

Danielle Weinstock TV & Film Producer



Interview Topics:

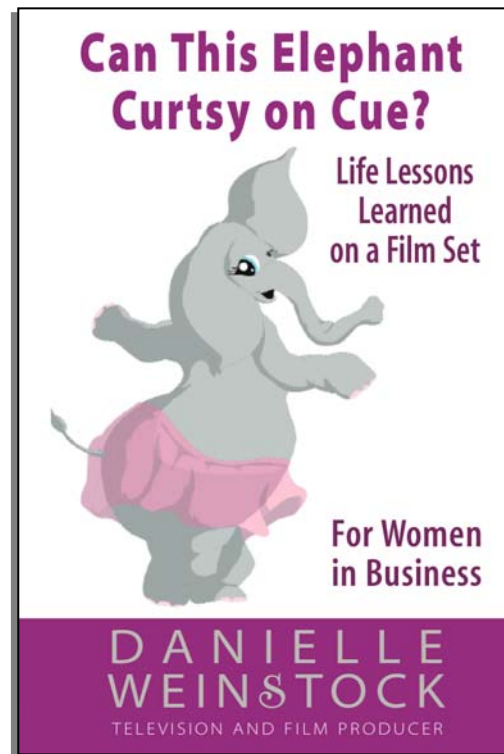
- The Balancing Act: A Single Working Mother in Hollywood Tells Her Secrets for Success
- Changing Careers and Industries Successfully
- Management Secrets: How to Find and Foster the Strengths of Others
- Life Lessons Learned on a Film Set that Apply to the Business World
- Women with Showbiz Savvy: Advice on How Women can Succeed in Any Industry
- Finding and Following your Passion at Work

Book Synopses: *Can This Elephant Curtsy on Cue? Life*

Lessons Learned on a Film Set for Women in Business, authored by television and film producer Danielle Weinstock, is a must-read resource that will show women in business how to navigate the complexities of the business world while maintaining a rewarding and self fulfilling career. Danielle shares her experiences from the sets of major motion pictures and television series, and her invaluable insight shows women what it takes—and what it means—to build careers around their own lives and on their own terms.



Author Bio: Danielle Weinstock has been a Hollywood producer and writer for eighteen years. She has worked on more than thirty feature films, television shows, mini-series, movies made for television and documentaries. Since jumping into show business, Danielle, a CPA, has worked her way up to produce some of today's most successful television series. She has contributed to such prestigious projects as *Weeds*, *Crossing Jordan* and *24*. She is a member of both the Directors Guild of America and the Producers Guild of America. As a single working mother raising a young daughter, Danielle has succeeded in balancing career and family. She sets an example as a woman who has achieved success on her own terms, maintaining her dignity and following her heart. *Can This Elephant Curtsy on Cue?* is Danielle's debut book.



Can This Elephant Curtsy on Cue? Life Lessons Learned on a Film Set for Women in Business
by Danielle Weinstock (Smith and Kraus Publishing, 2008), paperback, \$17.95 (U.S.)
ISBN 1575255685. To order: visit www.danielleweinstock.com.

MEDIA CONTACT: Jenny Corsey, The Spizman Agency, jenny@spizmanagency.com, 770.953.2040

About the Author



Danielle Weinstock, a film and television producer for almost two decades, has worked on more than thirty feature films, television shows, mini-series, movies made for television and documentaries. As a single working mother, Danielle has a unique perspective on what it takes to build a successful career on one's own terms, and she shares her hard earned experiences in her debut book *Can This Elephant Curtsy On Cue? Life Lessons Learned On A Film Set For Women In Business*.

Since entering show business in 1988, Danielle has worked her way up the career ladder to produce some of today's most successful television series. She has contributed to such major projects as *Weeds*, *Crossing Jordan*, *The Minor Accomplishments Of Jackie Woodman*, *24*, *White Fang II*, *Fantasy Island* and *The Agency*. She also wrote the documentary *A Song's Best Friend: John Denver Remembered*, which aired on PBS.

A member of both the Directors Guild of America and the Producers Guild of America, Danielle began her career as a CPA/financial advisor to some of Hollywood's biggest names. Looking for an even greater challenge, she left the 9 to 5 world for fourteen-hour days on a film set. Insistent on understanding the entire filmmaking process, Danielle accepted a variety of jobs, initially as a production accountant to gain financial insight, then as a production executive to better understand storytelling. Then she worked as an associate producer to learn post-production and as a production manager to oversee the entire day to day filmmaking process. Currently, she is working as a television producer, a job that integrates and utilizes all the skills she has developed and all the lessons she has learned thus far.

With each position and promotion, Danielle realized she was carefully assembling a vocational puzzle that reflected a flourishing film career. Over time, her talent for supporting the creative process while managing people, timelines, budgets, eccentric celebrities, balky animals, complex stunt sequences and the daily crises that comprise filmmaking would result in a variety of colorful experiences and lessons learned that would have broad applicability. These experiences and lessons have taught her how to survive and even thrive in business by stretching her own limitations to overcome seemingly impossible obstacles and deadlines. *Can This Elephant Curtsy On Cue? Life Lessons Learned On A Film Set for Women In Business* will help working women in all types of businesses at all levels achieve career success.

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About the Book



Can This Elephant Curtsy on Cue?



Life Lessons
Learned
on a Film Set

For Women
in Business

DANIELLE
WEINSTOCK
TELEVISION AND FILM PRODUCER

After working for almost two decades as a television and film producer, Danielle Weinstock has written a must-read book that will show women at all levels how to navigate the complexities of the business world while maintaining a rewarding and self fulfilling career.

In this debut title, *Can This Elephant Curtsy on Cue? Life Lessons Learned on a Film Set For Women in Business*, Danielle shares her experiences from the sets of major motion pictures and television series such as *Weeds*, *Crossing Jordan*, *The Minor Accomplishments of Jackie Woodman*, *24*, *White Fang II*, *Fantasy Island* and *The Agency*. Her invaluable insight shows women what it takes—and what it means—to build careers around their own lives and on their own terms.

Danielle's unique experiences with eccentric celebrities, restrictive budgets, dangerous stunt sequences, third world technology and even uncooperative animals (from an escaped mountain lion to fussy elephants!) have taught her how to survive and even thrive by stretching her own limitations to overcome seemingly impossible obstacles and deadlines.

Also, as a single working mother raising a young daughter, she has worked to take projects that allow her to balance career and family. The result shaped her career philosophy and management style, elements which she details with fascinating anecdotes that are both entertaining and educational. Women who read *Can This Elephant Curtsy on Cue?* will come away with valuable career lessons. They will learn:

- How to find and follow your passion
- How to successfully change career paths
- When to take your peers' advice and when to ignore it
- How to manage others by finding and fostering their strengths
- Why, if you don't value yourself at work, no one else will
- How to work with difficult people
- What works and what doesn't in achieving work-life balance

Can this Elephant Curtsy on Cue? is a fun romp in an exciting industry that leads to insight in any profession.

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Television & Film Producer Danielle Weinstock Releases Debut Title *Can This Elephant Curtsy on Cue? Life Lessons Learned on a Film Set for Women in Business* Producer for *Weeds*, *Crossing Jordan* and *24* Shares Career Secrets

HOLLYWOOD, CA (March 2008)—Hollywood film and television producer Danielle Weinstock has released her debut book, titled *Can This Elephant Curtsy on Cue? Life Lessons Learned on a Film Set for Women in Business*. An eighteen-year veteran of the entertainment industry, Danielle shares her expertise on a wide range of career and workplace issues for women such as changing careers successfully, managing difficult coworkers (including celebrities to balky animals) by finding and fostering their strengths, working with unreasonable bosses, dealing with sexual harassment, maintaining one's dignity at work, handling responsibility without authority, balancing work and family as a single working mother and more.

Can This Elephant Curtsy on Cue? Life Lessons Learned on a Film Set for Women in Business is the definitive guide for women at all levels of their careers, including the one million young women who enter the workforce each year. Weinstock uses practical advice, entertaining anecdotes and witty observations in this well-organized, easy-to-understand book to show women how to navigate the complexities of the business world while maintaining a rewarding and self fulfilling career.

ABOUT THE AUTHOR

Film and television producer Danielle Weinstock has worked on more than thirty feature films, television shows, mini-series, movies made for television and documentaries. As a single working mother, she has a unique perspective into what it takes to build a successful career on one's own terms. Since jumping into show business as a production accountant, Danielle changed career paths from CPA to producer and has contributed to some of today's most successful television and film projects such as *Weeds*, *Crossing Jordan*, *The Minor Accomplishments of Jackie Woodman*, *24*, *White Fang II*, *Fantasy Island* and *The Agency*. She also wrote the documentary *A Song's Best Friend: John Denver Remembered*, which aired on PBS. Danielle is a member of both the Directors Guild of America and the Producers Guild of America. *Can This Elephant Curtsy on Cue? Life Lessons Learned on a Film Set for Women in Business* is her debut book.

Please contact Jenny Corsey at The Spizman Agency (jenny@spizmanagency.com or 770.953.2040) to request an advance copy of *Can This Elephant Curtsy on Cue?* (Smith & Kraus, 2008) or to schedule an interview with Danielle Weinstock. Visit www.danielleweinstock.com for more information.

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Interview Topics



- **Changing Careers Successfully**—Danielle Weinstock started her career in Hollywood as a CPA working as a production accountant, but she knew she wanted to become a film and television producer. One of her former clients actually discouraged her from following her passion because she didn't want to lose a good accountant! She reveals how to make successful career moves, business advice for women, when to take peers' advice and when to ignore it. Learn how to make successful lateral career moves, change industries and gain a foothold in the door at the job you want.
- **Solving Difficult Problems and Supporting the Creative Process**—During her eighteen years as a film and television producer, Danielle has managed her share of eccentric celebrities, daredevil stunt workers, and even balky animals on the set. She reveals how to work with difficult people and how to manage others by finding and fostering their strengths.
- **The Balancing Act**—As a single working mother with a young daughter, Danielle has honed the art of balancing family with a demanding career. Show business can be chaotic, and Danielle has faced unique challenges that make for fascinating and educational anecdotes. Learn when (and how!) to say "no" and pick up tips for effective, realistic time management that allows for the unpredictable. Find out what works and what doesn't for women who want to achieve work life balance.
- **Finding Your Passion**—For a creative professional like Danielle, the desire to produce a spectacular finished product is hampered only by the studio's need to earn a profit. Danielle has worked not only as a financial advisor to the stars but also as a producer for film and television projects, and as a creative talent in writing and producing. This unique blend of experience allows her to see both sides of the "fiscal versus artistic" conflict, and she can offer an enlightened perspective about how to chase your passion and your payday—without compromising either one.

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Sample Questions



- How were you able to change your career path effectively, from merely a job to something about which you were really passionate? What risks did you take and how did they pay off in the end?
- What is your advice for people who are discouraged from changing careers by their peers and mentors?
- What special challenges do women in business face? What advice do you have for women attempting to grow their careers?
- Why is the film industry the perfect place in which to “forge an executive” suited for the business world? Why do you believe that finding and fostering value in others is the best management strategy, and how has this technique worked for you on and off the set?
- What are some of the most interesting situations on sets that you’ve dealt with as a producer, and from which did you learn the most?
- How can networking help further your job search and ultimately, your career? Can you discuss how networking helped you become a producer?
- Can you describe any setbacks you’ve encountered in your career and how the lessons you learned can help your readers?
- How do you stay focused while trying to balance your career and family? What is your advice for women in business seeking work life balance?
- What was it like working on hit television shows? What practical life lessons have you learned from your experiences on the set?
- How do you balance your passion for artistry with your responsibility to earn a profit on a television or film set?

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Endorsements



- "*Can This Elephant Curtsy On Cue?* is an exciting, inspiring, beautifully written and organized examination of the world of business for all women in business, presented in a highly original and useful manner from the viewpoint of one of the world's most fascinating industries. — Diana Pleva, Executive Vice President and Chief Creative Officer, Mattel Toys (Ret.)"
- "*Can This Elephant Curtsy On Cue?* offers universal and practical life lessons within the framework of the captivating entertainment industry that can help all women in business succeed in building and sustaining their careers. Her experiences are hard-won, brutally honest, always 'hands on' and efficiently recounted in a set of well-organized and easy-to-understand rules that can be referenced again and again." — Carrie Cahill-Asher, Raymond James & Assoc.
- "I believe *Can This Elephant Curtsy On Cue?* is the best business management motivational book for women I have read. Danielle's journey as a professional is truly inspirational and her writing skills make the book a fast, highly entertaining read. I am recommending this book to my friends and colleagues. For women who need inspiration to follow their passion and want to be excited about their careers, this is the book for you. — Linda Young, Vice President, Human Resources, Intralase Corp. (Ret.)"

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Fast Film Facts



- The global entertainment industry is poised to reach a whopping \$2 trillion by 2015.
The IndusView Publication
- Seven percent of the approximately 13,400 members of the Directors Guild of America are listed as female directors.
CNN.com
- There are 38 film festivals solely dedicated to showing the work of women directors throughout the world.
Women in the Director's Chair
- Ninety-six percent of all films are directed by men. Two women have been nominated for the Oscar for best directing, although no woman has ever won it. *San Diego State University study as reported by Salon.com*
- There's a watched television turned on in the average American household nearly eight hours out of every day.
Videowatcher.com
- In 2006, women earned 76.6% as much as men.
National Women's Law Center
- In 2006, 38% of employed women worked in management, professional and other related occupations; 34% worked in sales and office occupations and 20% worked in service occupations.
Business and Professional Women's Foundation

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