Magnet Management

Name	
Title	Manager
Phone	
Fax	
E-Mail	
Website	www.magnetmanagement.com
What is the best way to contact you?	Email
Partial Credit List	

GENERAL INFORMATION	
What is your percentage?	10%
How much promotion do you do for your clients? How much do you expect them to do?	We are always speaking about and pitching our clients around town, so hopefully the promotion is organic, and we are constantly doing it. Only a couple of our writers, both of them our bigger ones, work with a legitimate publicity guy. But if a clients film is about to be released we do all we can to create necessary buzz.
In terms of material, is there anything that you are specifically looking for right now?	Not really, everything is so cyclical in respect to what producers and studios are looking for. Sex Thrillers and a “spin” on characters in the public demain seem to be hot as of late.
Are you looking for interns? What would they be doing? Is there any compensation, financial or otherwise?	We are always looking for good interns who are ready to learn and work hard. We do not compensate them but they learn about all facets of the industry and we always help them find permanent paying jobs when they are at that point.
What do you look for in the writers you choose to represent? What should they look for when trying to choose an agent?	I look for writers who have an original voice and someone that is excited to work hard. Writers should look for agents and managers who see the trajectory of their career, and have a set plan on how to get them there. And ones in the immediate that are ready to work hard and expose them around town.
How many writers do you represent?	Our company represents around 65 clients, we are very team oriented as many of us service everyone, and are thinking of all our writers when we come across new opportunities. I have only been a manager for a year now, so my personal list is around 8 writers.
What do you consider the biggest differences between a manager and an agent?	Managers traditionally are a little more development heavy; spend more time working on material with clients, although that may be different from case to case. Also, managers have the luxury of producing, which lends itself into what I just mentioned. Mainly, both managers and agents are equally involved in finding new opportunities, whether its trying to sell a clients spec/pitch or get them a desired assignment, the more people you have working on your team the better.
Does a writer have to be produced for you to consider them?	Not at all, we are most excited when we stumble upon a new voice, someone we can nurture and introduce around town.
Do you represent film or television writers, or both?	Both, there is a lot of synergy these days, writers working in both worlds, you need to find business in both spaces to sustain yourself in this economic climate
Do you only represent screenwriters, or do you also represent book authors, etc?	I personally don’t, but our company does represent a few authors, but our involvement with them is more in the book to film capacity, our authors all have nyc literary agents as well.

Is it worthwhile for new writers to have an agent? Why?	Yes of course, if you can find an agent who is passionate about your voice then you are in good shape. There is no science behind finding a manager before an agent or vice versa, as they often serve very similar roles.
Do you represent any other talent besides writers? (Directors, Actors, etc.)	I also work with a few directors.
How long are the terms of signing on with you?	There are no terms usually in management
Do you read or do you have someone read for you? What is the process at your agency?	Anything sent to me as a referral, through an agent, producer, executive or friend, I will read directly. Usually with unsolicited scripts we will have our interns read first, unless I happen to come across a log line that is very enticing.
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?	Just be passionate and know the world you are writing. And be humble but confident.
Is there anything else you would like to add? About yourself? Your position? Your company, or the industry?	