

JAYLA ROXX

ENTERTAINMENT JOURNALIST

Television • Film • Streaming • Interviews • Culture

Editor, New Hollywood Magazine
Emmy Nominated Producer
Los Angeles

I cover the people, performances and creative decisions behind television and entertainment. My work is grounded in preparation, genuine conversation and a producer's understanding of how stories actually get made.

@whoisjaylaroxx

editor@newhollywoodmag.com

NewHollywoodMagazine.com

JAYLA HERO PHOTO

JOURNALIST FIRST

Television fluency. Editorial instinct.
Prepared for the room.

APPROVED WESTCAR LOGO

WESTCAR MEDIA

I LIKE THE CONVERSATION BEHIND THE PRESS RELEASE.

I'm a Los Angeles based entertainment journalist, editor and producer covering television, film, streaming, actors, creators and culture. As Editor of New Hollywood Magazine, I spend a lot of my time in conversations with the people making the work, from actors and filmmakers to creators and producers.

My background in television production changes the questions I ask. I understand what it takes to build a scene, shape a story, protect a performance and get a production across the finish line. But I never want the reporting to sound like an industry manual. The audience still comes first.

I like interviews that feel like conversations. I prepare deeply, listen closely and follow the interesting answer instead of simply moving to the next question.



WORKING INTERVIEW PHOTO

REPORTING LANES

TELEVISION + STREAMING

Cast interviews, creator conversations, previews, reported features and coverage.

REALITY + UNSCRIPTED

Participants, producers, formats, culture and what happens beyond the edit.

HORROR + GENRE

Actors, directors, practical effects, craft, fandom and genre culture.

FILM + CREATORS

Independent film, emerging filmmakers and behind the scenes creative process.

ENTERTAINMENT CULTURE

Black entertainment, queer entertainment, cultural moments and the people reshaping Hollywood.

LOS ANGELES ACCESS

Junkets, screenings, red carpets, premieres, panels, set visits and local assignments.

LOS ANGELES

SELECTED WORK

Three examples that show the range: talent conversation, genre coverage and industry analysis.

01

Hakeem Kae Kazim on Average Joe, African Storytelling and a Career Built With Grace

NEW HOLLYWOOD MAGAZINE

Demonstrates television talent interviewing, personality profile writing and long form entertainment conversation.

LIVE LINK / QR
PLACEHOLDER

02

New Fears Eve Turns Grief, Gore and the World's Worst Office Party Into a Slasher Worth Clocking In For

NEW HOLLYWOOD MAGAZINE

Demonstrates horror coverage, filmmaker interviewing, craft discussion and personality driven entertainment writing.

LIVE LINK / QR
PLACEHOLDER

03

ABFF's Move to Los Angeles Is the Kind of Industry Bet Black Hollywood Needs Right Now

NEW HOLLYWOOD MAGAZINE

Demonstrates entertainment industry analysis, cultural reporting and opinion informed by research.

LIVE LINK / QR
PLACEHOLDER

BIO

Jayla Roxx is a Los Angeles based entertainment journalist, editor, Emmy nominated producer and on camera interviewer. She serves as Editor of New Hollywood Magazine, where she leads entertainment coverage across television, film, streaming, creators and contemporary culture. Her work combines a producer's understanding of the entertainment industry with an interview style built around preparation, personality and genuine conversation. Jayla is also the founder of WestCar Media and an active member of the Television Academy.

PUT ME WHERE THE STORY IS.

I'm based in Los Angeles and comfortable moving between assignment types. That might mean a twenty minute cast interview in the morning, a screening and quick turn story that afternoon, a set visit, a red carpet, a longer creator profile or a reported feature that needs more time.

I understand deadlines, embargoes, talent access, press environments and the difference between promotional conversation and editorial reporting. I can work from assignment, adapt to an established editorial voice and still bring personality to the finished story.

ASSIGNMENT TYPES

- Interviews
- Junkets
- Set visits
- Screenings
- Red carpets
- Premieres
- Panels
- Cast conversations
- Reported features
- Quick turn digital
- Reality and unscripted coverage
- Horror and genre coverage
- Los Angeles assignments
- Select on camera editorial work

EDITORIAL DISCLOSURE

I am Editor of New Hollywood Magazine and founder of WestCar Media. I maintain clear boundaries between editorial work and WestCar client services. I will disclose relevant professional or financial relationships before assignment and will not report on WestCar clients, paid partners or represented talent where that relationship could compromise independent coverage.

JAYLA ROXX

Entertainment Journalist

Los Angeles, California

editor@newhollywoodmag.com

NewHollywoodMagazine.com

[@whoisjaylaroxx](https://www.instagram.com/whoisjaylaroxx)

APPROVED WESTCAR LOGO

WESTCAR MEDIA

Supporting professional context

READY FOR THE ASSIGNMENT