

# A 'Lot' to be thankful for

## BUFF ALUM ADRIANNA COSTA IS MOVING UP THE ENTERTAINMENT LADDER

By MATTHEW KLAUBER  
Colorado Daily Staff

**G**aining celebrity status may be not as far fetched as you think. Just ask Adrianna Costa, the vivacious host of Fox's recent reality show "On the Lot," and a recent CU-Boulder grad, who said her performances are merely an extension of herself.

"In this line of work what you do is performing — and it's sort of just an extension of yourself — it's who you are," she said.

"On the Lot," produced by Steven Spielberg and Mark Burnett, features filmmakers going head-to-head in weekly elimination competitions, with the winner taking home a million-dollar development deal at DreamWorks.

Costa, who received a BA in broadcast journalism in 2003, worked an internship at a local Palm Springs television station, and within a few months moved up to on-air feature reporting. Costa's agent then sent a tape to the executive producer of Access Hollywood, he liked her, and she joined the team. That, in turn, spring-boarded Costa to stardom. Which is exactly what she wanted.

"I always knew in my head that this is what I wanted to do, and it may sound silly, but to me, it's all about leaving a mark," she said. "The more people you can reach, the bigger the

[See COSTA, Page 26]



Adrianna Costa.  
[PHOTO COURTESY  
ADRIANNA COSTA]

26

THE MIX

## CU ALUMS

### COSTA: 'Truly, I just love the work'

[COSTA, from page 19] mark you're going to leave ... I figured, if I can reach five million people through a TV set, well then, I'm going to be remembered more, rather than just by my family and friends.

Costa, who relocated to Boulder from the Los Angeles area for college, said she still has fond memories of her time at CU.

"I loved Boulder. I still love Boulder," she raved. "To me, to this day, it is one of the most gorgeous places on the planet," she said. "I recommend to everybody to go visit at least once."

In addition to the beauty and academics, Costa said she definitely had her share of partying during her college days in Boulder. In 2003, the time Costa attended classes, CU-Boulder was ranked the No. 1 party school, by the Princeton Review.

"I'd like say I contributed to that," she said. "You see you can have fun also — hard work, hard play."

Though she admitted to not being the most devoted student, Costa always did well in the classes that seized her imagination, particularly film and journalism.

"To this day, I remember seeing 'Belle De Jour' and 'Raging Bull'

and all these unbelievable films that sort of really represent what movie culture is," Costa said. "So I saw all these movies and they really come back in my life, and yeah that was really powerful and those actors were in this. And so, it really did help me along when I was analyzing the contestant's films in 'On the Lot' and watching them. I kind of can look through a more critical eye."

Costa named Journalism Professor Meg Moritz and late filmmaker and teacher Stan Brakhage as among her chief inspirations. She went so far as to credit Prof. Moritz with changing her life.

"She was so cool. She taught me how to do a live shot," said Costa. "She didn't stifle me ... She just allowed me to do what I was going to do, and use my creative energy and go have fun and be productive and do great things."

Costa also has fond memories of Boulder's night life and attractions. Though not a skier, she loved to hike through Chautauqua Park, and would often see shows with friends at the Fox Theater. She remembers practicing live shots — with her father holding the camera — at various places around town, and she even had a small role in a student film.

Doing "On the Lot" was a fantastic, if somewhat draining, experience, she said. She had to drop ten pounds, overhaul her wardrobe, and became friends with contestants who she had to see eliminated one after another. But she loved the people she was working with — Carrie Fisher, Gary Marshall, and Stephen Spielberg, to name a few.

"I learned a lot just being in the same room as the people. And how to be a real professional in the business, which they all were," she said.

What's next for Costa? For now, she's just hoping to keep working, but hopes to one day host her own talk show, in the style of Larry King or Kelly Ripa.

"I don't necessarily want to jump from show to show," she said. "I want it to be something I'm in love with. I want it to be something that reaches people. And that's a good fit, and that people can benefit from watching."

Not only is Costa a dedicated worker, but she is also in love with what she does.

"Truly, I just love the work," she said. "I'm so passionate about performing and entertaining and you know, doing entertainment news and being involved in popular culture — things like that."