

ENTITY

MENTORSHIP PROGRAM

2016-2017



ENTITY's mentorship program is a 6-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.

**FIFTY WOMEN,
SIX WEEKS.**

ENTITY ACADEMY CLASS OF '16 AND '17



ADRIANA
SERRATO



ADRIENNE
SIGETI



ALICIA
HOLLIDAY



ALYSSA
ANDERSON



AMY
GROSSINGER



AMANDA
WAGNERNSHEIM



AN
NGUYEN



ANGELICA
PRONTO



ANNABEL
SCHULZ



ANTHEA
TAEUBER



ARIANNA
SIMONET



ASHLEY
ALEXANDER



CASEY
CROMWELL



CAITLIN
DEVEREAUX



CAMELLE
SISON



CANDICE
HORDE



CARMEN
CAMPBELL



CHRISSIE
CHENG



CORINNE
ZWARTTER



ELIZA
BRITT



ELENA
ENDER



ELLENA
KILGALLON



EMMA
DIMAGGIO



ERIN
HARPUR

ENTITY ACADEMY CLASS OF '16 AND '17



FRANCES
SENIGRAM



FRANKIE
WILLIAMS



FRIDA
GUREWITZ



GABRIELLE
WAXTEIN



GIULLIANA
DE LA ROSA



HANNAH
NIEMIER



HAORAN
ZHANG



HARMONY
BIRCH



HILLARY
LITHERLAND



HILLARY
OJEDA



IMAN
BIBI



ISABELLA
AUSTIN



J. KENDALL
ALLEN



JAYDA
PATTERSON



JOHANIE
COOLS



JASMYNE
PECK-BAILEY



JOSEPHINE
DJUHANA



JUSTINE
MORALES



KALEIGH
O'MERRY



KARINA
VARGAS



KATHARINE
MOUND



KIKO
LI



KYLA
NWEKE



KYLEIGH
HOYE



KYLIE
CHERIN



MADILYN
SMITH



MICAHIAH
BRADLEY



MADDIE
CASO



MIXIE
MECHLEY



MONICA
REYNOSO



NATALIE
CAHILL



NATALIE
SANCIMINO



NICOLE
SAZEGAR



NGOC
ANH HA



OLIVIA
SZYMANSKI



PATRICK
COYLE



RACHEL
SHERMAN



RACHEL
WANGERSHEIM



RUORAN
WANG



SAELI
ESHELMAN



SAMANTHA
LIMA



SARAH
SHERMAN



SARAH
WOLSTONCROFT



STEPHANIE
MEJIA






SUTHESHNA
MANI



THE WRITER'S COLLECTIVE
LOS ANGELES 2016 EVENTS

<p>MIDEAST SPEAKER TALK BY SABA SOMMEKH, A PHD FROM HARVARD & UCLA PROFESSOR ON THE MIDDLE EAST</p>	 <p>"STATE OF JOURNALISM" TALK BY BRIAN CALLE FROM THE SOUTHERN CALIFORNIA NEWS GROUP</p>
	 <p>LECTURE ON ETHIOPIA AND INTERNATIONAL BUSINESS AT CALIFORNIA CLUB</p>
 <p>GRIFFITH PARK HIKE AND A WORKOUT WITH A PERSONAL TRAINER</p>	
 <p>PRIVATE BOXING LESSONS</p>	 <p>KITCHEN TABLE EXPERIENCE</p>
<p>PIECE BY PIECE CHARITY PROVIDES ART THERAPY FOR THE HOMELESS ON SKID ROW</p>	
<p>DAY AT THE BROAD MUSEUM FOR CONTEMPORARY ART</p>	
 <p>FLIGHT LESSONS ON JENNIFER'S PRIVATE PLANE</p>	

THE WRITER'S COLLECTIVE
SAN DIEGO 2016 EVENTS

 <p>BEHIND THE SCENES TOUR OF SAN DIEGO'S HIT RADIO STATIONS</p>	 <p>PRIVATE BOAT CRUISE ON THE SOFIA ROSE OF THE SAN DIEGO HARBOR</p>
	<p>PRIVATE MUSEUM TOUR MUSEUM OF PHOTOGRAPHIC ARTS</p>
<p>FLIGHT TOURS OF SAN DIEGO WITH JENNIFER FLYING</p>	<p>MODEL + ENTREPRENEUR SPEAKER, FEBEN YOHANNES</p>
<p>DAY HIKE AT POINT LOMA CLIFFS</p>	 <p>WINE TASTING AND HAPPY HOUR OUTING</p>

THE WRITER'S COLLECTIVE
LOS ANGELES AND SAN DIEGO 2016 EVENTS



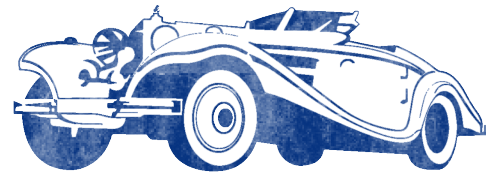
**THE AMERICAN
 CONTEMPORARY BALLET**
 OUTING IN DOWNTOWN LOS ANGELES

**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
LOS ANGELES 2017 EVENTS

**WELCOME
 BREAKFAST**
 AT ENTITY HQ
 FEATURING MENTEE
 AND STAFF
 INTRODUCTIONS
 AND A HOMEMADE
 BRUNCH



STEMOTHER'S ROUNDTABLE
 WITH NY-TIMES BESTSELLING AUTHOR,
 WEDNESDAY MARTIN



STEPDAUGHTER'S CONFIDENTIAL
 WITH NY-TIMES BESTSELLING AUTHOR,
 WEDNESDAY MARTIN

THE STATE OF DATING AS A MILLENNIAL
 WITH CELEBRITY MATCHMAKER ALESSANDRA CONTI



**ASTROLOGY
 READINGS**
 WITH V.T. SOREN



DJ LESSONS
 WITH MR. MAKE MOVES

IMPLICIT BIAS
 WITH RYAN WYNETT FROM THE NATIONAL FREEDOM
 MUSEUM

ZUMBA
 CLASS WITH CERTIFIED ZUMBA INSTRUCTOR ANGIE LOPEZ

**EATING TO
 LIVE, NOT
 LIVING TO
 EAT**
 WITH MARU
 DAVILA

THE WRITER'S COLLECTIVE
LOS ANGELES 2017 EVENTS



**KRAV
MAGA**
LESSONS



MONETIZING FEMINISM
WITH CEO JENNIFER SCHWAB
WANGERS, TARYN HILLIN
AND KAYLA CALDWELL



THE ART OF CIRCLING
WITH MEREDITH SCOTT-
LYNN

GLOBAL SUSTAINABILITY
ROUNDTABLE WITH ENTITY CEO, JENNIFER
SCHWAB WANGERS

CHANGING NORMS AND SEXUALITY
PANEL WITH NY-TIMES BESTSELLING AUTHOR,
WEDNESDAY MARTIN



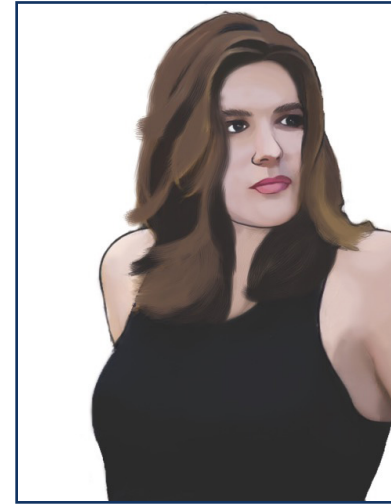
THE ART OF PLATING
WITH MARIA NGUYEN



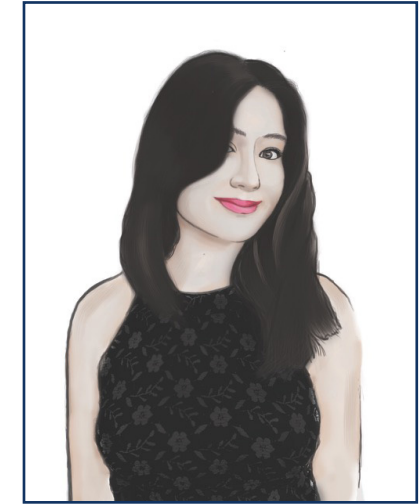
YOGA
WITH TEEKI
AND ESME
BROWN

GRADUATION
CEREMONY FEATURING
MENTEE PORTFOLIOS

ENTITY ACADEMY
FEATURED WRITERS



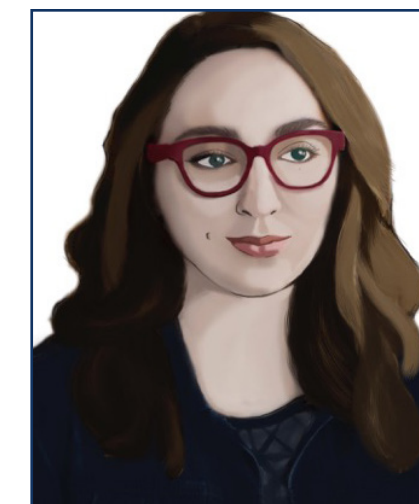
NATALIE SANCIMINO



ERIN HARPUR

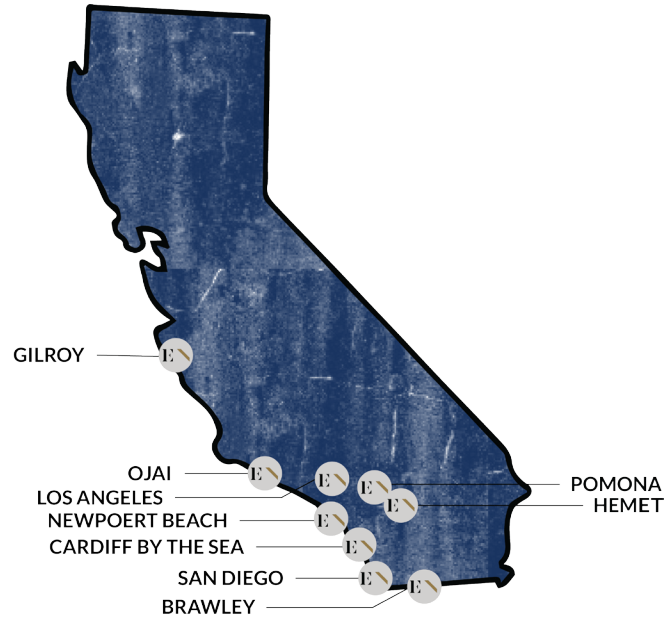


CAMELLE SISON

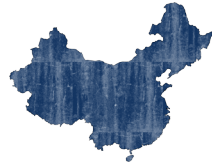


CAITLIN DEVEREAUX

ENTITY ACADEMY HOMETOWN



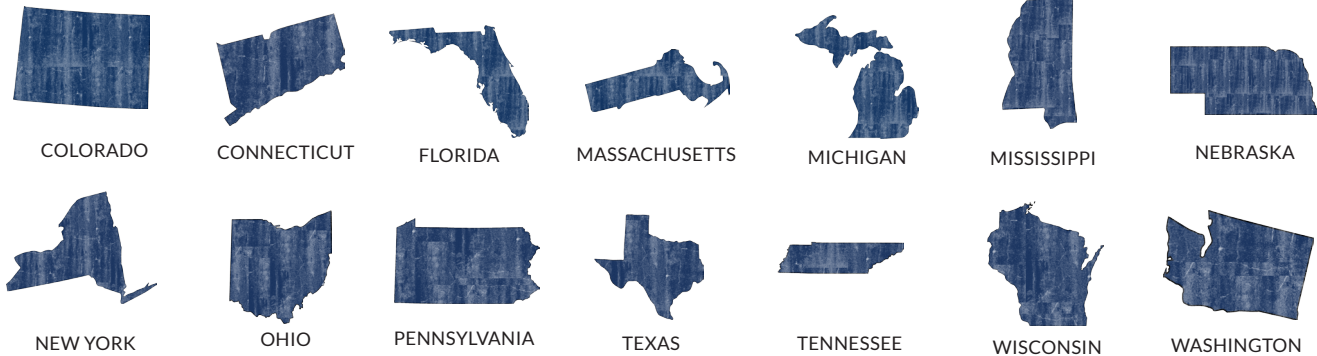
INTERNATIONAL



CHINA



NETHERLANDS



ENTITY ACADEMY EDUCATION

UNIVERSITIES

- » AMERICAN UNIVERSITY, D.C.
- » ARIZONA STATE UNIVERSITY
- » ART CENTER PASADENA
- » ASHFORD UNIVERSITY
- » AZUSA PACIFIC UNIVERSITY
- » BELOIT COLLEGE
- » BIRMINGHAM-SOUTHERN COLLEGE
- » BOSTON COLLEGE
- » BRANDEIS UNIVERSITY
- » CITRUS COLLEGE
- » CHAPMAN UNIVERSITY
- » CONCORDIA UNIVERSITY, IRVINE
- » CORNELL UNIVERSITY
- » CSU LONG BEACH
- » CSU SAN MARCOS
- » GEORGETOWN 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
- » PRINCETON UNIVERSITY
- » RICE UNIVERSITY
- » SAN DIEGO STATE UNIVERSITY
- » SAN JOSE 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 CINEMATIC ARTS
- » USC LAW SCHOOL
- » VANGUARD UNIVERSITY
- » VILLANOVA UNIVERSITY

**AGES
SEVENTEEN
TO THIRTY
WITH MEDIAN AGE 22**

MOST COMMON MAJOR



JOURNALISM

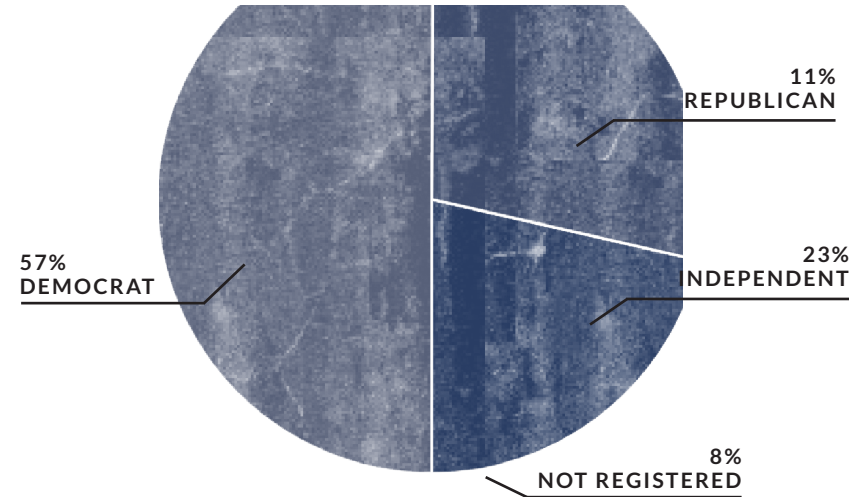


LITERATURE



COMMUNICATION

ENTITY ACADEMY REGISTERED PARTY



ENTITY ACADEMY PERSONAL



SEXUAL ORIENTATION

- » 43 STRAIGHT
- » 12 BISEXUAL
- » 15 UNDISCLOSED

PARENT'S OCCUPATION

- | | |
|--------------------|---------------------|
| » ACCOUNTANT | » HOMEMAKER |
| » ACTIVIST | » LAWYER |
| » ARCHITECT | » MARKETING |
| » ARTIST | » MUSICIAN |
| » CEO | » NURSE |
| » CFO | » PASTOR |
| » CHIEF OF POLICE | » RESTAURANT OWNER |
| » CREDIT ANALYST | » REAL ESTATE AGENT |
| » CUSTOMER SERVICE | » SALES ASSOCIATE |
| » DOCTOR | » SECRETARY |
| » ENGINEER | » SOFTWARE ENGINEER |
| » FILMMAKER | » TRUCK DRIVER |
| » FLIGHT ATTENDANT | » TEACHER |

ENTITY ACADEMY RELIGION



25 CHRISTIANS



8 JEWISH



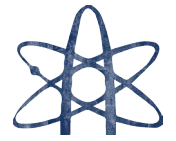
3 BUDDHISTS



1 MUSLIM



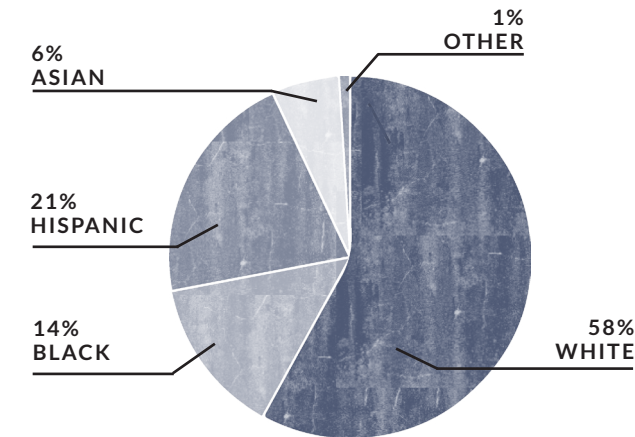
1 HINDU



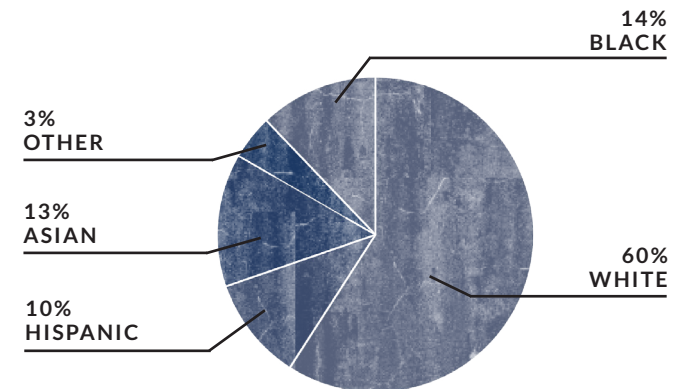
6 ATHEISTS

ENTITY ACADEMY RACE COMPARISON

2012 U.S. CENSUS 18-34 YEAR OLDS



RACE + ETHNIC GROUP FOR ENTITY



ENTITY ACADEMY
PLACES VISITED

**OUR WOMEN
ARE WORLDLY**

- » 33 ARE BILINGUAL
- » 16 SPEAK SPANISH
- » 23 SPEAK LANGUAGES OTHER THAN SPANISH



ENTITY ACADEMY CELEBRITIES OF CHOICE



TINA FEY

BEYONCÉ

EMMA WATSON

ENTITY ACADEMY KEY ISSUES



1. GENDER
EQUALITY

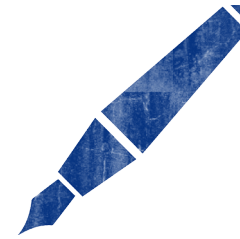


2. HUMAN
RIGHTS



3. EDUCATION

ENTITY ACADEMY IDEAL CAREER



A WRITING JOB

JOURNALIST, EDITOR, OR NOVELIST

DIGITAL MARKETING

MANAGER OR DIRECTOR

PR/COMMUNICATIONS

ENTITY ACADEMY RANKING PRIORITIES BY AGE 30



4.52
PASSIONATE
ABOUT JOB



1.50
DESIGNER
CLOTHES

2.78
OWNING A HOME/CAR

SCALE
1 LOW TO 5 HIGH

2.05
HAVING CHILDREN



2.78
TRAVEL



3.11
SPOUSE/PARTNER

ENTITY ACADEMY TECHNOLOGY



92.6%



7.4%

PHONE BRAND



70.4%

PC

29.6%

COMPUTER BRAND

ENTITY ACADEMY TRANSPORTATION



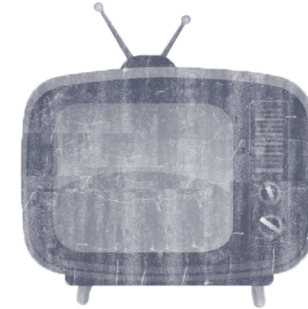
CAR MANUFACTURER
HONDA, TOYOTA, KIA

**HOW OFTEN DO YOU
ORDER ON POSTMATES?**
ON AVERAGE, ONCE A WEEK



**HOW MANY
TIMES DO
YOU UBER
A WEEK?**
ON AVERAGE,
ONCE
A WEEK

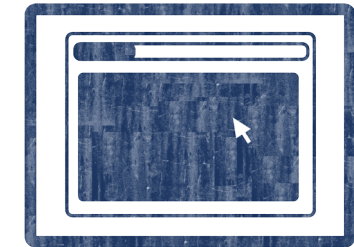
ENTITY ACADEMY TELEVISION SHOWS



- » BLACK MIRROR
- » GAME OF THRONES
- » PARKS AND RECREATION
- » FRIENDS
- » THE OFFICE

ENTITY ACADEMY WEBSITES FOR NEWS

- » BUZZFEED
- » THE NEW YORK TIMES
- » FACEBOOK
- » HUFFINGTON POST



ENTITY ACADEMY SPORTS PREFERENCES



1. BASKETBALL



2. FOOTBALL



3. SOCCER

ENTITY ACADEMY FASHION



SUNGLASSES RAYBANS

CLOTHING

- » FOREVER 21
- » URBAN OUTFITTERS
- » MARSHALLS
- » ZARA

COSMETICS

- » MAC
- » URBAN DECAY
- » NARS
- » BENEFIT



ENTITY ACADEMY ALCOHOLIC BEVERAGE



WHITE WINE

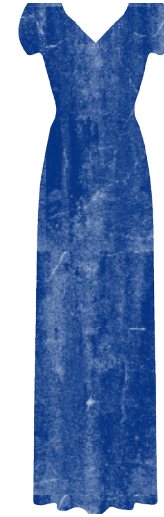
- » TOASTED HEAD CHARDONNAY
- » AVANT CHARDONNAY
- » SURF SWIM CHARD



CRAFT BEER

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

ENTITY ACADEMY AESTHETIC



HOW WOULD YOU DESCRIBE YOUR LOOK?

- » CLASSY & ELEGANT
- » CHIC
- » TOMBOY

HAIR ACCESSORY

- » GOODY HAIR TIE
- » INVISIBOBBLE ORIGINAL HAIR TIE
- » FREE PEOPLE HEADBANDS

TYPE OF SOCKS

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



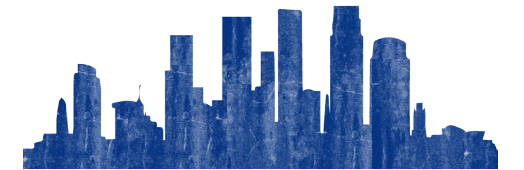
FASHION NEWS & SOURCE OF DAILY ART
INSTAGRAM AND PINTEREST



ART FOLLOWED ON INSTAGRAM
PAINTERS & MAKEUP ARTISTS

FASHION CITY INSPIRATION

- » LOS ANGELES
- » NEW YORK
- » PORTLAND



ENTITY ACADEMY
COVERAGE INTEREST



#1 MICHELLE OBAMA
FORMER FIRST LADY



#4 TINA FEY
ACTRESS



#6 HILLARY CLINTON
FORMER FIRST LADY



#11 BLAKE LIVELY
ACTRESS



#5 BEYONCÉ
SINGER



#7 PRINCESS DIANA
FORMER PRINCESS OF WALES



#2 OPRAH WINFREY
MEDIA MOGUL



#3 J.K. ROWLING
AUTHOR



#5 ZENDAYA
ACTRESS



#8 MERYL STREEP
ACTRESS



#9 SERENA WILLIAMS
TENNIS STAR



#10 AMY SCHUMER
ACTRESS

ENTITY ACADEMY BRANDS



'90s THROWBACK BRAND

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



ASPIRATIONAL LUXURY BRAND

1. CHANEL
2. LOUIS
3. VALENTINO
4. RALPH
5. DIOR

DENIM PREFERENCE

1. VINTAGE
2. LEVI'S
3. URBAN OUTFITTERS



SNEAKER BRAND

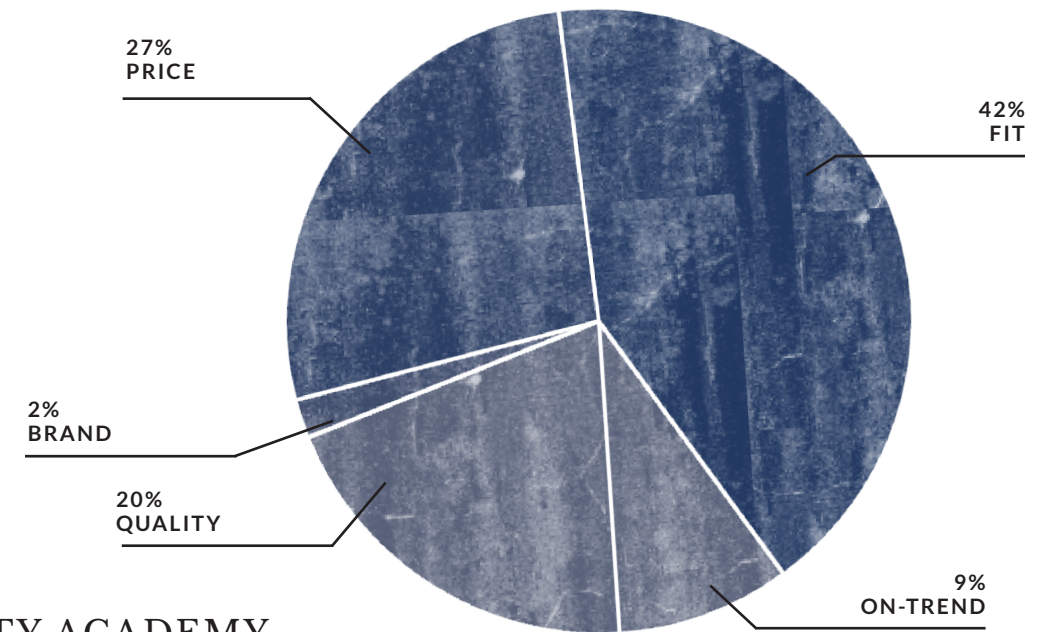
1. NIKE
2. CONVERSE
3. ADIDAS



FURNITURE BRAND

1. IKEA
2. TARGET
3. VINTAGE/FAMILY GAVE FURNITURE

ENTITY ACADEMY APPAREL DECISIONS



ENTITY ACADEMY AVERAGE BUDGET PER MONTH



CLOTHES
\$200

MAKEUP
\$50

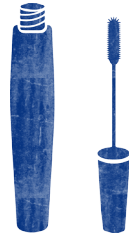
ACCESSORIES
\$100

ENTITY ACADEMY MAKEUP



MOST WATCHED MAKEUP TUTORIALS

1. EYESHADOW
2. CONTOUR
3. WINGED EYELINER



MAKEUP ESSENTIAL

1. MASCARA
2. EYELINER
3. FOUNDATION

MAKEUP STYLE

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

ENTITY ACADEMY HAIRSTYLE



1. LONG
MERMAID
HAIR



2. MEDIUM
LAYERED



3. BOB

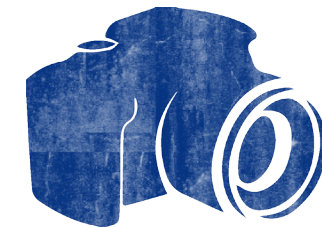
ENTITY ACADEMY ART



LAST ART EXHIBIT VISITED
LOS ANGELES COUNTY MUSEUM OF ART



ART STYLE
CONTEMPORARY



**THIRTY-NINE
PERCENT**
CONSIDER
THEMSELVES
PHOTOGRAPHERS

ENTITY ACADEMY 2017
PREFERENCES



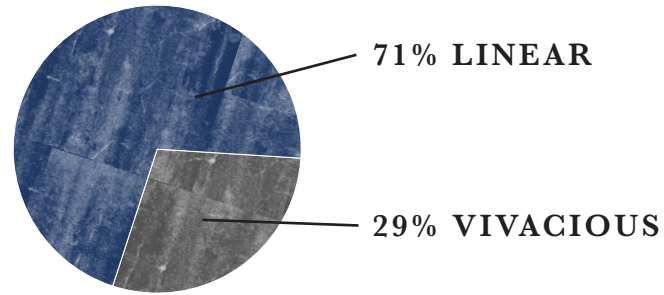
FAVORITE COLOR

50% BLUE
50% PINK

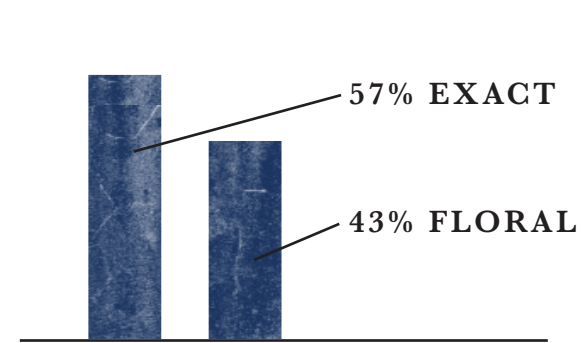
LONG OR SHORT HAIR?

64% LONG
36% SHORT

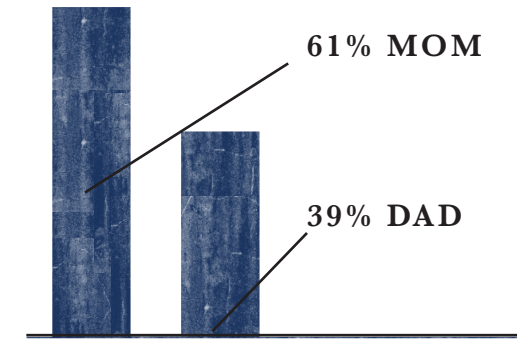
IS YOUR HANDWRITING LINEAR OR VIVACIOUS?



IS YOUR WRITING STYLE EXACT OR FLORAL?



DO YOU PREFER YOUR MOM OR DAD?



PATTERNS OR STRAIGHT LINES?

65% PATTERNS 35% STRAIGHT



PANTS OR SKIRTS?

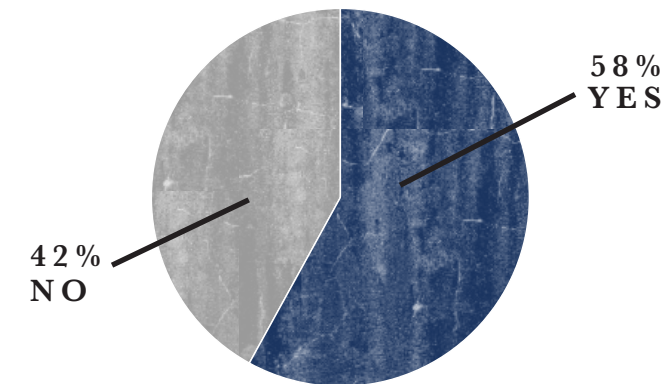
71% PANTS
29% SKIRTS



CARS OR SHOPPING?

93% SHOPPING
7% CARS

DO YOU LET EMOTIONS GET IN THE WAY OF YOUR WORK?



"Although emotions are part of life, the workplace is a time **to keep your emotions in check**. Even though things may irritate or bother me in the workplace, you need to pick and choose emotional battles in the workplace carefully."

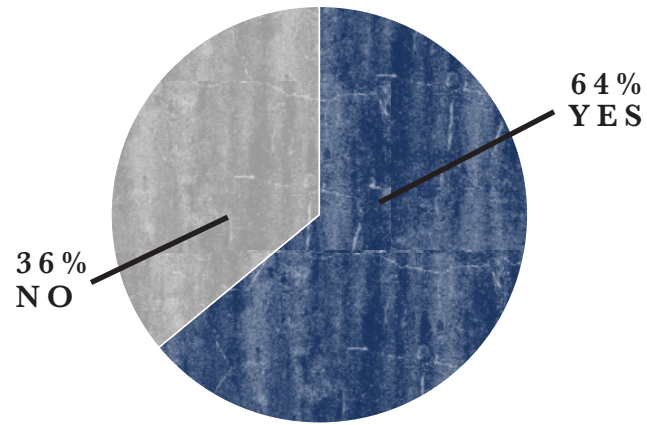
"I tend to approach things with logic over emotions. **I also keep personal issues out of the office.**"

"If I'm in a terrible mood, I can't function properly. My mental health **greatly affects** my quality of work."

"I am **easily distracted** by thinking about emotional issues in my personal life."

ENTITY ACADEMY 2017 PREFERENCES

HOW DO YOUR EMOTIONS AFFECT YOUR FRIENDSHIPS?



“Friends should be there to bring you up and support you. If **the emotions you feel towards a friend are negative, they shouldn’t be in your life.** You need to listen to your emotions and how others are making you feel because having a helpful social circle can make a true difference in your daily attitude and goals.”

“Friendships are different. I’m very direct so typically my emotions **don’t get in the way.**”

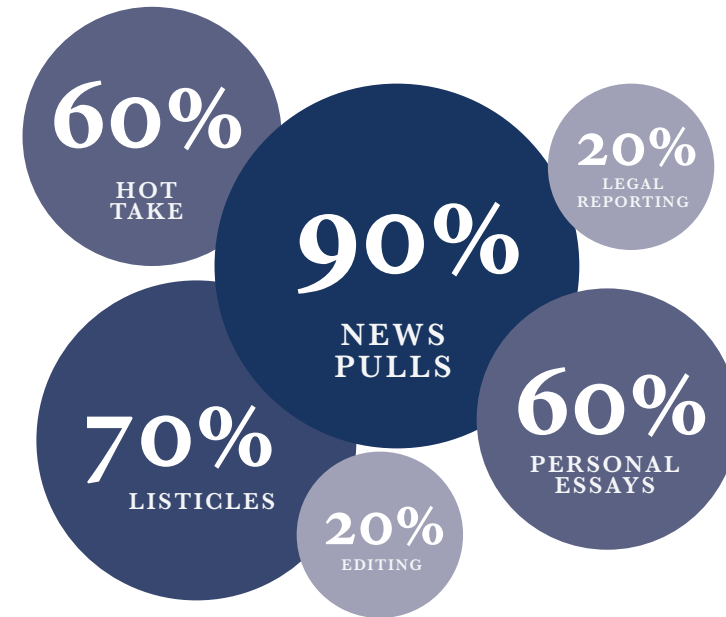
“I am very invested in my friends and am extremely loyal. If I am hurt by a friend, I make sure to address it right away. Without emotions, **friendships wouldn’t exist.**”

“Friendships are emotional. If there’s no emotion in your friendship and it doesn’t sometimes get in the way, depending on how much emotion you feel toward someone, **then it’s more of an acquaintance than a friendship.**”

ENTITY ACADEMY 2017 CURRICULUM

Subjects informative and essential for mentees’ future career advancement. Mentees chose all subjects that applied.

WRITING AND EDITING



90% FOUND WRITING SEO ARTICLES INFORMATIVE & ESSENTIAL FOR CAREER ADVANCEMENT



SEO CURRICULUM

RANKED FROM MOST BENEFICIAL TO LEAST

1. WRITING ARTICLES
2. KEYWORD TRAINING
3. SURVEYING COMPETITORS
4. EDITING

ENTITY ACADEMY 2017 CURRICULUM

Subjects informative and essential for mentees' future career advancement. Mentees chose all subjects that applied.



87.5%
IDEATION

VIDEO



50%
PRODUCTION

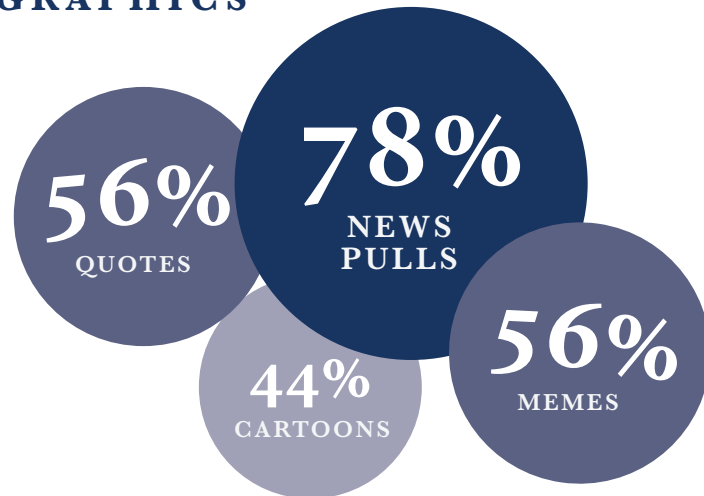


37.5%
EDITING



60% FOUND
KEYWORD
TRAINING
INFORMATIVE
& ESSENTIAL

GRAPHICS



63%

QUIZ IDEATION

50%

INSTAGRAM ILLUSTRATIONS

88% FOUND
HEADLINE
TRAINING
INFORMATIVE &
ESSENTIAL

63% FOUND
FACEBOOK
DEK TRAINING
INFORMATIVE
AND ESSENTIAL

50% FOUND
FACEBOOK
CAPTION
TRAINING
INFORMATIVE
AND ESSENTIAL



**DIGITAL PR AND PROMOTIONS
RANKED FROM MOST TO LEAST**

1. CAMPAIGN CREATION
2. DATA ANALYTICS
3. DATA CREATION

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



ENTITY ACADEMY MENTORSHIP 2017 PROMO VIDEO:
<https://www.youtube.com/watch?v=ibZWorPLtt8&t=2s>

ENTITY ACADEMY 2016 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, UNIVERSITY OF LOS ANGELES, LOS ANGELES

“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, BRANDEIS UNIVERSITY, MASSACHUSETTS,

“Led by example by ENTITY CEO, Jennifer Schwab, I have learned to be more intentional about 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 will receive throughout the course of my career.**” // CAITLIN DEVEREAUX, UNIVERSITY OF SOUTHERN CALIFORNIA, LOS ANGELES

“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, UNIVERSITY OF REDLANDS, LOS ANGELES

“At ENTITY, I was not only valued for writing, but as a mentor who was also being mentored by other ranks of ENTITY. **Every woman is helping each other no matter their status within the company.**” // CASEY CROMWELL, MINNESOTA STATE UNIVERSITY, COLORADO,

“In a lot of other writing experiences I’ve had, 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, OCCIDENTAL COLLEGE, LOS ANGELES

“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, UNIVERSITY OF CALIFORNIA, SANTA BARBARA

“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, UNIVERSITY OF SAN DIEGO, SAN DIEGO





ENTITY ACADEMY 2017 TESTIMONIALS

"If you want to be surrounded by wonderful women and learn how to effectively write SEO articles, ENTITY is your place. **They make you feel welcomed, appreciated and challenged all at the same time.** I had a great time with the ENTITY team. Thanks for having me!" // HILLARY OJEDA, COLUMBIA UNIVERSITY, BURBANK

"I learned what it means to be a woman who does. I have met, both through my peers and the speakers, **women who do and women who I want to strive to be.**" // ELIZA BRITT, PRINCETON UNIVERSITY, NEWPORT BEACH

"I learned how to write efficiently **without sacrificing meaning.**" // KYLEIGH HOYE, CONCORDIA UNIVERSITY IRVINE, IRVINE

"ENTITY taught me the importance of **embracing my strengths and pushed me to want to become a leader** to help others grow, as I have through this experience." >> ADRIANA SERRATO, UNIVERSITY OF SOUTHERN CALIFORNIA, LOS ANGELES

"ENTITY taught me to pursue my passions. If you have enough drive and love for something, you can succeed. **You shouldn't have to settle for something you're not crazy about.**" >> ELENA ENDER, AZUSA PACIFIC UNIVERSITY, HEMET

"At ENTITY, **I have discovered my love of writing** by adding personality to my pieces." >> ANNABEL SCHULZ, GEORGETOWN UNIVERSITY, NEW YORK

"ENTITY taught me **how to evaluate and play to my strengths.**" >> JASMYNE PECK-BAILEY, UNIVERSITY OF SOUTHERN CALIFORNIA, LOS ANGELES

"Here at ENTITY, women are empowered to **exercise their creativity and learn new skill sets that will open doors to new opportunities.**" >> GIULLIANA DE LA ROSA, ASHFORD UNIVERSITY, VAN NUYS

"ENTITY has not only taught me to have a voice, but also to make sure that voice is **as open as it is directed.**" >> ANTHEA TAEUBER, OCCIDENTAL COLLEGE, CONNECTICUT

"ENTITY has taught me **the importance of being introspective.**" >> J. KENDALL ALLEN, BIRMINGHAM SOUTHERN COLLEGE, MISSISSIPPI

"At ENTITY, I learned how important it is to **work alongside strong women and to be able to support each other.**" >> ASHLEY ALEXANDER, SAN JOSE STATE UNIVERSITY, GLENDALE

ENTITY ACADEMY 2017 STANDOUT ACTIVITIES



“Learning to fly was unbelievably epic. I’m usually a pretty nervous person when it comes to planes, but when I was actually flying one, I felt so empowered. I was like, **“Wow, I can literally do anything if I focus, listen, and step outside my fears.”**”

“Being able to fly a plane was a very empowering experience and is something that I will never forget. It gave me a real sense of power and control over my life that **I haven’t quite experienced before.**”

“I mean, **who else gets to fly a plane at work?**”

“Although I was terrified about the flight lessons, I am so incredibly happy that I participated in them. It will inspire my future because it will remind me to not be so fearful. I **love that ENTITY gave me the opportunity to try something that I might have never done.**”

“The art of plating was super cool for me since I love anything aesthetically pleasing. And the steak was also **phenomenal.**”

“The Art of Plating was a **transformative experience.** As someone who struggles with overeating (because let’s be real, food is all I ever think about and food is all I ever do) learning how to plate food with care and purpose made me rethink the way I consume what I eat. I think that plating food is an artful, well-thought out way is a concrete example of how we can incorporate loving and caring practices for our bodies in everyday life. And of course, take sick pictures for Instagram.”



“The ballet was absolutely beautiful. The strength and resilience that the dancers had was awe inspiring. **And the fact that are living out their dreams is very inspirational.**”

“The American Contemporary Ballet was a lesson in **endurance and beauty.** Endurance because when you’re watching dancers so up close you hear their heavy breathing, you see them shaking, but you also see them poised and composed at the same time.

They don’t stop, they keep going, and so true, excruciatingly painful beauty. It made me realize that what we view as beautiful is not always beautiful all the way through. But it’s all the imperfections that construct the base upon which beauty exists.”

“The American Contemporary Ballet was incredible! Being so close to the dancers with the Los Angeles sky as the backdrop was **indescribable.**”

“The American Contemporary Ballet was my third favorite activity because of the fanciness of the event. **The performance made me feel like I could access the hidden gems of Los Angeles.** Getting to interact with the dancers felt surreal, especially since they were so down-to-earth and personable. This event ties for second place for me.”

“The presentation of the food at the Welcome Breakfast was **spectacular.** I really enjoyed the warm welcome day at ENTITY.”

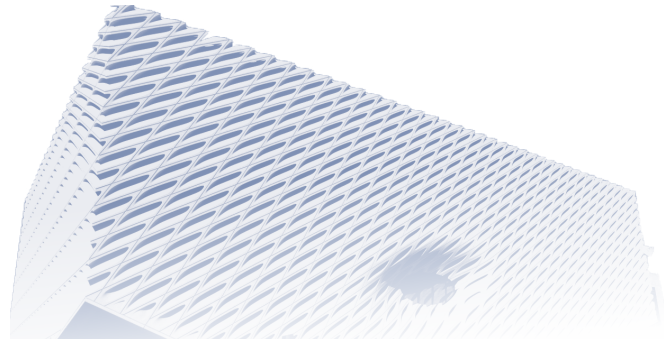
“I loved the Welcome Breakfast because it was the first time everyone was able to meet each other. It’s funny to see how far we’ve come in a little bit over a month. We started as strangers, and now **it’s truly a sisterhood.**”



ENTITY ACADEMY 2017 STANDOUT ACTIVITIES



ASTROLOGY READINGS:
“I learned about different **backgrounds, stories, and perspectives** through the astrology reading activity.”



PRIVATE TOUR BROAD MUSEUM: “I’m not a museum person but the Broad was **engaging and interesting**, and had many pieces that made me think.”



MOM’S DAY AT ENTITY

“It was great to have our moms here and hear what other mothers had to say at the Renaissance Woman’s Luncheon. **We learn so much from our moms.**”

ENTITY ACADEMY 2017 STANDOUT SPEAKERS



BRANDILYN TEBO

“Brandilyn taught me how to overcome indecision, which is something **I never thought I could do.**”



MARIA NGUYEN

“To me, Maria Nguyen embodies a **woman who took a risk on her dreams and did really well**, which was insanely inspiring.”



LESLIE SCHUSTER

“Leslie is an absolute shark. **She has made a name for herself in a typically male-dominated industry.** She inspired me to pursue a career as an agent in the entertainment industry.”

“During my one-on-one with Leslie, she gave me very valuable advice that demystified my original perception of the entertainment industry. She was real, blunt, and insightful.”

ENTITY ACADEMY 2017 STANDOUT SPEAKERS



MARY TA

"I liked Mary Ta because she also seemed very real. Her success in the interior design industry was impressive, but I was even more impressed by her realistic impression of the world of wealth. I liked how honest she was about **sexism in the industry**, even in a business you would not assume has much opportunity for sexism. Her honesty was refreshing."

"Mary Ta described useful information on **how a female can overcome challenges in a male dominated society**. She gave helpful advice from how to conduct yourself to how to dress in order to be able to shine."



SOPHIE ALPERT

"Sophie Alpert tackled an on-going issue that has plagued Skid Row for years. I found it very enlightening that she stated that it's important to bring investors to **see the reality of where the money would go.**"

"I was very moved by this interview because of the positive impact she is having in the community. **I loved how she is using art to create opportunities for neglected communities.** I thought it was absolutely beautiful!"

ENTITY ACADEMY 2017 STANDOUT SPEAKERS



SUSAN ROCKEFELLER

"Susan Rockefeller **embodies the woman I hope to one day become.** She's a devoted mother, wife, sister, environmentalist, philanthropist and mentor and she truly resembles what she stands for. Women like Susan don't just advocate or encourage. They inspire, they make waves, they lead by example. Those are the kinds of women I want to be around, because that's the kind of woman I want to be."



LESLIE ZEMECKIS

"Leslie was a real rockstar. **She reminded me that women can do anything.**"

"Leslie seemed **very passionate about what she was doing and what she had done** which I found very inspiring. Additionally she was very insightful and gave us some good advice."



The 2018 **ENTITY** Academy Mentorship Program addresses market realities for aspiring journalists, PR professionals, digital marketers, designers, and other creative types. We've developed a robust 6-week program that will arm women with the skills necessary to excel in the marketplace. We are shaping tomorrow's millennial leaders. There is no other program in the country for women by women preparing them for personal and professional excellence.



ENTITY ACADEMY 2018 PROGRAM

WHAT IS THE ENTITY ACADEMY MENTORSHIP PROGRAM?

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 11, 2018 to July 20, 2018

WHERE:

ENTITY office in downtown Los Angeles.
124 N. Townsend Ave.
Los Angeles, CA 90063

ENTITY ACADEMY 2018 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 cultural and 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

- 6-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.

ENTITY ACADEMY 2018 PROGRAM BREAKDOWN

June 11 - July 27, 2018
Program Cost: \$25,000



WEEK 1 AND 2
WRITING AND EDITING



WEEK 7 AND 8
SEARCH ENGINE OPTIMIZATION,
DATA ANALYTICS, AND INSIGHTS



WEEK 3 AND 4
SOCIAL MEDIA PACKAGING:
INSTAGRAM AND FACEBOOK



WEEK 9
NARRATIVE SCIENCE AND GRAPHICS



WEEK 5 AND 6
DIGITAL PR AND
PROMOTIONS



WEEK 10
VIDEO AND INTERACTIVE MEDIA



ENTITY ACADEMY 2018 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 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

ENTITY ACADEMY 2018 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



ENTITY ACADEMY 2018 #WOMENTHATDO ACTIVITIES

- » WELCOME BREAKFAST
- » KRAV MAGA LESSONS
- » FLYING LESSONS
- » NIGHT AT THE BALLET
- » MOTHER'S DAY BRUNCH
- » A DAY AT THE BROAD
- » GLOBAL SUSTAINABILITY
- » ASTROLOGY READINGS
- » THE ART OF PLATING
- » PIECE BY PIECE MOSAIC WORKSHOP
- » THE ART OF CIRCLING
- » PETERSEN AUTOMOBILE MUSEUM
- » STATE OF DATING AS A MILLENNIAL
- » ZUMBA CLASS
- » YOGA WORKOUT
- » DJ LESSONS
- » STEPMOTHER'S ROUNDTABLE
- » STEPDAUGHTERS' CONFIDENTIAL
- » IMPLICIT BIAS
- » BOXING LESSONS
- » GRADUATION CEREMONY

ENTITY