

THE HOLLYWOOD HILL



3rd Quarter Report

Executive Director's Update
The Launch Of Two New Event Series
The Launch Of Our Projects Division

FALL 2006

Photo: **Lawrence Bender** (Academy Award-Nominated Producer of *An Inconvenient Truth*, *Pulp Fiction*, *Kill Bill I & 2*, *Good Will Hunting*, and Hollywood Hill Advisory Board Member), **Ariel Hauter** (Co-Founder/Executive Director of The Hollywood Hill), **Madeleine Smithberg** (Creative Consultant/VP of *Current TV*, Co-Creator of *The Daily Show with Jon Stewart*, and Hollywood Hill Strategy Council Member)

EXECUTIVE DIRECTOR'S UPDATE

Dear Hollywood Hill Members,

As a new organization, we have chosen to focus on new solutions to problems around the world and the promotion and execution of those solutions.

We've always needed a vehicle for financing our projects and distributing our media content. That vehicle is now taking shape. It is called **Armchair Revolutionary**, and it is a new website that will raise micro-donations from the public for dozens of our projects and will feature Hollywood Hill-produced video interviews with experts on solutions to the world's problems. Envisioned by our staff, and being built by **Rain City Studios** out of Vancouver, the first phase of it is scheduled to launch on August 11th, followed by a full launch on October 1st. We have also closed an exciting deal with **Yahoo** that will allow us to access their millions of users with our content.

We're expanding our events calendar to include three dynamic event series that will cover solutions to problems both in Los Angeles and around the globe. Our new year-long monthly event series with **L.A. Mayor Antonio Villaraigosa** and his staff on innovating Los Angeles kicks off in September at **AOL's** new facility in Beverly Hills. Our new event series on Social Change Accelerators kicks off in October at **ROAR's** new screening room in Beverly Hills. And our entertainment technology series with **Wired Magazine** will continue at the home of Hollywood Hill Advisory Board member **Lawrence Bender**.

Coming up are two exciting events...

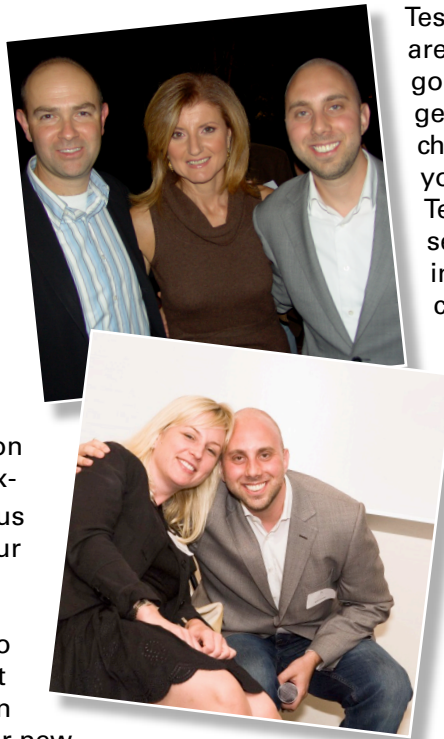
Lawrence Lessig, the Stanford Law Professor who founded both the school's Center for Internet & Society and the nonprofit **Creative Commons**, will be doing a presentation on The Future of Copyright Law. And **Alan Colman**, the Stem Cell expert who cloned **Dolly The Sheep**, will be flying in from Singapore in September for an exclusive event on the future of

Stem Cell research with Academy-Award Winning Film Producer (and Diabetes activist) **Doug Wick** moderating.

Green Sports Cars, Green Bankers, & Capitalism 3.0

I had the pleasure of attending a **Tesla** test drive event last week at the Santa Monica Airport hangar they've rented. Hollywood Hill advisors Lawrence Bender and Larry Winokur were present as was Michael Eisner, Jeff Skoll, Dean Devlin, and about a hundred other green car enthusiasts. **Elon Musk**, co-founder of Paypal, and Chairman of the Tesla Board, hosted the evening. Tesla's are the new fully-electric sports cars that go 0-60 in 4 seconds (faster than a Ferrari), get 250 miles per charge, take 3-4 hours to charge with a 220 volt socket installed in your garage and cost around \$100,000. Tesla's next conquest is an all-electric sedan. It's a genius idea - using increasingly more powerful laptop batteries, the company reaps the technical benefits from the billions the tech industry already spends each year on battery R&D. Outsourcing of parts manufacturing has become so prevalent in the auto industry that it's actually relatively easy to start a new auto company by ordering from the same manufacturers that supply the majors. It's not surprising the founders of Paypal, Google, and eBay are financing it. If you're in the market for a zippy sports car the size of a Lotus Elise, I encourage you to order one at www.teslamotors.com. Look for a Hollywood Hill event on Hydrogen vs. Electric Cars in October/November.

We're starting to work with an amazing group of investment bankers in London at **Generation Investment Management**, the firm **Al Gore** set up two years ago with **David Blood**, the hugely successful and revered former CEO of Goldman Sachs Global Asset Management. They invest in "sustainable" companies and recently set up a foundation to sponsor research fellows in the area of sustainability. Their first fellow, **Jed Emerson**, is pioneering a new field of research into establishing financial metrics that can quantify the social good that corporations do and use it for market valuations. The thesis being that if you can create a metrics for measuring corporate good and tie it to the market valuations of companies, you can incentivize corporations to do more good. Jed has framed this new paradigm as Capitalism 3.0



Photos: (top) Chris Anderson, Editor-In-Chief of *Wired Magazine*, Arianna Huffington, Editor-In-Chief of *The Huffington Post*, and me. (bottom) Melanie Cornwell, Editorial Projects Director at *Wired Magazine*.

and assigned the term Blended Value. Some financial institutions are starting to call these "extra-financial" elements. Jed also just launched a fantastic new magazine at Davos several months ago called Value (www.valuenetwork.com) focused on discussing these issues. We'll be interviewing them on film for Armchair Revolutionary. You can read more about it here...www.blendedvalue.org.

Our 3rd Quarter Focus

Our focus for the fall will be (1) filming a large amount of interview videos with experts for Armchair Revolutionary (2) hosting 2-3 successful events per month (3) hiring a fundraiser to bring in corporate sponsors for various initiatives (4) launching Armchair Revolutionary and our first projects, (5) starting to build our Board of Directors (6) and launching project management software to connect members on projects.



Members On The Move

As usual our members are busy, busy, busy. We now number in the hundreds and one day in the not too distant future we'll be able to keep up with everyone's exciting news. A few quick mentions... **Pam Abdy** was recently promoted to EVP at Paramount.

Lawrence Bender is riding the AI Gore Global Warming Express. **Samantha Bryant** moved to NYC to work for Jane Rosenthal at Tribeca Films.

Bernie Cahill and his partners moved into luxurious new offices in Beverly Hills and have built one of the coolest screening rooms around.

Stokely Chaffin's expecting! **Shereryl Clark's** husband **Scott Aversano**

has set up his new shingle at Paramount. **Patrick Crowley** is in London prepping Bourne Identity III as wife

Cathleen Summers hops back and forth packaging her projects. **Julie Delpy**

just wrapped principal shooting on her new romantic comedy. **Mike Medavoy** has

All The King's Men coming out in September. **Keri Putnam** has left HBO to take the helm at the new

Miramax. **Keri Selig** recently took the jump into managing with her first full-of-promise client Maria Menounos. **Tony Sosa** left Warner Bros. to partner with some top film financiers/producers in a new

shingle. And **Betty Thomas'** new film *John Tucker Must Die* just opened high on the charts!



Members Stepping Up

The following members are the first to commit to filming a documentary or short film for The Hollywood Hill in collaboration with our new financing vehicle Armchair Revolutionary: **Jessica Bendinger** (*Bring It On, Stick It*), **Julie Delpy** (*Before Sunset, American Werewolf in Paris*), husband-wife writer/directors **Terri Miller & Andrew Marlowe** (*Air Force One, Hollow Man*), **Aisha Tyler** (*Balls of Fury, 24*), who is in prep on her writing/directing debut with female lead Maria Bello and **David O. Russell** (*Three Kings, I Heart Huckabees*). More announcements to follow...

People To Thank

A huge thank you to our major donors this quarter... **Cindy Asner, Lawrence Bender, Liz Dalling, Keri Putnam, Babak Razi, Jonathan Segal, Paul Alan Smith, and Betty Thomas.** And a huge thank you to the

people who have helped us put our most recent strategic partnerships together... **Margo Buchanan** at the United Nations, **Bernie Cahill** and his partners at ROAR, **Jason Calacanis** at AOL, **Melanie Cornwell** at Wired Magazine, **Eric Fulton**, CPA at Fulton & Myer who is now managing our finances (when he has time off from Vince Vaughn and other great clients), **Scott Moore** at Yahoo.

To **Jonathan Lambert, Andrew Backer** and **Aaron Stewart** at Firebright who built our website's fabulous backend system. To the team who is filming our events - **Josef Nalevansky** (cinematographer) and his partner **Jim Stanek** of Jetplane Films, **Harry Haese** (sound designer), and **Collin Stark** (photographer), as well as our longtime attorney **Cary Davidson** of Reed & Davidson. A special thank you to **Kristin Hahn** and **Linda Fefer-**

man & David Axelrod, and of course Lawrence Bender for hosting events at their homes. To **Berly Ellis, Robin Budd, and Christine Connolly** for volunteering to staff our events. And to our sponsors **St. Supery Vineyards** and **Red Stripe Beer.**

- ARIEL HAUTER
Executive Director

Photos: (top) Film Director Taylor Hackford with wife Actress Helen Mirren and friend Alma Yakin. (bottom) Director/Writer/Actor Julie Delpy, me, CorpWatch's Pratap Chatterjee.

EVENTS



The Future of Internet Video
with guest speakers
Jennifer Feikin, Google
Jeff Karnes, Yahoo
Shawn Gold, MySpace
Ted Sarandos, Netflix

OUR ENTERTAINMENT TECHNOLOGY SERIES CONTINUES WITH WIRED MAGAZINE

With the continuing support of Wired Magazine we are bringing you face-to-face with the leaders of the new digital entertainment era and exploring the impact they're having on your future.

Over the last few months, we've been exposed to some of the world's foremost leaders on important topics ranging from Port Security to Censorship of the Internet. **Ted Halstead**, Founder of the New America Foundation, gave a powerful deconstruction on the State of the Union. **Jonathan Zittrain**, Founder of Harvard's Berkman Center for Internet & Society, wowed us with his thoughts on who controls the Internet. Wired Magazine Editor-In-Chief **Chris Anderson** presented his LongTail. **Jennifer**

Feikin, Director of Google Video, hinted at upcoming revenue models in Internet video. **Noel Cunningham**, the head of security for the Los Angeles Port Authority, identified the dangers we face from terrorism and trafficking. Over breakfast we roundtabled with recently-elected Newark, N.J. Mayor **Cory Booker** on what it takes to face corruption in today's political system. And we got a tasty teaser of the new Video Games For Change movement. **Now we're going to triple the size of our events calendar...**



Google Video's Jennifer Feikin with Wired Magazine's Melanie Cornwell

We are launching **two** additional year-long event series...



PERFECTING LOS ANGELES

with L.A. Mayor Antonio Villaraigosa

Location: AOL's new headquarters
Beverly Hills

Kicking off in September with Mayor Antonio Villaraigosa at AOL's new headquarters on Maple Drive in Beverly Hills, *Perfecting Los Angeles* will be a forum for the Mayor and his staff to connect with Hollywood and discuss their most innovative projects and initiatives to move L.A. forward in every area, from transportation to education to the environment. It will give our members a chance to become more informed and get involved in projects that appeal to them. Events will take place monthly, starting in September with the Mayor on "The State of the City" and continuing in October with his Chief of Staff Robin Kramer on innovating education, with Deputy Mayor Jaime de la Vega in November on transportation, and with Deputy Mayor Nancy Sutley in January on the environment. Further events to be announced as scheduled.

sponsors



SOCIAL CHANGE ACCELERATORS

Location: ROAR Screening Room
Beverly Hills

Kicking off in September at the home of Lawrence Bender, and then moving to ROAR's new Beverly Hills screening room, this event series will focus on new technologies and sciences that are shaping our future and have the potential to be applied towards making a better world. Our first event will kick-off in September with Alan Colman, President of ES Stem Cell (Singapore) on the potentials of Stem Cell research and Cloning. Alan was the head researcher of the team who cloned Dolly The Sheep and his firm ES Stem Cell holds 6 of the 22 crucial human embryonic stem cell line patents. Future topics will cover a wide range from the Future of Hi-Tech Warfare (its social implications and technology applications) to Synthetic Biology (human-designed enzymes that eat trash, create fuel out of sugar, and kill diseases).

sponsors

ROAR



BIGBRAINBOY'S HOLLYWOOD SURVIVAL GUIDE

with *Wired Magazine* continues...

Location: Home of Lawrence Bender
Bel Air

Our entertainment technology-focused event series with *Wired Magazine* will continue in August at the home of Lawrence Bender. Next up is Lawrence Lessig, Stanford Law professor and founder of the school's Center for Internet & Society, on The Future of Copyright and its socio-economic implications. Considered the foremost expert on intellectual property in the digital era, Lessig advocates a more flexible copyright system to foster innovation and founded the internationally successful Creative Commons in 2001 as a new family of copyright licenses that offer increased flexibility for copyright holders. Future topics will cover a wide range from Spectrum Liberalization to U.S. vs. Asian Broadband Policies, issues that are seldom discussed, but that will truly be shaping the future of our country and our industry.

sponsors



We are launching a new website to help tackle the world's problems.

It will finance our projects. It will distribute our content. It will reach millions of people around the globe.

Armchair Revolutionary goes live in 2 weeks

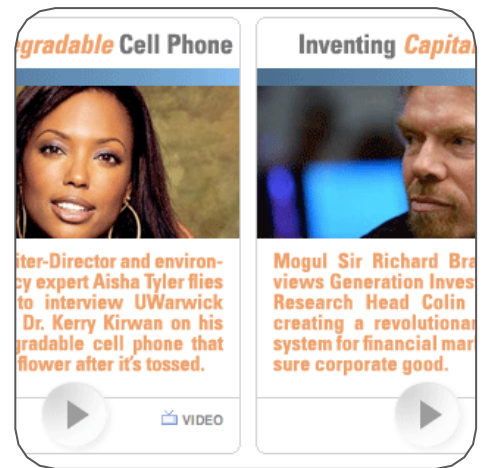
After months of development, we are excited to announce the launch of a new website dedicated to raising micro-donations from the public for a wide range of innovative social change projects, and provide a hub for distribution of member-created content.

Mission:
To finance innovative projects and distribute our content globally.

Yahoo will be giving us our own page on Yahoo News to feature our content and video, allowing us to access millions of people from day one.

The first version of the site will go live around August 20th, followed by a full launch October 1st. We are signing up members to participate in the creation of large amounts of video interview segments with experts around the world on solutions to the world's problems. The site will raise money for dozens of projects including documentaries. It will also feature special software for tracking the results of your various donations similar to the way you track your stock market portfolio. The site will cover a wide variety of topics from Alternative Energy to Corporate Responsibility to Education 2.0.

Members will be encouraged to submit ideas and pitches for documentaries. Submissions will be reviewed by an internal council and those that are approved will be put forth on the website to raise funds from the public. For more information on documentary submissions, go to our website at <http://www.hhill.org> and click on "Submit A Media Project".



PROJECT FUNDING	DOCUMENTARY FINANCING	VIDEO INTERVIEWS W/EXPERTS	NEWS ON INNOVATIONS
Numerous projects will be presented each month soliciting micro-donations from the public.	Members will submit documentaries and budgets will be financed through public donations.	Exclusive interviews with today's top innovators on solving the world's problems.	The Daily Intelligence Report will be expanded into a web version focused on news of innovation, and tools for social change.

M E M B E R I N F O

EVENTS

To View Our Events Calendar

Go to www.hhill.org/hill/presentations_next

To Order A DVD Of A Past Event

Go to www.hhill.org/hill/multimedia

PROJECTS

To Join A Project

Coming Soon!

To Become A Field Producer

Go to www.hhill.org/hill/fieldproducer_signup

To Submit A Documentary Proposal

Go to www.hhill.org/hill/filmproject_details

To Review Documentary Topics

Go to www.hhill.org/hill/filmproject_topics

BECOME A MEMBER AND

JOIN US

If you work in the entertainment industry,
Membership Registration
is simple!

Go to www.hhill.org

Click on the "Membership" tab
Fill out the application
Submit your membership fee
You're Done

**Attend Events and
Get Involved In Projects**

Membership Fees

Donor

\$1200/yr or \$100/mo

Couple

\$360/yr or \$30/mo

Professional

\$240/yr or \$20/mo

Associate

\$120/yr or \$10/mo