FilmL.A. recently named seasoned communications professional Art Yoon to the newly-created position of executive vice president. In his new role, Yoon will provide leadership in the planning, direction, and execution of advocacy and marketing programs to foster positive and productive relationships with government and elected officials, film, television, and commercial producers, and community leaders and organizations. Yoon will play a major role in FilmL.A.'s growth and expansion as the organization presses forward with a series of five-year strategic initiatives.

"Hollywood is California's signature industry, and its importance to our region's economy is unmistakable," Yoon reflected. "When I travel and tell people I am from California, the first question everyone asks is 'Do you know any stars?'. That tells you how much this industry is a part of our common consciousness. Helping Hollywood stay in Hollywood is a challenge I believe in and welcome."

Yoon comes to FilmL.A. from Cox Communications, one of the nation's largest video and

internet providers with operations from Santa Barbara through Los Angeles to San Diego. A public relations professional, Yoon has created and implemented community, government and media relations plans as Cox's director of public affairs. Among his many accomplishments, Yoon spearheaded programs to ensure fair and balanced tax treatment for the California cable industry.

FilmL.A. is a private, not-for-profit community benefit organization that coordinates and processes permits for on-location motion picture, television and commercial production under contract to an ever increasing roster of public-sector clients in the Los Angeles region.