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**Reporter**: Brian Welk

**Outlet**: IndieWire

**Title**: Senior Reporter

**Socials**: [Twitter](http://twitter.com/brianwelk), [LinkedIn](https://www.linkedin.com/in/brianwelk/)

**Email**: bwelk@indiewire.com

**Cell:** 630-310-6121

**Date**: Wednesday, December 4, 2024

**Time**: 3:30 PM PT

**Location**: Beverly Hills Hotel

**Address:** 9641 Sunset Blvd, Beverly Hills, CA 90210

**About Brian:**

Brian Welk is the Senior Reporter for IndieWire’s business team, covering entertainment industry news and analysis along with festival and awards coverage, primarily focused on the movies. Prior to joining IndieWire, Welk spent six years at the Hollywood trade publication TheWrap, eventually working his way up to the role of Senior Film Reporter. He’s also served as a moderator for industry panel discussions at SXSW and elsewhere and appeared as an expert on “Good Morning America,” BBC News, and for other outlets. Welk in 2022 won the New York Press Club Award for National Entertainment News (online) for his series of pieces focused on opportunities for deaf actors in Hollywood. That year, he was also nominated for online entertainment journalist of the year from the Los Angeles Press Club. Welk received his bachelor’s degree in journalism from Indiana University with a concentration in culture and communications and a master’s degree in Specialized Journalism: The Arts from the University of Southern California. Welk is native to the Chicagoland area and is based in Los Angeles.

**About the Publication:**

<https://www.indiewire.com/>

UVM: 5,110,238

For over 25 years, IndieWire has been covering the business and art of entertainment. With the respect of film and TV creators, executives, and passionate fans alike, IndieWire is known for being ahead of the curve with a unique editorial voice that combines in-depth industry reporting and analysis, breaking news, and its best-in-class Oscars, Emmys, and crafts coverage. IndieWire began in July 1996 as an online chat room and evolved to become one of the earliest online entertainment news outlets. As IndieWire grew, its coverage expanded beyond film festivals and the independent film industry to include all aspects of Hollywood and the expanding universes of TV and streaming and has continued to do so since being acquired by Penske Media Corp. in 2016.

**Meeting Goals**

* Get to know Brian in a relaxed setting and allow him to get to know you personally and professionally. The purpose of this conversation is to share your past and current slate, what you’re building toward, and your unique place and point of view in the industry.
* Develop a relationship with a key reporter at Indiewire, and down the line, when you have news to announce about upcoming projects, Brian will be a great resource to cover it. Likewise, when Brian is looking for an expert voice to weigh in on business trends or entertainment news stories, he might turn to you.

**Main Points/Overview**

1. **General Overview of your Work:** Share an overview of your history and background, your current slate and career-defining projects, and what’s next.
2. **Partnerships and Collaborations:** Discussing your work with well-known comedians can resonate with professionals in the industry, fostering a sense of connection and relatability.

**Recent and Relevant Stories**

* December 2, 2024: [Anya Taylor-Joy Returns to TV with Crime Drama ‘Lucky’ from EP Reese Witherspoon](https://www.indiewire.com/news/breaking-news/anya-taylor-joy-returns-tv-crime-drama-lucky-reese-witherspoon-apple-tv-1235071691/)
* November 25, 2024: [Neon Raises $200 Million to Boost Production and Expand to New Markets](https://www.indiewire.com/news/business/neon-raises-200-million-boost-production-explore-new-markets-1235069743/)
* November 19, 2024: [AI Filmmaker Dave Clark Launches New Studio with Funding from Peter Chernin](https://www.indiewire.com/news/business/dave-clark-gen-ai-company-promise-peter-chernin-1235067422/)
* November 12, 2024: [Padma Lakshmi to EP Domestic Abuse Doc ‘Survivor Made’ That Survivors Can Watch for Free and Anonymously](https://www.indiewire.com/news/breaking-news/padma-lakshmi-domestic-abuse-doc-survivor-made-1235064563/)
* November 7, 2024: [Lionsgate CEO on ‘Borderlands’ Box Office Disaster: ‘Nearly Everything That Could Go Wrong, Did Go Wrong’](https://www.indiewire.com/news/business/lionsgate-ceo-borderlands-box-office-disaster-1235063714/)
* November 2, 2024: [Pixar’s Mike Jones on Why His ‘Inside Out’ Spinoff Series Faced the Same Struggle as Some Low-Budget Indies](https://www.indiewire.com/news/events/pixar-mike-jones-inside-out-spinoff-almost-shut-down-1235062365/)
* October 24, 2024: [Emma Stone and Dave McCary’s Production Company Signs First-Look Film Deal at Universal](https://www.indiewire.com/news/breaking-news/emma-stone-dave-mccary-fruit-tree-first-look-film-deal-universal-1235059755/)
* October 17, 2024: [Ted Sarandos Says Netflix Helps Filmmakers ‘Make the Best Films of Their Life’](https://www.indiewire.com/news/business/ted-sarandos-netflix-helps-filmmakers-make-best-films-their-life-1235058071/)
* October 11, 2024: [Angel Studios to Adapt ‘Home to Harmony’ Books as TV Series from ‘When Calls the Heart’ Creators](https://www.indiewire.com/news/breaking-news/angel-studios-home-to-harmony-books-tv-series-when-calls-the-heart-creators-1235056117/)

**Tips and Best Practices for Media Meetings:**

* We recommend familiarizing yourself with recent coverage – understanding what they are interested in covering and how you might mutually benefit the work you are each doing.
* Always good to ask during reporter meetings about their upcoming plans to see where we may be able to work together on secured coverage they already have slated. This also emphasizes your position as a coveted expert voice for them to turn to when they need data for their future articles or to ideate on insights you have that could shape upcoming coverage.
* Assume everything you say may make it into print, unless explicitly stated as **OFF THE RECORD** before saying it.
* If you don’t want to respond to a question or you’re uncomfortable answering -- it’s always fine to say, “I can get back to you on that,” or “I’m not sure,” and move on.