

# Nina Jacobson

## Quotes

*Games, Book, People, Thinking, Directors, Important, Fans, Focus, Decision,  
Want, Smart, Character, Different, Ideas, Careers, Style, Shoes, Authorship,  
Choices, Perspective*

Nobody roots for people who presume success. You have to earn success, and success is earned by making a movie that audiences like and want to see more of.

~Nina Jacobson

It's an exciting time, when you can make your movie on a cellphone. If it's good, it WILL get noticed.

~Nina Jacobson

The most powerful decision-making part of the audience is women. Boys have a lot of impact on the industry, but it's often women who impact what stories get made.

~Nina Jacobson

Only audiences decide what's a franchise. Only audiences decide what's a hit. I have always been mindful of not wanting to be the Miami Heat of movies.

~Nina Jacobson

I was focused on The Hunger Games movie with my director, with the studio, and with the cast and crew. We all just focused on making the best possible movie we could, and earning the right to do more.

~Nina Jacobson

Suzanne [Collins] was very involved in the development of the script. She wrote the first draft. She was very involved with Billy Ray, when he wrote his draft.

~Nina Jacobson

You're not doing the scene exactly the way it is in the book [The Hunger Games], but the intention of the scene is there.

~Nina Jacobson

Little decisions were made, every day. In this movie [The Hunger

Games], we really focused on Cinna and we didn't get time to focus on the other stylist.

~Nina Jacobson

I'm an ardent fan. All I really had to do was put myself in my own shoes.

~Nina Jacobson

I never had to put myself in somebody else's shoes.

~Nina Jacobson

Deb Zane, our casting director on the Hunger Games was very sanguine, from the beginning, about just blocking out what everybody else says that they want.

~Nina Jacobson

I'm very superstitious. I come from a family that's big on not painting the nursery until the baby is home.

~Nina Jacobson

I think that one of the greatest perspectives that I have, from being a buyer for my whole career until I became a producer, is that I have a pretty good understanding of the buyers mentality.

~Nina Jacobson

Ultimately, only audiences decide what's a franchise.

~Nina Jacobson

Ultimately, I am very filmmaker oriented, as a producer.

~Nina Jacobson

[On the racial backlash about Hunger Games casting]: "People should have ignored the five racist idiots.

~Nina Jacobson

[On The Hunger Games success]: "It hit on the zeitgeist of the disparity b/w the haves and have nots.

~Nina Jacobson

Women are making strides in many areas and women have mentored and supported me along the way. I think that women are underrepresented behind the camera as directors.

~Nina Jacobson

As a producer, you can't break up w/your own project. It's like sleeping with someone that you don't like... Forever.

~Nina Jacobson

There's as much great authorship in the filmmaker community as in the literary community, and I'd love to welcome more filmmakers into the fold.

~Nina Jacobson

I am very filmmaker oriented, as a producer. I think the most important thing is that you have to really choose the players carefully.

~Nina Jacobson

I felt that with each movie, Gary [Ross] adopts a different style. He doesn't have one look that's the Gary Ross look, and I thought that was important.

~Nina Jacobson

It was very important to me to choose a director like Gary [Ross], whose instincts come from character, who's a storyteller, and who puts characters first.

~Nina Jacobson

The "If you build it, they will come" approach to filmmaking has always been helpful to me.

~Nina Jacobson

You are there to support the vision of the people who you choose to excute the movie.

~Nina Jacobson

If the movie [The Hunger Games] were stylized violence that was pretty and fun and cool, which is great when you go see 300 or The Matrix, it would just be out of sync with the fact that they're kids.

~Nina Jacobson

It can really vary from movie to movie what the producer's role is and there are all kinds of producers. There are line producers who do a lot of the nuts and bolts work on the set.

~Nina Jacobson

I've always tried to really focus on The Hunger Games movie, knowing that, yes, these are amazing books and I would feel like a failure, if I didn't get all three of them made.

~Nina Jacobson

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