

LOLA CLIPS

Press Announcement

LOLA Clips to announce representation of Rona Barrett with live in-person event at FootageFest '23

Rona Barrett Enterprises and LOLA Clips are to officially launch their representation of the Rona Barrett archive at a live event as part of FootageFest this fall in Los Angeles. ***“Breakfast with Rona Barrett”*** will take place at 9.30am at the Garland Hotel in Universal City. A Q&A with Rona Barrett will start the official Sunday screening portion of this global Footage Industry event.

Cultural Icon: Rona Barrett’s archive of celebrity interviews is unparalleled.

Rona Barrett’s career began in 1966, broadcasting [Hollywood](#) gossip on the [Los Angeles](#) television station [KABC-TV](#). She developed the first in-depth personal TV specials about film, television, music, sports and political celebrities, and she had a series of magazines on the entertainment industry that were top-rated at newsstands, including *Rona Barrett's Hollywood: Nothing but the Truth*. Barrett began appearing on [Good Morning America](#) in 1975. In 1980, she moved to NBC's [Today Show](#) and was signed to co-host NBC's [Tomorrow](#) with [Tom Snyder](#)

After leaving NBC, Barrett was senior correspondent for [Entertainment Tonight](#) from 1983 to 1986. In 1989, she briefly returned to NBC to host 10 episodes of the morning show *At Rona's*.

She runs the Rona Barrett Foundation, a non-profit organization in [Santa Ynez, California](#), dedicated to the aid and support of senior citizens in need.

Interviews within the collection include: **Bette Midler, John Travolta, Cher, Mary Tyler Moore, Burt Reynolds, Paul Newman, Sylvester Stallone, Clint Eastwood** and many more.

Digitizing the entire collection for the first time

Rona’s catalogue has been fully digitized for the first time under the stewardship of LOLA Clips. Working to digitize and catalogue of 600 interviews this collection is now available to view and download from the LOLA clips website for the first time.

www.lolaclips.com/ronabarrett

Rona Barrett says *“I am pleased and excited to enter a partnership with LOLA Clips to represent my archive. LOLA is uniquely qualified to handle my interviews with everyone from Mick Jagger to Donald Trump as well as hundreds of others. I look forward to a long and mutually beneficial relationship with LOLA Clips.”*

LOLA Clips Co-Founder, Sandra Coelho commented: *“This partnership with Rona has been a huge undertaking for LOLA. We started going through the storage vault in Hollywood months ago and digging through 1 inch, 2 inch and tape formats to find all the material within the archive that we could digitize. We are delighted to be able to bring this culturally important collection of predominantly 70’s and 80’s celebrity interviews to light for the first time.”*

Researching the Collection

With over 600 interviews now fully digitized and a transcription service available to find specific quotes from within the hour long interviews the collection is now more accessible than ever. Researchers should contact LOLA clips team and view the clips on their website. www.lolaclips.com

Need FOOTAGE? Think LOLA

Contact: Sandra Coelho or Dominic Dare - info@lolaclips.com

About LOLA Clips

LOLA Clips is a video content agency based in London and Los Angeles. Founded in 2015 LOLA has steadily grown to become an industry force in monetizing video archive content into film and television productions. With over 25 media partners choosing to use LOLA Clips as their agency of sales, LOLA is the trusted source for sourcing and licensing footage from Hollywood, London and Sydney. LOLA has pioneered drone footage and aggregates bespoke content on-demand as well as offering a consultancy to find and source archive content internationally. If you need footage just THINK LOLA.

