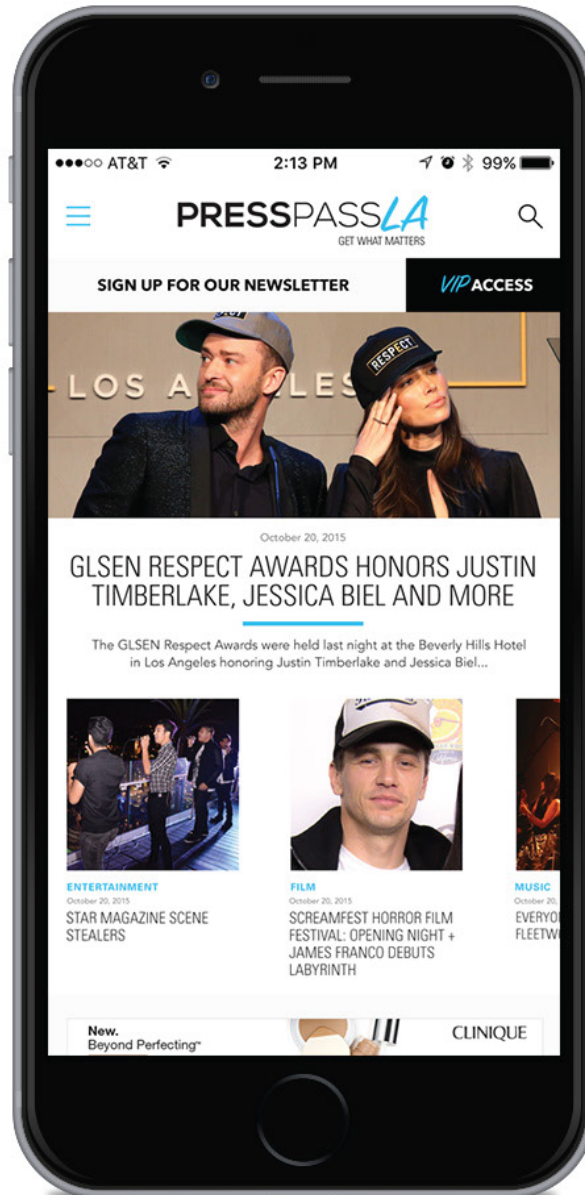
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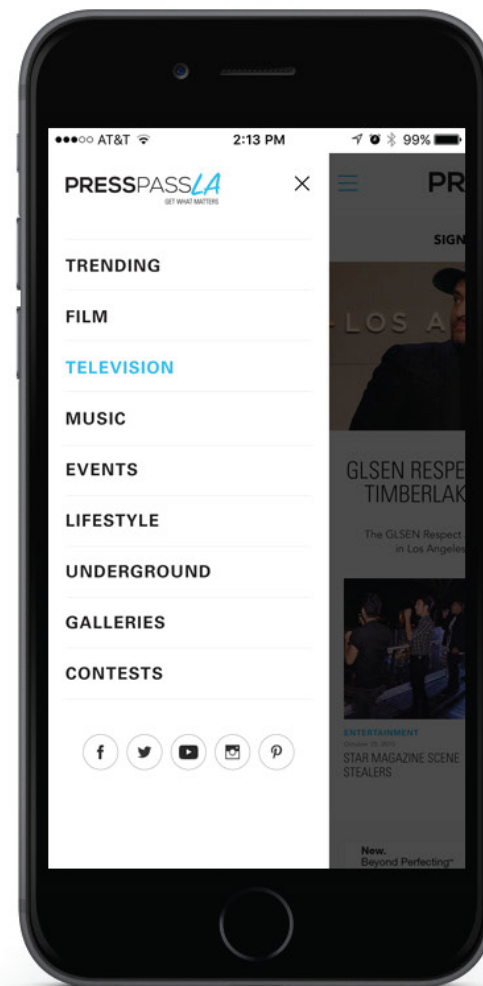
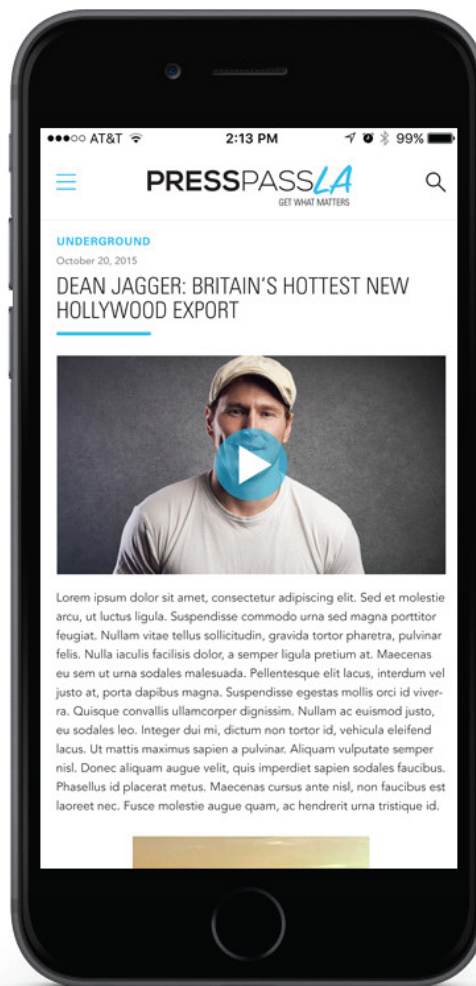
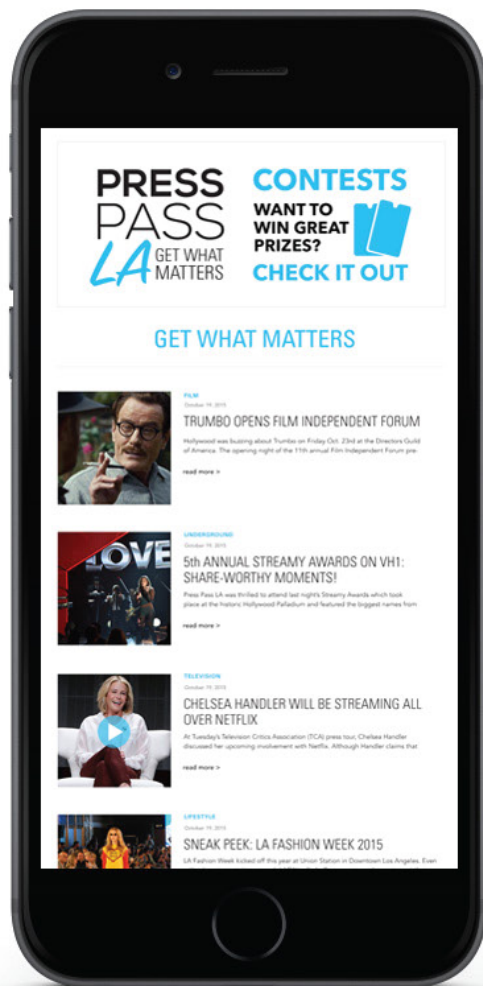


MacBook Pro



MOBILE APP





ADVISORY BOARD



MIKE BUONANTONY (Vice President, Press Pass LA)

Mike was a Vice President in charge of Voice/Network/Wireless services with over 35 years of experience with two major Fortune 500 companies, responsible for the creation and management of a capital/expense budget that exceeded \$10 million dollars annually. In this role, Mike was responsible for multi-purpose network connectivity servicing over 10,000 associates across the U.S. and Europe. He managed a large technical team of over 100 associates with a diverse range of skills. He also played the lead role in the development of Long Range Planning, Disaster Recovery, Network Design/Security and Vendor Management. He was responsible for enterprise contract negotiations with large vendors including AT&T, Verizon, Sprint, Cisco and Avaya.



DAMON D'AMORE (CEO, Wayfounder.com)

Damon has more than two decades experience in product development in media, entertainment, and web/mobile spaces executing conception, marketing and distribution. He has created multimillion-dollar marketing integrations in television and online, and produced a number of creative brand integrations for reality television shows "Undercover Boss" and "The Apprentice". In the online space, he produced the gaming promotions for "Shrek the Third." Damon held the position of Vice President of Production and Development for the independent film and television studio The Shooting Gallery, working on films such as "You Can Count on Me" and commercial campaigns for major brands such as Sony. His varied professional trajectory has led him to his most recent role as founder and CEO of WayFounder. Damon lives in Los Angeles with his chocolate lab Dubya.



MMCA AGENCY, INC. (Technology and Marketing Agency)

Forged from deep-rooted personal relationships, MMCA brings premium experience working with leading brands in the tech, fashion, sports, music, and consumer products industries. MMCA delivers unique services exclusive to the agency achieved through leading experts in various sectors, decades of understanding organizational objectives and strategic relationships. MMCA utilizes its full agency services to deliver scalable and dynamic results.

SOCIAL MEDIA



FACEBOOK



TWITTER



INSTAGRAM



YOUTUBE



PINTEREST



PERISCOPE

JOIN THE CONVERSATION

#PPLA

“If you’re able to entertain people, you find a place in their day to day routine and that is a powerful thing.”

- JENNIFER BUONANTONY



ABOUT

JENNIFER BUONANTONY

Jennifer has twelve years of experience working in the entertainment industry in TV and film production, development, talent management and social media and public relations. A graduate of the S.I. Newhouse School of Public Communications at Syracuse University (Summa Cum Laude, 2003), her career began in NYC at Tribeca Films and Innovative Artists, before making the move to Los Angeles working in reality TV for Mark Burnett Productions. Her scripted production career includes the shows "Grey's Anatomy," "Desperate Housewives," "House" and films "War of the Worlds" and "Thank You For Smoking." She worked back in talent management at Magnolia Entertainment and in development at Robyn Nash Productions before becoming a senior executive in the digital and social media department at Jones Social PR. She continued her career in digital heading the social and PR department at Rebel Industries. In 2010, she started her own media company, PressPassLA.com, covering breaking industry news in the areas of TV, film, music, fashion, lifestyle and more. The company also offers services in social media and PR to brands and talent and is developing original content.