

MEDIA KIT 2025



TELLING THE GOLDEN AGE OF HOLLYWOOD
STORY THROUGH THE LENS OF DIVERSITY



THE BACKSTORY

The Union Rescue Mission was more than a shelter—it was a lifeline for struggling Hollywood extras, workers, and displaced people during the Great Depression and the Golden Age.

Founded in 1891, the Union Rescue Mission moved to its current location in 1926, becoming a beacon of hope for thousands of Angelenos. As Hollywood boomed during the Golden Age, many aspiring actors and workers found themselves penniless, unable to secure steady work in an industry notorious for exploitation and inequality. The Mission offered food, shelter, and resources to the overlooked backbone of Hollywood: the laborers, extras, and creatives who weren't protected by the glitz. It was one of the few spaces in segregated Los Angeles that welcomed people of all races, providing critical support to Black, Latino, and Asian workers sidelined by systemic racism.

EXPOSED

In 1935, the Mission faced backlash from city officials for refusing to segregate its services. Its staff cared for everyone, regardless of race.



DISAPPEARANCE OF BARBARA NEWHALL FOLLETT

Barbara Newhall Follett, a literary prodigy and Hollywood screenwriter, vanished from her Los Angeles home without a trace. Known for her sharp wit and ambition, Follett was struggling with personal setbacks and industry frustrations. The official story? She walked out after an argument with her husband and never returned. But Hollywood insiders whispered about foul play, secret affairs, and a dark, shadowy industry that never remains.

OUR MISSION:

UNCOVERING HOLLYWOOD'S GOLDEN AGE THROUGH DIVERSITY

At Hollywoodland News, our mission is to bring the past to life with sass, style, and substance. Through stories that celebrate triumphs, critique cultural missteps, and highlight forgotten figures, we aim to foster an inclusive appreciation for Hollywood's history. Whether it's a haunting true crime, a swing revival deep dive, or a glamorous yet problematic fashion profile, we tell the stories that deserve the spotlight.

ANNA MAY WONG

Hollywood's first Chinese-American movie star, Anna May Wong, was an icon who deserved so much better. She had the talent, the looks, and the charisma to be a leading lady—but thanks to racism, Hollywood kept her stuck in "dragon lady" and "lotus flower" stereotypes.

And when the role of a lifetime came around in *The Good Earth*, the studio...

THE HOLLYWOODLAND NEWS

THE SWINGBACK ERA: THE 90'S SWING REVIVAL FILE

CLUB DELUXE, 1511 HAIGHT STREET SAN FRANCISCO, CALIFORNIA

Club DeLuxe was the soul of San Francisco's Haight-Ashbury District, a vibrant hub where live jazz and blues performances brought the 1940s' charm roaring back during the swing revival of the 1990s. Jay Johnson's vision transformed the club into an intimate space where music lovers and dancers came together to celebrate timeless sounds and vintage culture, leaving an unforgettable mark on the city's music scene.



DELUXE LEGACY



HOLLYWOODLAND NEWS

Celebrating diversity.
Reclaiming untold narratives.
Critiquing Hollywood's cultural
missteps.

CONTENT HIGHLIGHTS

- True Crime & Scandals
- Haunted Hollywood
- Trailblazers Who Broke Barriers
- Iconic Locations Through a Diverse Lens
- Fashion appropriation in vintage film

SWING REVIVAL

Exclusive: Uncover the story of the 90s swing revival, the last movement before the digital age.

From Scrapbooks to Spotlight: Bringing rare moments from personal albums and scrapbooks to life.

WHO WE INSPIRE

For those who crave the glamour, truth, and grit of Hollywood's past, Including:

- Fans of Timeless Vintage Fashion
- LGBTQIA+ Trailblazers and Allies
- Hollywood History Buffs
- Champions of Equity and Representation



The Storyteller Behind the Glamour

Regina Luz Jordan

As a San Francisco native and Los Angeles transplant, Regina Luz Jordan has embraced all things vintage since 1996, blending her love for history with her passion for authenticity. A proud Yaqui woman of Indigenous and Mexican descent and a member of the LGBTQIA+ community, she draws from her heritage to share untold stories. Hollywoodland News is as much about the grit as it is about the glamour, celebrating diversity while addressing Hollywood's missteps.

Since 2020, Regina's celebrated page, The Vintage Bonita, has built a loyal following dedicated to DEI education, the fight for Indigenous rights, and mental health advocacy. A proud Blue Star Mom and passionate advocate, Regina is also a dedicated volunteer for veterans, mental health, and Indigenous initiatives. With over 20 years in the fashion industry, she educates her followers on cultural appropriation, fostering deeper understanding and authentic representation.

LET'S COLLABORATE

Partner with Hollywoodland News to bring authentic, captivating, and impactful content to life.

- **Interviews and Features:** Share your voice or project through exclusive Hollywoodland storytelling.
- **Sponsored Content:** Align your brand with our mission to educate and inspire through history and inclusion.
- **Event Coverage:** Add vintage flair and historical depth to your event with our unique storytelling approach.
- **Guest Speaking and Panels:** Book Regina Luz Jordan to speak on topics like diversity in Hollywood, cultural appropriation, or the intersection of history and mental health.
- **Custom Collaborations:** Let's create something extraordinary together!

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