

# Audience: Potential Employers

## AGE

25 – 60 yrs old

## CULTURE

Hollywood culture, fast-paced, tight knit and team oriented. Budgets, marketing, hype, brand names are all very important. In the indie realm, the storytelling is key. How efficient at saving money is a person. How can they benefit a project? Who can do what for whom? Favors are traded often. How hard will the employee work and what are they willing to go through? Musically they listen to pop, R&B and European music as well as oldies. They are constantly trying to find “what’s new” and “what’s next” while also trying to set themselves apart but listening to old favorites.

## ECONOMY

The economy is very tight but also very recyclable. Money goes into movies, which then makes money which then makes more movies.

## EDUCATION

This audience member is not necessarily educated. Some have college experience and specific degrees but it’s often the teamwork and creative drive that advances a person in this career. They make take very specific classes related to technology and story craft but a college education doesn’t guarantee success. Often a successful person in this field has been through the “school of hard knocks.”

## INTEREST

People in this audience are often ego-centric. Their interest in the Shorts site will be limited to looking for people that can help them succeed in their endeavors and they’ll want to view the site to see their competition. Sometimes these people are interested in mentoring and will look for a specific spark or talent that they can hone.

## LIFE STYLE

Film, video and television makers are often very busy and on the go. Their lives are fast paced and somewhat unstable. They may have a production gig that will last for a few months but then they may be unemployed for another gap of time. Finances are unstable but when available they like to buy things for “appearance.” Looking successful creates the impression that they are hireable. They dine at trendy places and buy sexy cars but don’t often have a lot of money.

## POLITICS

Being in Hollywood most of this audience is considered liberal. Often they may lean further left to the “Green” party.