Read “Entertainment and the Media in Los Angeles- 2010” and respond to the following questions:

1. Pages seven through twelve of this report outline various challenges to the entertainment business in LA. Outline these challenges, making sure to integrate your opinion on each.

2. Outline what you believe are some key pieces of data and resulting information from the production (operations, studio productions, tv or movies, etc.) and employment aspects in LA’s entertainment industry.

3. Summarize the importance of the following factors:
   - “owning content”
   - “digital media”
   - “new technology, such as 3D”

**In-Trip Assignment based on these readings and our experiences on the trip:** While we tour LA, talk with professionals, possibly go to a TV taping, and visit Paramount Studios develop a list of jobs in entertainment you would be interested in pursuing, making sure to give reasons why you would want this job. After we visit Paramount Studios, Gary will be collecting your list!