

## LA Unscripted | July 6th, 2023

From hot spots to hidden gems This is your guide to all things local The L A unscripted way with unprecedented and exclusive access to the historic Hollywood sign like this one nine steel letters standing 45 ft tall The Hollywood side is celebrating its centennial and L A You has your invite to explore the iconic Los Angeles landmark Like never before Hi everyone I'm David Devin and joining me in beach with Canon KT a very own windy when your first time to I love it Take a hike right Talk about Tinseltown's Timeless beauty She's looking good for 100 years old right Really good But I think she had work Yeah I do think she since 1923 the looming letters behind us have beckoned businessmen dreamers actors and wanderlust I do love yes to head west and to follow your dreams Now revealing the world renowned relic as we revel with respect My name is Jeff Zen and I'm the chairman of the Hollywood sign Trust 100 years ago There was basically what you see up here Nothing It was just barren lands hillsides and developers came together and they said we need to bring in some homes The movie industry was booming People need somewhere to live So they said we're going to build a development and we to call it Hollywood land But most of the people were living downtown they had to bring them in somehow they had to attract them in up here in the hillside So they decided to build this gigantic sign call it Hollywood land which was the name of the development because they were selling just that land in Hollywood they lit it up with about 3700 light bulbs and it shined Holly and then wood and then land and then it would repeat and then altogether Hollywood land Well they sold about 450 lots It took about until 1945 The Hollywood sign was dilapidated the h had fallen down So they propped up the h and they decided to also remove the land the last part of the sign So it would just say Hollywood and that was a pivotal moment for the sign because it signified not only the place called Hollywood but it also represented the motion picture industry the signature industry of of Hollywood itself February of 1978 the Hollywood Chamber of Commerce uh commissioned some engineers to say how can we help this sign And they said well it's unrepairable They created what's called the Save the Sign Committee to do a fundraiser to completely rebuild the sign with a brand new structure and that's a sign that we see today Alice Cooper was the Ferrari first person who stepped up and donated \$27,777 Later on we had Hugh Hefner come in and do a fundraiser It's made out of eye beams steel corrugated steel for the for the face of it And uh and eye beams really And

concrete for the foundations Oh my Oh exactly The o and these are so much bigger than you'd even think this one's 60 ft up in the air and look corrugated steel Knock on corrugated steel That should be a saying at at the very end of uh the completion of the Hollywood sign in late October 1978 the Hollywood Chamber of Commerce decided there has to be a special entity which strictly focuses on the maintenance and upkeep of the Hollywood sign So they they created the Hollywood Sign Trust and the Hollywood sign Trust mission is solely for the maintenance of of the Hollywood sign We painted about every 10 years We just painted it We gave it the Hollywood sign its latest makeover back in uh November of 2022 to make it ready for its 100th year uh debut It's imperative that we take care of it It's it's what people expect not only in the people of Los Angeles but it's around the world They expect that Hollywood sign to be there forever So it's it's it's vital that we take care of it It's an icon not only for Los Angeles and California but for America itself it's a site that never gets old from TV S to movies The landmark has landed many leading roles You know if only we had an expert on all things Holly maybe see how about that And he's going to tell us where to spot the cut outs in close ups and credits I think the Hollywood sign is a symbol of you have arrived You're actually here You know there there are on one level there's really rather few sort of global icons Big Ben Taj Mahal and weirdly enough although the Hollywood sign is not a structure like that It is extraordinarily and I think immediately it's recognized all around the world The Hollywood sign is is depicted as a logo in a variety of things for a variety of products But the Hollywood sign has starred in a variety of movies June eats me This movie Mighty Joe Young The O comes out because of course a gorilla takes it and then takes a bite out of it Another disaster movie day after tomorrow Oh my God Lisa Are you getting this on camera The tornado comes to southern California Rare Indeed Whoop There goes the Hollywood sign in uh the Rocketeer which is a really well thought of movie Well of course somebody crashes right into it My name's bliss Escape from L A this really well known movie Oops here comes fire come and get it We set fire to the Hollywood sign Yeah I guess so What can it not withstand Superman as opposed to collapsing the Hollywood sign bended giving Superman the opportunity to bend it back The Hollywood sign has withstood so much so many years so much time I think Why disaster movies like it a twister in Is that gee if the Hollywood sign falls your countdown clock has now terminated function Something's really wrong The Hollywood Chamber of Commerce has been an incredible steward of the Hollywood sign And so

while there are earnings to be derived from licensing images of the Hollywood sign all that money doesn't go into somebody's pocket It goes into preservation of the Hollywood sign for me and given the work that I do it means that I'm in the right place So I I am always gratified that from our workplace from our TV station you can look up and see the Hollywood sign now unprecedented and exclusive access to the historic Hollywood sign All right ladies Are you ready Are you ready to go into a restricted area I guess so Yes behind the Hollywood sign Good Here's the key What a nice office you have Let's do this I'm not allowed to go into restricted areas Yeah me neither come in Ok I have man hands just fyi two gloves whichever you want man I don't know You tell me probably you have man hands I swear to God I have man hands You've got your gloves This is a tree climber's rope It's a climber's knot Ok The easiest way to go down is to stick your butt out Oh that's good for me For me I do that all the time and just hand over hand hand over hand backward Every man for himself we straddle the rope That's an honest She wants to straddle the rope Ok Bolder big boulder holder big boulder boulder Well you don't wear heels on the hiking They're not there's no such thing as hiking heels We are literally as close as you can possibly get to the Hollywood side one of the most photographed places in the entire world You know so few people have ever gotten to be this close to the Hollywood side Well legally legally speaking legally speaking we are we are we are chaperone So this is the L and there's two there's two there and two Ls right here You really should do that It is this side 100 All of Los Angeles join in with us Will you Happy birthday to you Hollywood side It's a visual that evokes just so much emotion and it means something different to everyone It's so true I will never forget the first time I saw the So I I love that song I love it Look it up while we take a break This L A unscripted episode from the base of the Hollywood sign will be right back I saw the side open on the southern slope of Mount Lee The Hollywood side is celebrating 100 years and we're having a soiree 1578 ft in the sky I'm in L A scripted plus one windy You know this is my first time actually going off script with you It's it's so spontaneous I love having you No so nice And so is getting this close to our legendary local landmark And Wendy you found the top five spots to take a snap with the sign That's right I do it for the gram didn't you know Of course I am always my friends up for a good selfie Let's get one in its 100 year history The Hollywood sign has become one of the most photographed sites in the entire world with millions of people willing to take a hike just to get their shot Now the best way to get there is to make your

way to Griffith Park winding trails will lead you to lookout points picturesque and even to dizzying heights But we found far too many people have left their mark on this park and not in a good way That's why on our company wide founder's day of caring the KT A family decided to get our hands a little dirty our anchors alongside our engineers our sales staff and our stagehands all pitched in to pick up our friends at the LA City Recreation and Parks Department provided the rakes and shovels We brought the manpower and the sandwiches When it was all said and done we improved A special part of Griffith Park And along the way we discovered the top five spots to get your shot of the Hollywood sign You can look like an angel here at the Griffith Observatory Plus parking is free before noon We applaud the photo spot at Ovation the entertainment center at Hollywood and Highland No hiking required for those willing to go the distance park at the Greek jump on the dash and then head to the trail a half mile up to a place we like to call the 0.5 overlook Keep climbing and you'll reach the Hollywood Plateau where you can look like you are holding the Hollywood sign in your hand And for those not afraid of heights go another mile for a behind the scenes Look at a true Hollywood legend So we're at the very top of Mount Lee very top which is right behind the Hollywood sign And this is actually the photo spot that you're going to get the best shot of the Hollywood sign and the Los Angeles Basin from Mount Hollywood to the Griffith Observatory to downtown Hollywood all the way to the Pacific Ocean And you know it is really important to stick to those city approved spots for your shot You don't want the neighbors mad at you and you don't want a parking ticket Oh we saw that and coming up tips to take the best picks L A unscripted with epic access to the Hollywood sign will be right back It's a sign of the times One of the most recognizable and memorable markers in the entire world is turning 100 years old right in our own backyard And you know there are so many ways to commemorate and celebrate like shopping Exactly I mean I clearly did I'm Lily I work at the Hollywood Chamber of Commerce I oversee the licensing for the iconic Hollywood sign The Chamber has always been the stewards of the Hollywood sign We're very lucky We do get approached a lot for partnership this year We've been really working to make sure that our partners are able to see the vision that we have We worked with amazing artists We're working with really specific retailers to kind of incorporate the dream of the Hollywood sign into our merchandise Because when people think of the Hollywood sign they don't think of the physical side They think of a feeling and our goal with merchandise is to

evoke that feeling We're so happy to partner with Skechers We have several different shoe varieties with them We have a running shoe as well as some flats There are three different varieties right now but we have several more coming out in their collection that will be coming out this summer This is our first collab with Sugarfina They have been amazing partners We have several different candies in the collection and it really feels like you're buying a candy but you're buying a piece of art that is the brand pattern pop You can get it on their website now and we have several different visual images and you can customize it based on the name whatever you want We're working with the Japanese inspired streetwear brand toy dokey We have a bunch of different collectibles with them So the Johnnie Walker Hollywood collaboration this is not specific for the centennial but we've had it for a while Very high end for an anniversary for a special occasion You're going to want to have it and then you're going to want to keep it because the branding the bottle is just beautiful We've actually been working with an artist on we've been working together to kind of create with a bunch of different artists select prints They're all limited edition for the Hollywood sign for 100 years So Shag is the first one that we have coming out You can buy those prints online at the Shag store or at his store which is in Palm Springs He wanted to evoke the Hollywood sign the kind of the future you can see aliens on there It's such a fun print that really like it makes you feel that you're both in Hollywood but also in the future and in the past at once to celebrate the centennial make sure to tag us a it No I mean like the act Ok And for the best shot I went straight to the top to strike a post Hi I'm David Livingston I'm an official photographer for the Hollywood Sign Trust I moved here 23 years ago and I've had an ongoing love affair with the sign I've shot and shot probably 10,000 photos of it had a couple of photo exhibits about it It looms large in my legend If you want the money shot that you wanna have on your Christmas card The best way to do that is with a good quality zoom lens zoom all the way into the sign Step into the shot then your head will be large and the sign will be closer than it would be If you were shooting it really wide The iphone is the best photographic instrument ever invented and it will help you get a great shot of the sign by shooting with the uh the the longer focal length lens So on your phone it'll have three times which means you have uh three times of zoom And in that way you can bring the sign closer to your head It's all about zooming and using the telephoto lens to bring the two images the foreground and the background closer together If you want to get it really dramatic afternoon uh late

afternoon early evening or early morning you get more dramatic stuff But if you want the punchings of direct sunlight with no uh shadows on the sign then midday is the best time Speaking of selfies how did I do So there's this one filter to see that one 00 The first pick surely will be around for the next 100 years Just like the when anybody comes to town the first three or four things I want to see the Hollywood sign Hollywood sign has had sort of ups and downs over its many many years But it is this eternal symbol of I think so many things because it's it's near the stars So the job of the Hollywood Chamber of Commerce with respect to the Hollywood sign is to oversee its maintenance We provide the funding to a sign trust to keep that sign in good shape Uh And we've been responsible for its maintenance since the 19 forties For the 1st 50 plus years of the sign It was made of wood and over time it fell apart then uh it was uh upgraded to uh steel to last longer uh and will continue to improve the quality of the sign So it's here for another 100 years But I also think we don't know what technology will exist in the next 100 years We need to make the sign also more accessible maybe take letters uh from the sign uh the nine letters that comprise the sign and make them art pieces around uh the Hollywood community And they can both be educational pieces where new technology can help people interact uh with the history of Hollywood um that's contained in the letters of that sign People see the Eiffel Tower they know they're in Paris France and they think of it maybe as uh an engineering feat Uh if they see the Statue of Liberty they know they're in uh New York and they see it as a symbol of liberty and freedom If they see the Hollywood sign they know that they're in Los Angeles and they know that sign speaks to creativity and innovation And uh and I think the the human spirit to do something new and unique We had so much fun and I had so much fun going unscripted with you and we of course learned so much as we celebrate the 1/100 anniversary of the Hollywood sign It was so fun having you on the show I loved it And thank you guys for joining us Remember pay attention to all the signs especially this one Where will we be next Another local You ready to say good night to ready Stepping out into the bright lights dressed out loud We're standing out a mile Hollywood style cool cats up from the island cane and spats and top hats and diamonds Smile Hollywood style Town Nobody can doubt wear high class boys love pound sniffing all about We're here to make noise Big H 10 golden casino bows and bells roll That Latino Mind Hollywood style uptown Know that he can doubt wear high class Boys love power