

FOR IMMEDIATE RELEASE

Hollywords® to Donate Dictionaries to Local Schools Doing its part to help educate the filmmakers of tomorrow

Hollywood, California – (October 23, 2010) – Hollywords, LLC, announced today that on October 28 and 29 it will donate copies of its media and entertainment dictionary, *A/V A to Z*, to the high schools attended by the author, Richard W. Kroon. Mr. Kroon will travel to Washington State to present them to each school in person.

By the time Mr. Kroon graduated high school, he had attended 12 different schools, mostly in Western Washington. These included three high schools: Coupeville, Oak Harbor, and Mercer Island, where he graduated in 1982. “I usually tell people that my parents were itinerant farm workers, but the real story is far less interesting—we just moved around a lot,” said Mr. Kroon. “I took my first film class at Mercer Island High School and shot my first film using a borrowed Super-8 camera. I was hooked. Years later, I decided to combine my love of film with my love of language and write a dictionary. After all, how long could it take?” Seven years after he started his ambitious dictionary project, it was finally finished.

A/V A to Z was published by McFarland & Company in July of this year. It defines over 10,000 words and phrases covering the full lifecycle of an audiovisual across all content forms and media. Nearly 2,000 of the term entries provide additional encyclopedic information, including the term’s origins, key stages in its development, and its impact on the industry—making the term definition more relevant, meaningful, and functional. In addition, the definitions are illustrated with more than 600 storyboards, production stills, posters, equipment photos, technical diagrams, and historical images illustrate key terms.

“I wanted to give something back to the schools that gave me the education that has made my career possible,” said Mr. Kroon. “When I approached Tammy [Brown, Hollywords’ Marketing Director] with the idea of donating copies of the dictionary to my past high schools, she was an enthusiastic supporter of the idea.” According to Ms. Brown, “If you consider the state of funding for public education, and how much we all owe to our schools and teachers, there was no way we could say, ‘No.’”

About Hollywords, LLC:

Hollywords, LLC, originally established in 2005, is located in Los Angeles, California. The company provides a family of media and entertainment (M&E) reference materials, including an online directory of industry support organizations and a range of M&E encyclopedic dictionaries that cover the full media product lifecycle across all content forms and media. More information is available at www.hollywords.org.

About Richard W. Kroon:

Richard W. Kroon shot his first film more than 25 years ago. Since then, he has worked on numerous independent film and video projects in front of and behind the camera, gaining experience as a writer, director, and producer along with the various production crafts ranging from set construction to rigging grip. Mr. Kroon has spent the last 15 years focused on the business side of the media and entertainment industry, including senior positions with the Motion Picture Association of America and Technicolor Digital Content Delivery. In addition to being an award-winning videographer, Mr. Kroon is a member of the Society of Motion Picture and Television Engineers and holds a BS from the University of Southern California, an MBA from Auburn University, and post-graduate certificates in Film, Television, Video, and Multimedia from UCLA Extension’s Entertainment Studies program.

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Editors: Dictionary review copies, images, and additional information available upon request. See www.hollywords.org/press.

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