

FOCUS on FILM



The Newsletter of the Palm Beach County Film and Television Commission | AUGUST 2015

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PBSC GRADS MAKE A MOVIE

While many college graduates struggle to find their path after receiving their degree, **Josh Brady, Kat Wilson and Shelby Halberg** had the rare sense of knowing exactly what they wanted to do after graduation: make a movie.

During their final semester together at **Palm Beach State College**, the filmmakers decided to develop a script based in classic mystery structure with a modern comedic spin. **The Big Frozen Gumshoe** was born after 9-months of pre-production and over 85 donations on Kickstarter. The **Very Serious Films** team hired over 40 local talent and crew, including graduates of the Burt Reynolds Institute and FAU. The team shot all throughout the Palm Beaches, including an exciting road closure scene on **Delray Beach's Atlantic Ave** near **Pineapple Grove**. "Whenever you are learning to film you use corners or quiet areas, but we were out in the open on a major roadway, and that was a great learning experience," said Josh Brady, writer/producer. The graduates met with their former professors frequently throughout filming for guidance on producing, financing and permitting as their own independent production company.



Filming has officially wrapped and the team is working on post-production. "Next year we hope to start screening the film with the first premiere in Palm Beach County. Then we will work on distribution via streaming services and VOD," said Brady. When asked why it was important to him to work with all local crew and talent, Brady shared, "This is a group of people doing what they've always wanted to do, in the place they learned to do it." See more at facebook.com/thebigfrozengumshoe.

TLC'S NEW SHOW SHOT SCENES IN PBC

Jazz Jennings was assigned male at birth, but as soon as she could talk, she told her parents she was really a girl. With the help of her supportive family and doctors, she was able to live her life and become the person she wanted to be. TLC Network picked up on the story of Jazz and her family, and the 1st episode of **I Am Jazz** premiered on July 22nd to nearly 2 million viewers.



Jennings Family
(Credit: Mark DeLong/TLC)

"Jazz is a remarkable young lady. For a 14 year-old, she has a lot of responsibilities on her shoulders and she handles it all well," said Colin Miller, Executive Producer of **This Is Just a Test**. The LA-based production team enjoyed their time in PBC, sharing that **Saquella Café** in Boca Raton and **Deck**

84 Restaurant in Delray were among their favorite shooting locations. "We found the Jennings to be remarkable and TLC was the perfect partner to share this story," Mr. Miller stated. See more at tlc.com/tv-shows/i-am-jazz/.

BALLERS RENEWED FOR 2ND SEASON

HBO's new television series **Ballers** premiered on Sunday, June 21 and has garnered more than 8.9 million viewers on HBO's various viewing platforms. It was a no-brainer for the TV conglomerate to renew the show for a second season, which will continue to spotlight the magnetic lead character of Spencer Strasmore, played by **Dwayne "The Rock" Johnson**, a former football star attempting to reinvent himself as a financial manager for current players.



While most of Season 1 was filmed in Miami, some football and parade sequences were shot the **Boca** campus of **Florida Atlantic University**, complete with camels and hundreds of extras. For the season finale, sections of our coastline were captured from a helicopter as Spencer traveled north along A1A. HBO Programming President Michael Lombardo shared in a statement, "We are thrilled with the overwhelming response the series has received and look forward to another exciting season." Find out more about the show at hbogo.com.



KIDS TAKE A DIVE AT PROJECT SEAHORSE

One favorite destination for locals and visitors to enjoy snorkeling and marine resources is right off the **Boynton Beach** shores. This unique location recently hosted **Project Seahorse**, an event produced by **Jim Abernethy** of **Jim Abernethy's Scuba Adventures** aka "The Shark Whisperer" along with **Dan Volker**, social media expert and scuba enthusiast.



The annual event teaches children about underwater resources and provides more exposure for PBC's diving assets. TV crews followed 42 kids as they experienced a new and spectacular activity to do every weekend. Underwater footage was captured, compiled into a highlight reel and presented on-screen at the Boynton Beach Marina. "Project Seahorse began as a 'feeling' that it was just wrong to be living in an area surrounded by amazing water assets, and to see the majority of local kids missing out on these underwater resources because they don't know what exists in their backyard," said Jim Abernethy. For more info visit projectseahorse-bhb.org



LOCAL COMPANY AIRS TO OVER 40 MILLION

Newsmax TV is growing rapidly and reaches over 42 million cable/satellite homes and subscribers. The conservative media company out of **West Palm Beach** and **Boca Raton** with studios in New York, Washington, D.C., and Los Angeles was founded in 1998 by journalist Christopher Ruddy.



Christopher Ruddy



Newsmax produces video throughout the day and evening — talk shows, interviews and news coverage. The network differentiates itself from other news services by providing independent news with a "mainstream conservative" tilt, though it is open to all points of view. CEO Christopher Ruddy says, "We have had a phenomenal launch in less than a year. We are producing 10 hours of live television a day, and that will grow as we use PBC as our base." Programming focuses not only on the latest news but offers practical and useful options in the areas of health, money and lifestyle. Viewers can enjoy **Newsmax Now** with John Bachman & Miranda Kahn, **Mid Point** with Ed Berliner, **The Daily Wrap** with Rick Unger & Joe Concha. For more info visit newsmaxtv.com.

DOCUMENTARY EXPLORES A DARK SIDE

First time local filmmaker Jennifer Silliman is making her debut into filmmaking with a documentary that hits home for a lot of new moms.



Dark Side of the Full Moon delves into the unseen world of maternal mental health in the U.S. by uncovering the disconnect in the medical community to effectively screen, refer and treat the 1.3 million mothers affected each year, and by giving a face and voice to the countless women who have suffered in silence.

"Our hope is everyone sees this film because most of us know someone who's pregnant or just had a baby," says Jennifer. "We also hope that moms suffering know that they're not alone and with help they'll get better."

The target audience for this film is professionals that work in the healthcare industry who come in contact with pregnant and postpartum women. The film took over a year to capture and currently screenings are being scheduled in Palm Beach County. Learn more at darksideofthefullmoon.com



Ms. Silliman

FLAMINGO ALERT

Palm Beach Illustrated magazine was recently onsite for a full day at **Lion Country Safari** for a fashion shoot. The shoot took place with the vibrant pink flamingos, where photographers had to carefully capture the model as the flamingos slowly danced around. Celebrating the Palm Beach lifestyle, the magazine caters to one of the world's most influential and affluent audiences.



Published 11 times per year, this magazine is sure to grab your attention! Lion Country Safari was happy to host this successful luxury publication. "We welcome all kinds of productions to our property," says Jennifer Berthiaume, Director Public Relations & Marketing. Lion Country Safari is no stranger to production and often hosts film, television and magazines and welcomes crews to enjoy their unique location. Visit lioncountrysafari.com and palmbeachillustrated.com for more information.

STUDIO SPECIALIZING IN STORYTELLING WINS AWARD



Lake Worth is home to **Storyology Studios**, producing award winning TV and video for over 20 years. Their funny, fast-paced, story driven educational children's programming and dynamic promotional videos for nonprofit organizations like the Young Singers of the Palm Beaches, Resource Depot, and The Delray Beach Center for the Arts have been garnishing great attention! Their expertise in storytelling has recently earned them a coveted Telly Award for their program, **Future Galaxy Stars**, which features

a goofy host who explores the wonders of Galaxy E3 Elementary School in **Boynton Beach**. The company recently also finished their first reality show. A half hour pilot called The "Guerilla Art Challenge" features students who create amazing art from what was essentially garbage. The "**Guerilla Art Challenge**" will be airing on **WXEL** when Palm Beach County schools are back in session this year. For more info visit StoryologyStudios.com.





BURT REYNOLDS SWEEPSTAKES

The **Burt Reynolds Institute for Film and Theatre** is offering a sweepstakes to benefit the Institute's building fund. Burt Reynolds, Palm Beach County's favorite son, has personally autographed a beautifully restored 1979 Trans Am and a custom made Stetson hat, which one winner will get to call their own.



Some of the proceeds from the Dream Giveaways Sweepstakes go toward helping worthwhile charities including New Beginnings Children's Homes, the National Guard Education Foundation and Disabled American Veterans (DAV). Also, some of the money raised will help to build the new Burt Reynolds Institute for Film and Theatre and reopen the Burt Reynolds Museum. As Mr. Reynolds shared in an interview, "the Trans Am being offered through the Dream Giveaways Sweepstakes brings back great memories for me. I would love for one of my fans to be able to make those same type of memories driving this beautiful car." The Institute also launched a new line of **Burt Reynolds Signature Apparel**. To purchase sweepstakes tickets, visit winthebandit.com. Use promo code: BANONE. To see the collection of apparel options visit www.burtreynoldsinstituteapparel.org online.

FESTIVAL SUBMISSIONS NOW UNDERWAY

The **Palm Beach International Film Festival (PBIFF)** is unlike any other film festival in America. Renowned for its unique and selective films along with showing filmmakers a good time, PBIFF offers something for everyone. Thrilled to be entering its 21st season, PBIFF has undergone some exciting changes.

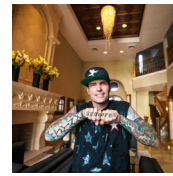
Palm Beach INTERNATIONAL Film Festival

The festival is pleased to unveil a brand new website! The newly designed website makes it easier to share with filmmakers and festival

goers all the information as it relates to PBIFF and the new home of PBIFF, **The Palm Beaches Theatre**. PBIFF is also excited to announce that submissions for the 2016 festival are now open and filmmakers are encouraged to submit their films online. President of PBIFF Jeff Davis says, "With a new website and a new venue for PBIFF to call home, the 2016 festival is sure to be a huge success!" For more info visit pbiffilmfest.org.

VANILLA ICE RAKES IN THE RATINGS

The Season 5 finale of **The Vanilla Ice Project** aired in June with the show's highest ratings ever, surpassing past seasons and reaching among the **DIY Network's** top prime-time original programs. All in all, the show shot for nearly 8 months in Lantana, hired over 80 local contractors and construction workers and utilized local business including **Sun-coast Stone, Winston Woodcraft** and the **Old Key Lime House**. The improvements to the home by Rob and his team quadrupled the value of the property.



The economic benefits of the show are truly remarkable, and Mayor David Stewart of Lantana was featured in the finale celebrating the show's positive impact on the city. Rob Van Winkle has confirmed that upcoming season 6 and 7 will be shot in the Palm Beaches. Please visit diynetwork.com/shows/the-vanilla-ice-project for more information.

IT'S A GREAT JOURNEY FOR LOCAL FILM

The Palm Beaches is home to many filmmakers who are determined to continue to grow the indigenous film community using local resources. Jacqueline Journey, the writer/director of **Hidden Assets** continues to make strides with her local film that was shot and posted entirely in South Florida. Premiering at the Palm Beach International Film Festival, fans welcomed this feature that utilized local crew and local vendors.



Hidden Assets most recently screened in Cannes and garnered Best Film at **Florida Supercon**. "It was an honor and pleasure to produce this film entirely in South Florida. We are very proud of our amazing cast & crew," says Jacqueline Journey. The story is about a determined, self-made woman who hires a down and out ex-cop to help her retrieve the money her unfaithful husband has disappeared with, but soon finds herself the target of a ruthless killer and discovers that she is not the only one her husband has deceived. For more information visit HiddenAssetsMovie.com.

FILM FLORIDA PRESIDENT'S RE-ELECTION BRINGS NEW VISION



Michelle Hillery was re-elected as President of **Film Florida** for 2015-2016. Following the outcome of Legislative Special Session and the elimination the Entertainment Industry Financial Program from the budget, the team is developing a new strategy for the future of the industry. "Over the course of this next year we will focus on better engaging our new and returning Board, Councils and Committees to think outside the box...this is the year for BIG IDEAS," stated Hillery. These tactics include the association's assumption of half of the expenses related to keeping the **LA Liaison Office** open, which was at risk of officially closing after the Florida Legislature cut the Florida Office of Film & Entertainment (OFE)'s marketing budget by close to 40%. Film Florida and the OFE are combining their resources to ensure Florida's major nationwide marketing arm remains open for business. See more at filmflorida.org.



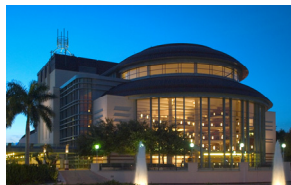
Michelle Hillery



LOCATION SPOTLIGHT: CULTURAL VENUES WITH A STORY TO TELL

The Palm Beaches have a diverse portfolio of locations that serve not only as a production backdrop but can also function as a character in the scene. These locations offer interesting lines, open space and the ability to contribute/foster an award winning performance.

To fill a need for a world class performing arts center, we have the **Kravis Center** that seats over 2000 people. Along with the truck height loading dock, their elephant door is wide enough for a car to enter from backstage. BMW North America has used the stage at Kravis to facilitate special photography for promotional materials for their cars. Along with thousands of performances, the Kravis Center has a 300 seat black box theater as well as an outdoor amphitheater.



Shoots that need an Asian backdrop are referred to the **Morikami Museum and Gardens** where a photo opportunity waits around every corner. From rock gardens and bamboo forests to bridges and stunning gates, Morikami Gardens is a stand alone showplace.

Truly unique and extraordinarily beautiful, the Morikami represents the best of Asian culture right here in the Palm Beaches. Also on site are several shell rock roads that give the appearance of being isolated roadways and read perfectly for dirt roads and create a safe environment for vehicle breakdown scenes.

While much of the Palm Beaches are Mediterranean in style, we are fortunate to have the Art Deco – Neo Classic building that stands today as The **Norton Museum of Art**. Complete with theater, a cafe and two outdoor courtyard spaces, the Norton played host to several film and photographic projects over the years. The Norton Gallery Park is on the east side and boasts a fine stretch of lush grass and manicured trees that end at Flagler Drive where the eastward view continues across the Intracoastal Waterway. For more information or to request a customized location package for your project please visit pbfilm.com.



EDUCATION CORNER: STUDENTS DEDICATE SUMMER TO FILMMAKING

Summer break may be a time of rest and relaxation for most students, but for G-Star Student **Alexandra Barletta-Chacon** and New York University Tisch School of the Arts students **Elizabeth Shapiro** and **MacKenzie Berkman**, summer break is a great time to hone their craft. The filmmakers have shot throughout the Palm Beaches in June & July, working 6:00am crew call times while many of their peers are sleeping in and lounging on the beach.



Alexandra
Barletta-Chacon

Alexandra is currently filming **Fireflies**, a story about a workaholic woman who gave up her passion for painting to pursue a career in the corporate world. She has a life changing encounter with a child cancer patient and decides to follow her dreams. "Why not do something else over summer break? Filmmaking allows me to express myself in ways I never thought possible," she shared. Alexandra is proud to be a G-Star student, where she is able to experiment with new editing techniques and story ideas. "It is also very encouraging to be around other people that are talented in making films," she said.



Elizabeth Shapiro and MacKenzie Berkman, the director and producer of the film **Changed Names**, completed filming for their Senior Thesis project in Ms. Shapiro's hometown of Boca Raton. The film includes scenes at **Mizner Park**, **Temple Beth El**, the **Boca Grove Plantation**, **Salon Sora** and various private residences. The story follows a family coping with the aftermath of divorce over the course of the youngest son's high school graduation weekend. "I really wanted to come back to film the movie at my home in Boca Raton. It was a truly full circle moment for me. It provided an incredibly unique environment for my characters," Shapiro said. When asked what has been most important about her education at NYU, Shapiro credited the value of collaboration, which a lesson she will carry throughout her career in the film industry.

The FTC congratulates these students for their dedication to the art of filmmaking. See more on **G-Star School of the Arts** by visiting gstarschool.org and **NYU Tisch School of the Arts** at tisch.nyu.edu.

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