

ENTITY

MENTORSHIP PROGRAM



Entity's mentorship program is a 12-week immersive experience bringing together a collective of young women from across the country. These young women are afforded a unique opportunity to explore their career and life ambitions; gain invaluable experience within the digital media space; as well as build long lasting relationships with extraordinary female mentors and fellow mentees. Entity Academy's curated mentorship program trains women to be successful communicators in today's globalized world.

**FORTY-FIVE WOMEN,
TWELVE WEEKS.**

THE WRITER'S COLLECTIVE
CLASS OF 2016



ADRIENNE
SIGETI



ALICIA
HOLLIDAY



ALYSSA
ANDERSON



AMANDA
WAGENSHEIM



AMY
GROSSINGER



AN
NGUYEN



ANGELICA
PRONTO



CAITLIN
DEVEREAUX



CAMELLE
SISON



CARMEN
CAMPBELL



CASEY
CROMWELL



CHRISSIE
CHENG



CORINNE
ZWARTTER



ELLENA
KILGALLON



EMMA
DIMAGGIO



ERIN
HARPUR



FRIDA
GUREWITZ



GABRIELLE
NIEMIER



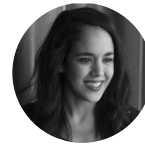
HANNAH
NIEMIER



HARMONY
BIRCH



HILLARY
LITHERLAND



IMAN
BIBI



ISABELLA
AUSTIN



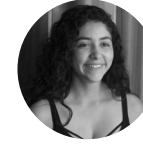
JAYDA
PATTERSON



JOHANIE
COOLS



JOSEPHINE
DJUHANA



JUSTINE
MORALES



KALEIGH
O'MERRY



KATHARINE
MOUND



KIKO
LI



KYLA
NWELE



KYLIE
CHERRIN



MICAH
BRADLEY



MADDIE
CASO



MIXIE
MECHLEY



NATALIE
CAHILL



NATALIE
SANCIMINO



OLIVIA
SZYMANSKI



RACHEL
SHERMAN



RACHEL
WANGERSHEIM



RUORAN
WANG



SAELI
ESHELMAN



SAMANTHA
LIMA



SARAH
SHERMAN



SUTHESHNA
MANI

THE WRITER'S COLLECTIVE
LOS ANGELES 2016 EVENTS

**MIDEAST
SPEAKER**

TALK BY SABA
SOMMEKH,
A PHD FROM
HARVARD
& UCLA
PROFESSOR
ON THE
MIDDLE EAST



**"STATE OF
JOURNALISM"**

TALK BY BRIAN CALLE
FROM THE SOUTHERN
CALIFORNIA NEWS GROUP



**LECTURE ON
ETHIOPIA**

AND INTERNATIONAL
BUSINESS AT CALIFORNIA
CLUB



GRIFFITH PARK HIKE

AND A WORKOUT WITH A PERSONAL TRAINER



**PRIVATE
BOXING
LESSONS**



**KITCHEN
TABLE
EXPERIENCE**

PIECE BY PIECE CHARITY

PROVIDES ART THERAPY FOR THE
HOMELESS ON SKID ROW

DAY AT THE BROAD

MUSEUM FOR CONTEMPORARY ART



**FLIGHT
LESSONS**

ON JENNIFER'S
PRIVATE PLANE

THE WRITER'S COLLECTIVE
SAN DIEGO 2016 EVENTS



**BEHIND
THE
SCENES**

TOUR OF
SAN DIEGO'S
HIT RADIO
STATIONS



PRIVATE BOAT CRUISE

ON THE SOFIA ROSE OF THE SAN
DIEGO HARBOR

PRIVATE MUSEUM TOUR

MUSEUM OF PHOTOGRAPHIC ARTS

FLIGHT TOURS

OF SAN DIEGO WITH JENNIFER FLYING



**SUSHI
LESSONS**

WITH
ITAMAE

MODEL + ENTREPRENEUR

SPEAKER, FEBEN YOHANNES

DAY HIKE

AT POINT
LOMA CLIFFS



WINE TASTING

AND HAPPY HOUR
OUTING

THE WRITER'S COLLECTIVE
LA & SD 2016 EVENTS



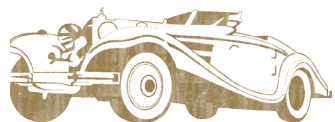
**THE AMERICAN
CONTEMPORARY
BALLET**
OUTING IN DOWNTOWN
LOS ANGELES

**MOTHER'S
DAY
PANEL**

ADVANCED WRITING CLASSES



- » LONG FORM REPORTING LED BY DONNA EVANS OF THE MIAMI HERALD
- » DEVELOPING INTERVIEW SKILLS LED BY CAITLIN DEVEREAUX
- » TURNING A PHRASE AND METAPHORS LED BY CASEY CROMWELL

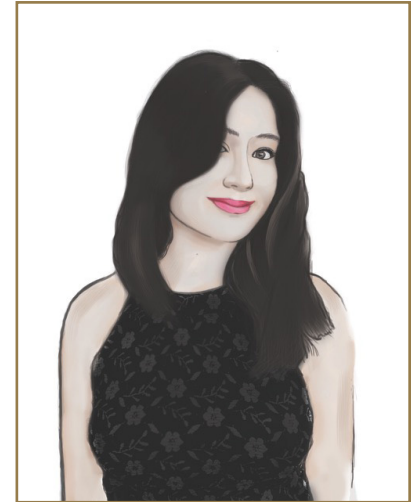


**TOUR OF CLASSIC CAR
COLLECTION**
INCLUDING A CHAMPAGNE
RECEPTION

THE WRITER'S COLLECTIVE
FEATURED WRITERS



NATALIE SANCIMINO



ERIN HARPUR

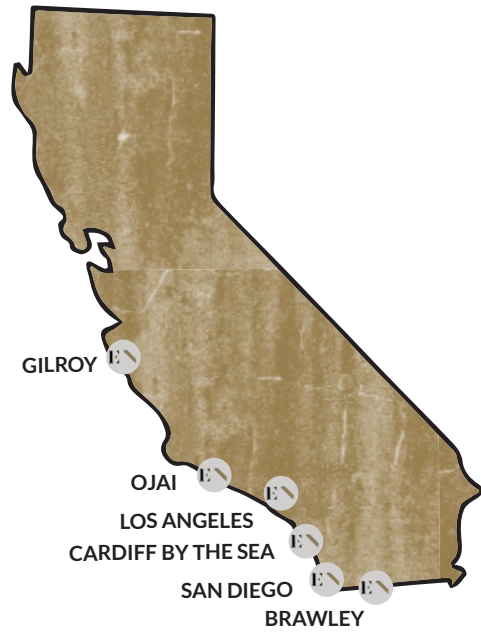


CAMELLE SISON



CAITLIN DEVEREAUX

THE WRITER'S COLLECTIVE HOMETOWN



INTERNATIONAL



CHINA



NETHERLANDS



COLORADO



FLORIDA



MASSACHUSETTS



MICHIGAN



NEBRASKA



OHIO



PENNSYLVANIA



TEXAS



TENNESSEE



WISCONSIN



WASHINGTON



NEW YORK

THE WRITER'S COLLECTIVE EDUCATION

UNIVERSITIES

- » AMERICAN UNIVERSITY, D.C.
- » ARIZONA STATE UNIVERSITY
- » ART CENTER PASADENA
- » AZUSA PACIFIC UNIVERSITY
- » BELOIT COLLEGE
- » BOSTON COLLEGE
- » BRANDEIS UNIVERSITY
- » CSU LONG BEACH
- » CSU SAN MARCOS
- » CHAPMAN UNIVERSITY
- » CORNELL UNIVERSITY
- » HILLSDALE COLLEGE
- » HUMBOLDT STATE UNIVERSITY
- » JUNIATA COLLEGE
- » MASSACHUSETTS COLLEGE OF LIBERAL ARTS
- » MIAMI UNIVERSITY
- » MILLS COLLEGE
- » NEW SCHOOL IN NY
- » OCCIDENTAL COLLEGE
- » PACE UNIVERSITY
- » PITZER COLLEGE
- » POINT LOMA NAZARENE UNIVERSITY
- » RICE UNIVERSITY
- » SAN DIEGO STATE UNIVERSITY
- » SARAH LAWRENCE COLLEGE
- » ST. LAWRENCE UNIVERSITY, DC
- » UC BERKELEY
- » UC SAN DIEGO
- » UC SANTA BARBARA
- » UC SANTA CRUZ
- » UNIVERSITY OF AMSTERDAM
- » UNIVERSITY OF MIAMI, FLORIDA
- » UNIVERSITY OF OREGON
- » UNIVERSITY OF REDLANDS
- » UNIVERSITY OF SOUTHERN CALIFORNIA
- » USC LAW SCHOOL
- » VANGUARD UNIVERSITY
- » VILLANOVA UNIVERSITY

**AGES
EIGHTEEN TO
TWENTY-EIGHT
WITH MEDIAN
AGE 22**

MOST COMMON MAJOR



JOURNALISM

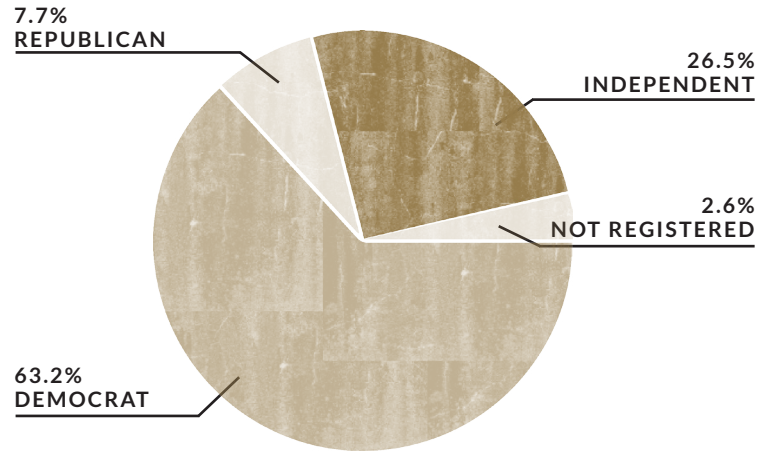


LITERATURE



COMMUNICATION

THE WRITER'S COLLECTIVE REGISTERED PARTY



THE WRITER'S COLLECTIVE RELIGION



THE WRITER'S COLLECTIVE PERSONAL



PARENT'S OCCUPATION

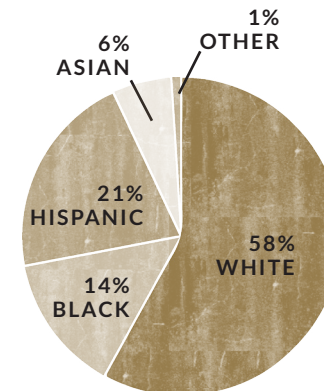
- » ACCOUNTANT
- » ARCHITECT
- » CEO
- » CFO
- » CHIEF OF POLICE
- » DOCTOR
- » ENGINEER
- » FLIGHT ATTENDANT
- » HOMEMAKER
- » MARKETING
- » MUSICIAN
- » NURSE
- » PASTOR
- » SALES ASSOCIATE
- » SOFTWARE ENGINEER
- » TEACHER

SEXUAL ORIENTATION

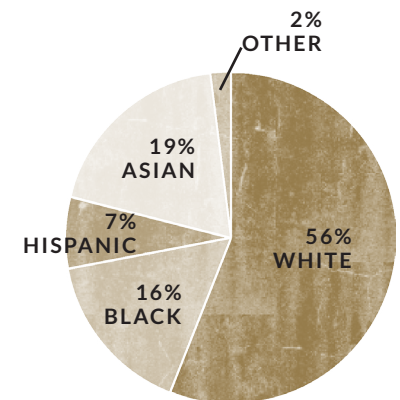
- » 30 STRAIGHT
- » 10 BISEXUAL
- » 5 UNDISCLOSED

THE WRITER'S COLLECTIVE RACE COMPARISON

2012 U.S. CENSUS 18-34 YEAR OLDS



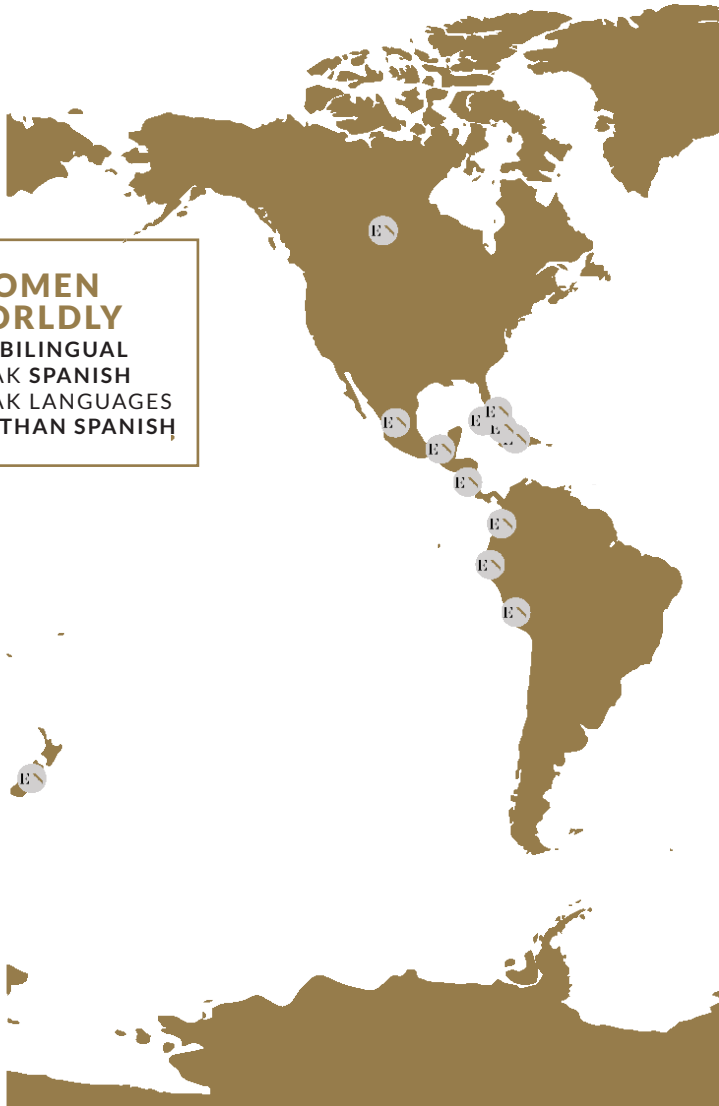
RACE + ETHNIC GROUP FOR ENTITY



THE WRITER'S COLLECTIVE
PLACES VISITED

**OUR WOMEN
ARE WORLDLY**

- » 24 ARE BILINGUAL
- » 12 SPEAK SPANISH
- » 17 SPEAK LANGUAGES
OTHER THAN SPANISH



THE WRITER'S COLLECTIVE
CELEBRITIES OF CHOICE



THE WRITER'S COLLECTIVE
KEY ISSUES



GENDER
EQUALITY

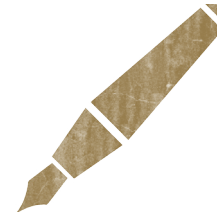


HUMAN
RIGHTS



EDUCATION

THE WRITER'S COLLECTIVE
IDEAL CAREER



A WRITING JOB

JOURNALIST, EDITOR, OR NOVELIST

DIGITAL MARKETING

MANAGER OR DIRECTOR

PR/COMMUNICATIONS

THE WRITER'S COLLECTIVE
RANKING PRIORITIES BY AGE 30



4.50

PASSIONATE
ABOUT JOB



4.27

DESIGNER
CLOTHES

3.25
OWNING A
HOME/CAR

**SCALE
1 LOW
TO 5 HIGH**

3.36
HAVING
CHILDREN



3.92

TRAVEL



2.69

SPOUSE/
PARTNER

THE WRITER'S COLLECTIVE TECHNOLOGY



89.5%



10.5%

PHONE BRAND



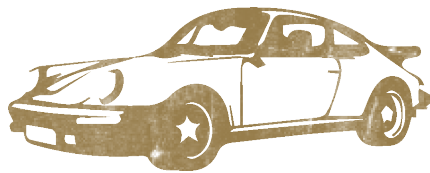
60.5%

PC

39.5%

COMPUTER BRAND

THE WRITER'S COLLECTIVE TRANSPORTATION



CAR MANUFACTURER

TOYOTA, HONDA, & KIA

HOW OFTEN DO YOU ORDER ON POSTMATES?

ON AVERAGE, ONCE A WEEK

HOW MANY TIMES DO YOU UBER A WEEK?

ON AVERAGE,
6 TIMES
A WEEK



THE WRITER'S COLLECTIVE TELEVISION SHOWS



- » GAME OF THRONES
- » HOW TO GET AWAY WITH MURDER
- » THE OFFICE
- » PARKS AND RECREATION

THE WRITER'S COLLECTIVE WEBSITES

- » FACEBOOK FOR NEWS
- » NEW YORK TIMES
- » BUZZFEED
- » HUFFINGTON POST



THE WRITER'S COLLECTIVE SPORTS PREFERENCES



FOOTBALL



SOCCER



OLYMPICS

THE WRITER'S COLLECTIVE
FASHION



SUNGLASSES
RAYBANS

CLOTHING

- » FOREVER 21
- » VINTAGE
- » TOPSHOP
- » ZARA

COSMETICS

- » URBAN DECAY
- » LAURA MERCIER
- » CHANEL
- » BENEFIT



THE WRITER'S COLLECTIVE
ALCOHOLIC BEVERAGE



WHITE WINE

- » TOASTED HEAD CHARDONNAY
- » AVANT CHARDONNAY
- » SURF SWIM CHARD



CRAFT BEER

- » GOOSE ISLAND
- » PLINY THE ELDER
- » BALLAST POINT

THE WRITER'S COLLECTIVE
AESTHETIC



HOW WOULD YOU DESCRIBE YOUR LOOK?

- » CLASSY & ELEGANT
- » ARTSY
- » TOMBOY

HAIR ACCESSORY

- » MRS PRESIDENT AND CO. HAIR TIE
- » INVISIBOBBLE ORIGINAL HAIR TIE
- » GOODY HAIR TIE

TYPE OF SOCKS

- » ADIDAS ANKLE SOCKS
- » NIKE ANKLE SOCKS
- » SOCKART ANKLE SOCKS

FASHION CITY INSPIRATION

- » LOS ANGELES
- » NEW YORK
- » PORTLAND



FASHION NEWS & SOURCE OF DAILY ART
INSTAGRAM



ART FOLLOWED ON INSTAGRAM
PAINTERS & MAKEUP ARTISTS

THE WRITER'S COLLECTIVE
COVERAGE INTEREST



#1 MICHELLE OBAMA
FORMER FIRST LADY



#4 TINA FEY
ACTRESS



#6 NICOLE ADAMS
UK OLYMPIC BOXER



#11 CATHY ENGELBERT
CEO, DELOITTE



#2 OPRAH WINFREY
MEDIA MOGUL



#5 BEYONCÉ
SINGER



#7 INDRA NOOYI
CHAIR AND CEO OF PEPSICO



#10 SAFRA A. CATZ
CEO OF ORACLE



#3 J.K. ROWLING
AUTHOR



#5 MELISSA MCCARTHY
ACTRESS



#8 RUTH BADER GINSBURG
U.S. SUPREME COURT JUSTICE



#9 SERENA WILLIAMS
TENNIS STAR

THE WRITER'S COLLECTIVE
BRANDS



'90s THROWBACK BRAND

1. CALVIN KLEIN
2. LEVI
3. NIKE
4. TOMMY HILFILGER
5. GUESS



ASPIRATIONAL LUXURY BRAND

1. RALPH LAUREN
2. GUCCI
3. VALENTINO
4. LOUIS VUITTON
5. CHANEL

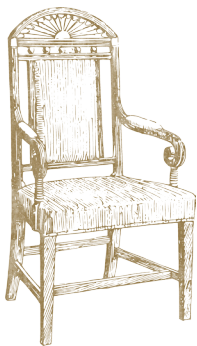
DENIM PREFERENCE

1. LEVI'S
2. URBAN OUTFITTERS



SNEAKER BRAND

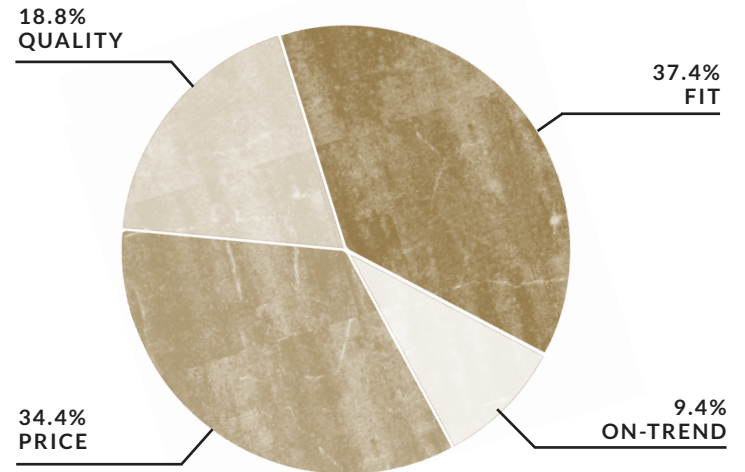
1. NIKE
2. CONVERSE
3. ADIDAS



FURNITURE BRAND

1. IKEA
2. TARGET
3. HAND-ME-DOWNS/FAMILY GAVE FURNITURE

THE WRITER'S COLLECTIVE
APPAREL IMPORTANCE



THE WRITER'S COLLECTIVE
BUDGET PER MONTH



CLOTHES
\$100-\$200

MAKEUP
\$10-\$50

ACCESSORIES
\$10-\$100

THE WRITER'S COLLECTIVE
MAKEUP



MOST WATCHED MAKEUP TUTORIALS

1. WINGED EYELINER
2. EYE SHADOW
3. CONTOUR

MAKEUP STYLE

SUBTLE/ CASUAL
WITH MASCARA,
WINGED LINER,
LIP BALM, LIGHT
BROW, SHADING



MAKEUP ESSENTIAL

1. MASCARA
2. EYELINER
3. LIPSTICK

THE WRITER'S COLLECTIVE
HAIRSTYLE



1. LONG MERMAID HAIR

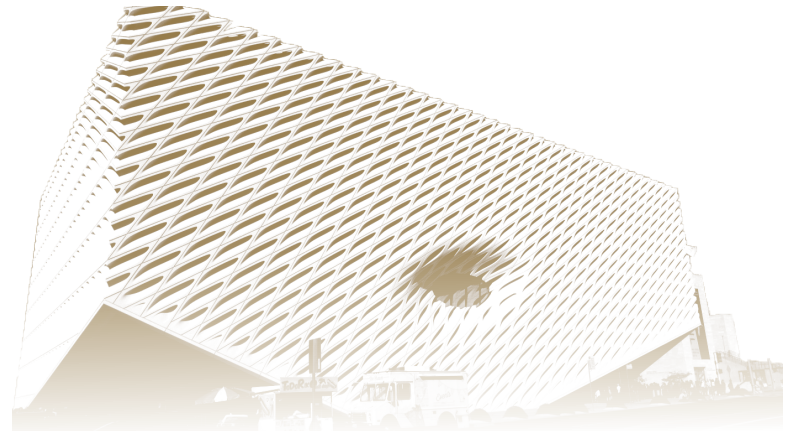


2. MEDIUM LAYERED



3. BOB

THE WRITER'S COLLECTIVE
ART



BEST ART EXHIBIT

THE BROAD, LOS ANGELES



ART STYLE

CONTEMPORARY



FIFTY-EIGHT PERCENT

CONSIDER
THEMSELVES
PHOTOGRAPHERS

THE WRITER'S COLLECTIVE VIEWS ON HILLARY



"I plan to vote for Hillary in the presidential election. **As a graduate of an all women's college, I am so excited to see a strong female candidate run for president.** I think the country is ready for a female leader and I think Hillary is the most qualified person for the job."

- BOSTON, MASSACHUSETTS

"I did not vote for Hillary in the Pennsylvania primary election because **I don't feel that she has made wise decisions with regard to foreign policy.** I also don't like the fact that her campaign, specifically Madeline Albright, shamed women who weren't going to vote for Hillary."

-PITTSBURGH, PENNSYLVANIA

"As cliché as it sounds, it would be very empowering, monumental and influential to have a female for president. At the same time, though, I wouldn't vote for her just because she is a woman."

- SAN DIEGO, CALIFORNIA

"I will not be voting for Hillary Clinton. I don't agree with dishonest people who have helped Wall Street scum. **She should be in prison for what she has done, not a front running presidential candidate.**"

- BATON ROUGE, LOUISIANA

"I am voting for Hillary because she is the most qualified candidate in the race for the presidency. I also think she is misunderstood. She is portrayed as a tightly-wound-up-liar, but I truly believe that she is under a different level of media scrutiny as a woman. Could you imagine if she got all passionate and waved her hands in the air like Bernie Sanders or Donald Trump? They would call her emotional and dramatic. Out of all the candidates, she is the one that has been closest to that oval office. **She is the most knowledgeable candidate.**"

- SAN DIEGO, CALIFORNIA

A SUMMER TO REMEMBER, BUT DON'T JUST TAKE OUR WORD FOR IT.



ENTITY'S WRITER COLLECTIVE 2016 VIDEO:
<https://www.entitymag.com/entity-academy/>

THE CONTENT CREATIVE 2017 TESTIMONIALS



“Entity provided me with the **journalism skills I needed during my time in Israel**. I felt like a foreign correspondent, speaking with mayors and supreme court justices. I was able to hear and analyze narratives without bias.”
CARMEN CAMPBELL, NASHVILLE

“With the help of the writing workshop and Jennifer’s mentoring, **I was able to refine my writing for an Internet audience**, a task that by no means is a piece of cake.”
KATHERINE MOUND, MASSACHUSETTS

“What really solidifies this brand to me and makes it close to my heart is the fact that **we go out and collect stories that we feel are important to us.**”
JUSTINE MORALES, LOS ANGELES

“Led by example by Entity Magazine CEO, Jennifer Schwab, I have learned to be more intentional about how and how often I say “thank you.” It can be all too easy to fall out of the practice of gratitude. **I have learned to become more mindful of the gifts of time, resources and support I receive throughout the course of my career.**”
CAITLIN DEVEREAUX, LOS ANGELES

“The most important thing **Entity has taught me is that my dreams aren’t crazy or unrealistic, and that if I can put in the effort to make them happen, they just might.** That’s the biggest way Entity has molded my dreams this summer. Entity has made them attainable. I am a woman that dreams, and I am a #WomenThatDoes.”
MICAIAH BRADLEY, NEW YORK

“Entity’s summer program **has played a pivotal role in helping me form my own ideas and voice for which I will continue on the path to be a woman who always does.**”
AN NGUYEN, SANTA BARBARA

“My most memorable moment at Entity? Hands down **when I flew a plane.**”
RACHEL SCHERMAN, NEW YORK

“In a lot of other writing experiences I’ve done, I’ve been working on my own or at home. At Entity, we’ve gotten to know each other in the office and **we’ve developed a unique dynamic, working together as coworkers and as friends, with the ability to produce the best product we can.**”
FRIDA GUERWITZ, LOS ANGELES

“My time at Entity forced me to exercise flexibility. When I felt my patience wearing thin, I had to remind myself that start-ups are just beginning; they require room for error and improvement in the publication’s development. Any stress or disappointment was necessary to be apart of the beautiful – and messy – process of launching a start-up magazine. **Sure, interning at Entity may have been challenging, but it was a damn good challenge.**”
SARA BUTLER, SAN DIEGO

ENTITY
Academy



WOMEN THAT DO

The 2017 Entity Academy “Content Collective” addresses market realities for aspiring journalists, PR professionals, digital marketers, designers, and other creative types. We’ve developed a robust 10-week program that will arm women with the skills necessary to be highly marketable.



THE CONTENT CREATIVE 2017 PROGRAM

WHAT IS THE ENTITY CONTENT COLLECTIVE?

Entity's mentorship program is a 10-week immersive experience bringing together a collective of young women from across the country. These young women are afforded a unique opportunity to explore their career and life ambitions; gain invaluable experience within the digital media space; as well as build long lasting relationships with extraordinary female mentors and fellow mentees. The program consists of: editorial research; daily content production and distribution, as well as, the creative process from ideation to execution. These women are not only put through a rigorous writing program, they also learn life skills and discipline. Our program is expertly curated and includes a host of unique activities, speaker series, and unforgettable learning experiences.

WHO IS INVITED?

50 young women are hand selected through an application process from across the country between 18 to 28 who have already shown great promise through their academic achievements, previous internship successes, and our intensive interview process. These women hail from a diverse array of racial, geographic, educational and socio-economic origins.

WHEN:

June 5, 2017 to August 11, 2017

WHERE:

Entity offices in downtown Los Angeles.
124 N. Townsend Ave.
Los Angeles, CA 90063

THE CONTENT CREATIVE 2017 MENTEE BENEFITS

IMMERSIVE CULTURAL AND PROFESSIONAL DEVELOPMENT EXPERIENCE

- NPR states young adults need guidance in starting their career
- Mentees participate in a 10 week activity series to experience Los Angeles, a culturally creative hub
- Program designed to help professional advancement through career coaching, professional discipline, resume building, and interview preparation
- Access to industry thought leaders, professionals, influencers, and tastemakers

BUILD MARKETABLE SKILLS IN THE DIGITAL SPACE

- 10-week program with two week rotations in the following areas: writing and editing, social media packaging: Instagram and Facebook, digital public relations and promotions, search engine optimization, data analytics and insights, narrative science and graphics, video and interactive media.

GET UNIQUE OPPORTUNITIES

- Gain top notch experience in journalism, communications, marketing, digital media, and graphics production
- Experience a one-of-a-kind mentorship program based on mentee's interests and skillset.

THE CONTENT CREATIVE 2017 PROGRAM 2017

June 5 - August 11 \$5,000



WEEK 1 AND 2

WRITING AND EDITING



WEEK 3 AND 4

SEARCH ENGINE OPTIMIZATION,
DATA ANALYTICS, AND INSIGHTS



WEEK 5 AND 6

SOCIAL MEDIA PACKAGING:
INSTAGRAM AND FACEBOOK



WEEK 7 AND 8

NARRATIVE SCIENCE AND
INTERACTIVE MEDIA



WEEK 9 AND 10

EMPATHY, COMPASSION, AND
MINDFULNESS



THE CONTENT CREATIVE 2017 ENTITY BENEFITS

CREATE WOMEN THAT DO

- Educate and inspire women to achieve their personal and professional best
- Teach women how to develop and hone digital skills through our rigorous “Content Collective” program - this includes speaker series; publishing work on a major women’s media platform; team building; and a weekly activities schedule

CUTTING EDGE, FRESH, AND RELEVANT CONTENT

- Capture current ideas, topics, and issues affecting women and translating them into content

INSIGHTS INTO OUR AUDIENCE DEVELOPMENT

- Gather insightful data and demonstrate how this impacts our market strategy and business goals
- Ensure our content strategy speaks to the dynamic realities of Generation Y and Z

THE CONTENT CREATIVE 2017 PARTNER BENEFITS

MARKET RESEARCH, GENERATION Z AND MILLENNIAL WOMEN

- Mentee focus groups
- Brand Ambassador program

HUMAN RESOURCES BENEFIT

- A platform to recruit some of the brightest, most talented young women in the digital space
- Priority access to interviewing graduates from Entity Academy

GOOD SOURCE OF BRANDED CONTENT

- Videos
- Product reviews and testimonials
- Co-branded content including photo essays, galleries, articles, and GIFS

RECOGNIZED AS AN INSPIRATION FOR OUR MENTEES

- Executives invited to speak as a part of our speaker series
- Logo on all marketing collateral across print, online platform, and graphics on social channels
- Co-branded newsletters to our readers

THE CONTENT CREATIVE 2017
#WOMENTHATDO ACTIVITIES



- » AMERICAN CONTEMPORARY BALLET
- » DJ LESSONS
- » TOUR OF CLASSIC CAR COLLECTION & CHAMPAGNE RECEPTION
- » CRAFT COCKTAILS SEMINAR
- » SABA MIDEAST SPEAKER
- » L.A. RIVER CLEANUP
- » FEMALE C-SUITE SPEAKERS
- » PIECE BY PIECE CHARITY DAY
- » HIP HOP/ZUMBA CLASS
- » BROAD MUSEUM
- » FLIGHT TOUR OF LOS ANGELES
- » CELEB AND ARTIST PANEL
- » PHOTOGRAPHY LESSON

ENTITY