



The Gersh Agency

Name	
Title	
Phone	
Fax	
E-Mail	
Website	
What is the best way to contact you?	Phone and email
Partial Credit List	No
GENERAL INFORMATION	
What is your percentage?	10%
How much promotion do you do for your clients? How much do you expect them to do?	If by promotion you mean submitting them for projects and introducing their work to various production co's and studios in town, a great deal.
In terms of material, is there anything that you are specifically looking for right now?	Action, comedy, thriller. No drama.
Are you looking for interns? What would they be doing? Is there any compensation, financial or otherwise?	Always interested in interns, no compensation.
What do you look for in the writers you choose to represent? What should they look for when trying to choose an agent?	Finished samples, strong writing presence/voice, commercial viability. They should look for agents interested in helping them develop their vision and brand.
How many writers do you represent?	No
What do you consider the biggest differences between a manager and an agent?	A manager is more hands-on and often helps develop script ideas; they can attach themselves as producers. An agent makes deals, promotes the writer and sells their scripts. Gersh agents are different in that we are more involved in developing our talent and their work.
Does a writer have to be produced for you to consider them?	No
Do you represent film or television writers, or both?	Both
Do you only represent screenwriters, or do you also represent book authors, etc?	Both
Is it worthwhile for new writers to have an agent? Why?	It depends on how good they are.
Do you represent any other talent besides writers? (Directors, Actors, etc.)	Gersh represents writers, directors, actors and below the line talent.
How long are the terms of	n/a`



signing on with you?	
Do you read or do you have someone read for you? What is the process at your agency?	We read everything. We are very thorough, and often make unanimous decisions to sign or pass on a writer.
Is there any advice you would like to offer the writers who are pitching you? Or advice for any new writers trying to break in?	Know your story well enough to tell it in one to two sentences. High concept stories are more interesting, commercial and generally have a better chance of being made.