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Sherry Lansing, with Tom Sherak (left) and Jeffrey Katzenberg, says one secret of fundraising work is "never taking no for an answer."

THE PHILANTHROPY ISSUE

38 The Culture Club These patrons of L.A.'s art institutions — Peter Benedek, Bob Gersh, Brian Grazer, Lauren King, Peter Morton, Michael Rubel, Terry Semel, Lilly Tartikoff, Steve Tisch and Jeremy Zimmer — contribute to the creative character of the city.

42 The Environmentalists While Norman Lear and Kevin Reilly get the word out to make our planet a greener place, Kelly Meyer's group gathers the best lawyers to defend Mother Earth.

44 The Dynamic Duo As Robert Iger directs Disney resources, time and talent for kids, his wife, journalist Willow Bay, works to erase pediatric AIDS.

47 The Next Generation Inspired by Jeff Bridges, young stars Sarah Hyland and Hailee Steinfeld share a goal: to eradicate child hunger in the U.S. by 2015.

48 Fundraising With Oscar Flair Like everything the legendary singer does, Sir Elton John's AIDS Foundation fete — now an annual must-attend post-Academy Awards event — comes off every year with unmistakable style. The host reflects on some memorable moments.

50 How Hollywood Helps L.A. Schools The studios, agencies, execs and actors around town plant, donate, mentor, feed, refurbish, fundraise and send kids to camp in their effort to make a difference.

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ON THE COVER

Robert Iger and Willow Bay photographed July 10 by Dan Monick at the Beverly Wilshire in Beverly Hills.

CULTURE CLUB

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and interior designer Lauren King, wife of former King World exec Richard King, among its supporters. The agencies, meanwhile, seem to be flocking to Westwood's Hammer Museum, where Bob Gersh, co-president of the Gersh agency, 60; CAA general counsel Michael Rubel, 62; and UTA co-founders Peter Benedek, 63, and Jeremy Zimmer, 53, all serve. (The Getty Museum board, dominated by financial leaders, does not include industry names.)

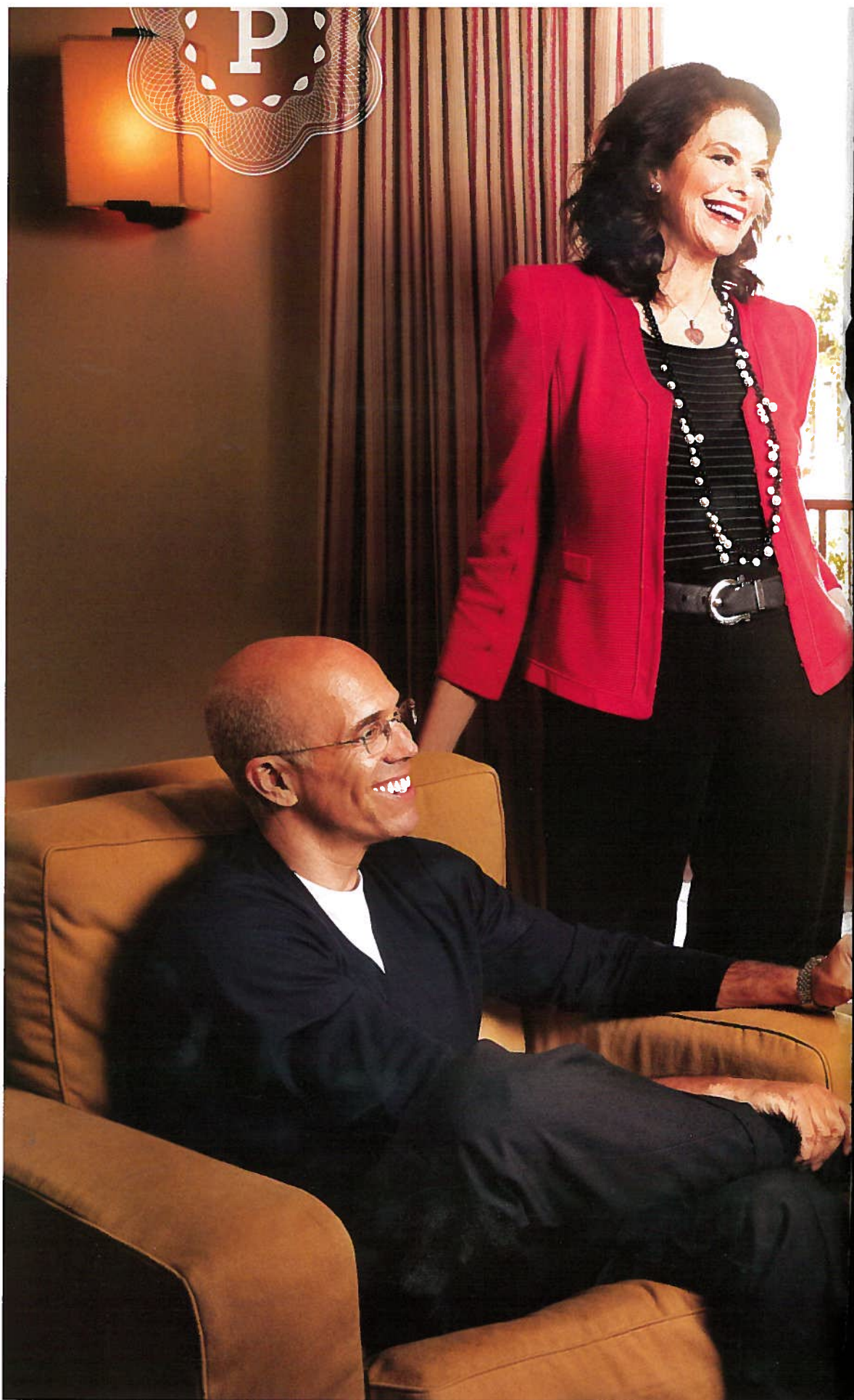
"Los Angeles has become one of the art capitals of the world. The number of emerging artists and new galleries here is exciting," says Tisch. Adds Morton: "I think more people in the business are collectors. It's great for the museums."

In a time of declining support for non-profits, trustees like these play a crucial role in contributing to the creative character of a city. They help fund exhibitions, donate artworks, provide guidance and pay yearly dues (from \$25,000 to more than \$100,000), all in the name of bringing art to everyone. Imagine if all the eye-opening and reverie-inducing art in L.A. was locked up in the mansions of Beverly Hills?

At LACMA, the city's one truly encyclopedic museum, two great new halls for viewing art have sprung up — the Broad Contemporary and the Resnick Pavilion — under the tenure of director/CEO Michael Govan. Its entertainment world trustees are helping to make movies a bigger part of the museum's focus. "We have the Tim Burton exhibit [through Oct. 31], and next fall will be a Stanley Kubrick exhibit. If not on the West Coast, where else?" says Semel, who is excited about this fall's relaunch, with Film Independent, of LACMA's film program with critic Elvis Mitchell as curator.

Since director Ann Philbin took over the Hammer 11 years ago, it has become the small museum that could. It has gained an international reputation for incubating emerging talents and for "rediscovering established artists that aren't getting their due," says Gersh. For him, the show not to miss is the retrospective of the work of Paul Thek, through Aug. 28, one of the earliest artists to create installation-based pieces.

Known for its stunning permanent collection, MOCA, led by new director Jeffrey Deitch, is regaining its luster after a financial meltdown three years ago. This summer, crowds are flocking to Art in the Streets, through Aug. 8, the first major U.S. museum show of graffiti and street art. "There's just an authenticity to it — you feel like you're on the street. They are having 10,000 visitors a week, which is fabulous," says Tartikoff. "That's what makes it worth the check — someone has to help keep those doors open." — DEGEN PENER




THE MASTERS

Jeffrey Katzenberg,
Sherry Lansing AND
Tom Sherak

PHOTOGRAPHED BY Art Streiber
ON JULY 18 AT DREAMWORKS
ANIMATION IN GLENDALE

IF IT'S MONEY THAT YOU WANT FOR A charity, you could do a lot worse than having Jeffrey Katzenberg, Sherry Lansing or Tom Sherak doing the asking. Each has shown just how effective a single person can be in rallying the industry to their causes.

DreamWorks Animation CEO Katzenberg, 60, got his first glimpse of a real master fundraiser at work 20 years ago when Universal chairman Lew Wasserman invited him to his office. On arrival, the pair immediately drove to the Motion Picture & Television Fund campus in Woodland Hills,



“There’s something in me, some deep character flaw, that allows me to be utterly shameless when it comes to asking people to give money to charity.”

Jeffrey Katzenberg

“I feel so grateful for the movie business for so many reasons,” says Lansing (with Katzenberg, left, and Sherak). “One is because it enabled me to have the funds to create a foundation of my own and self-fund it.”

which provides independent and assisted-living housing for retired members of the entertainment industry. Katzenberg, who now sits on the MPTF board, says Wasserman’s tour of the facility had him hooked “from the very first encounter with it.”

The secret of a fundraising pitch, he says, is “telling people a good story. It’s about articulating and explaining the why and where the money is going and how it changes people’s lives.”

Lansing, 67, says the seminal moment in her philanthropic work came when her mother succumbed to cancer at 64 in 1985. “I remember

thinking the only way I could honor her memory was by trying to help fund scientific research that would someday lead to a cure,” she says.

As founder of the Sherry Lansing Foundation and a co-founder of Stand Up to Cancer, which has raised \$180 million, Lansing says the secret of her fundraising work is: “You have the same passion for your cause as you do for making a movie. And never taking no for an answer.”

In 2001, Sherak was diagnosed with pancreatic cancer, which he continues to fight. But that hasn’t slowed him down. As chair for the annual

MS Dinner of Champions gala, the Academy of Motion Picture Arts and Sciences president has raised more than \$43 million in the past 18 years for multiple sclerosis research and programs. It’s a cause close to his heart: His daughter Melissa, 38, was diagnosed with MS when she was 15.

As for his fellow master fundraisers, Sherak, 66, says: “With Jeffrey and Sherry, you never want to say no to these people because they’re there when you need them. I look at that as the catalyst for why people care — you need my help, I’m going to try and help.”

— BILL HIGGINS