

FOCUS on FILM

Newsletter of the Palm Beach County Film and Television Commission | August 2020



IN THIS ISSUE

- 1 PSA FOR PBC
- 2 PBTW WATCH PARTY
- 3 SHARK WEEK IN JUPITER
- 4 TAKE THE PLEDGE
- 5 SPOTLIGHT ON LOCALS
- 6 SUNRISE TO SUNSET
- 7 STUDENT HEALTH DOCS



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COUNTY PSA CAMPAIGN SHARES ESSENTIAL MESSAGE

Palm Beach County has sponsored a PSA campaign to encourage residents and guests to wear masks in public spaces to slow the spread of COVID-19. The multi-lingual campaign (English, Spanish, Creole) offers a series of public service announcements that will air on most local stations in the area, including network affiliates **WPBF 25 (ABC)**, **WPTV (NBC)**, **WPEC (CBS-12)**, **WXEL (South Florida PBS)**, as well as **Ch.20**, the county's community access channel. Up to 20 total PSAs are being produced using a mix of graphics and on-location footage with storylines focused primarily on mandatory mask wearing, encouraging residents and visitors to cover their noses and mouths while in public spaces.



Still from PSA 1



Still from PSA 1

Sponsorship for the campaign is a collaboration between the **Office of Public Affairs** and the **Palm Beach County Film and Television Commission**. **Frank Licari**, actor/producer and host of the lifestyle series, *On the Town in The Palm Beaches* provides voiceover narration in both English and Spanish languages. West Palm Beach-based **Ko-Mar Productions** is producing, editing and distributing the PSAs. "We are honored to be a part of the county's efforts to minimize the spread of COVID-19, and believe that televised PSA's are an effective way to educate a large audience," said Todd Kolich, President of Ko-Mar. For more information, visit discover.pbccgov.org.



Still from PSA 1

WATCH PARTY PROMOTES PBC

The Palm Beaches TV continues to showcase content via a series of **Facebook Watch Parties**. The 13-part series launched June 9 and airs every Tuesday at noon. The project is an important collaboration and marketing initiative to educate audiences about The Palm Beaches tourism industry's commitment to the health and safety of our community and visitors. Each mini episode is designed to boost recovery efforts by targeting locals to "Re-Discover The Palm Beaches." Glenn Jergensen, Executive Director of the PBC Tourist Development Council shared, "The series has exceeded my expectations. This is a very effective way to remind people about The Palm Beaches TV and to keep our destination top of mind during this unprecedented time." Next episodes include **Honda Classic All Access**, **On the Town in The Palm Beaches** featuring the **Glades** and more. Join the party at facebook.com/FreePermits.



SHAQATTACK ON SHARK WEEK

Discovery Channel's **Shark Week** – one of network TV's most beloved annual summer traditions – returned to The Palm Beaches this year for **ShaqAttack**, airing Monday, August 10 at 9pm. The fearsome franchise offers escapism at its best, taking millions of viewers worldwide out on the water without swimming into harms way. Sports legend **Shaquille O'Neal** headlines an episode exploring what shark has the best predatory attack, taking assistance from YouTube stars **Dude Perfect** and **Mark Rober** who traveled to **Jupiter** to plunge the depths with **Florida Shark Diving**, leaving from the marina at **U-Tiki Beach**. Home to high profile species such as Tiger, Great Hammerhead, Bull, Dusky, Silky, Reef, Sandbar, and Lemon Sharks, Florida offers some of the best shark diving in the world, luring production to our shores year after year. See more at discovery.com/shark-week.



Image Credit: Florida Shark Diving



TAKE THE PALM BEACHES PLEDGE

An initiative of Discover The Palm Beaches, **The Palm Beaches Pledge** asks all area businesses, including any productions currently filming in studio and on-location, to demonstrate a commitment to the community's well-being by following guidelines designed to prevent the spread of COVID-19. This pledge requests everyone wear a facial covering when around other people, to create safe 6-foot buffers between themselves and others, and to keep their studios, sets, props and equipment sanitized according to CDC guidelines. The FTC believes that by working to prevent the spread of COVID-19, The Palm Beaches can foster a safe, healthy and enjoyable environment for everyone, while keeping production thriving! If you would like to take the pledge, visit thepalmbeaches.com/palm-beaches-pledge.



LAKE WORTH'S WORTHY NEWS

The **City of Lake Worth Beach** has launched a new monthly TV show aimed at keeping citizens informed by providing a fresh new perspective on news, community updates, and events. **News Worthy**, available on-demand via the City's website and on **YouTube**, is hosted by **Jesse Furman** and includes special segments featuring **Mayor Pam Triolo**. According to Host Jesse Furman, the new series covers "a city worth talking about" while focusing on "information worth listening to." The monthly webisodes provide residents and visitors with the latest information about Lake Worth Beach, while highlighting exciting events throughout the City. The program was designed to provide a fun and light alternative to hard news. The City's Lake Worth Beach TV initiative seeks to add new original programming in the near future. Stay up-to-date and check out the latest **News Worthy** episodes by visiting lakeworthbeachfl.gov/lwb-tv.



ANIMATION IN DEMAND

Brave Man Media out of **Delray Beach** is well known for their internationally recognized feature film **Off the Rails**, respected as storytellers and experienced producers. Their latest venture has been into the realm of **animation**, where their team of illustrators and copywriters have been able to continue working remotely throughout the pandemic. "Brave Man Media is still filming, but animation is taking up more and more of our time. Demand for animation has actually increased during the pandemic as clients see it as a way to be able to get their message across "safely" - everything is done remotely, no need for large crews, actors, and casting - no need for masks and temperature checks," said Damian Fitzsimmons, Creative Director. From 2.5D to 3D, the Brave Man team is having a blast experimenting with the medium. See more at bravemanmedia.com.



Celebrating First Responders

WOMEN WHO WERE BORN TO PLAY

Viridiana Lieberman, an alum of **Florida Atlantic University** in **Boca Raton**, makes her directorial debut with a new project for **ESPN** titled **Born to Play**, exploring the little-known world of women's football. The feature-length documentary premiered last month after the network experienced enormous success with similar projects like the Michael Jordan docuseries **The Last Dance**, which featured several scenes shot in **The Palm Beaches**. **Born to Play** tells the story of the Boston Renegades' quest to win their way to a national championship. The film also delves into the personal lives of the athletes who receive no pay and work day jobs to fund their football careers. Ultimately, the project celebrates the women of this sport on-and-off the field while honoring the diversity found around the league. In an interview with **Variety**, Lieberman explains that portraying these athletes so matter-of-factly was deliberate, noting that she's "just showing the world for what it is with these women." Stream the documentary at espn.com/3eXFzyc.



BOCA BOWL ON DEMAND ON THE PALM BEACHES TV

Sports fans desperate for some college football action (and aren't we all?) can now get their fix on **The Palm Beaches TV**! The **2019 Cheribundi Boca Raton Bowl** recently aired on the channel and is now accessible on the **Video On Demand** page. Southern Methodist University (SMU) took on Florida Atlantic University (FAU) for the famed annual tournament. FAU won 52-28. The Boca Bowl is the latest addition to the growing list of sports programming available on the channel. Sports enthusiasts may also enjoy features on the equestrian life, fishing and of course, golf! The Palm Beaches TV is easily accessible anywhere in the world via the internet, Roku, or via the mobile app. It is also available a designated channel in more than 4,000 hotel rooms throughout Palm Beach County. To relive the Boca Bowl and more, visit ThePalmBeaches.TV.





PRIVATE PARADISE IN PALM BEACH

The Brazilian Court Hotel in Palm Beach now offers a premium package, the "Private Plane to Paradise", designed for travelers seeking to maximize social distancing. As the name suggests, travelers will arrive in The Palm Beaches on private flights operated by West Palm Jets before being chauffeured to the historic hotel. The dedicated private chauffeur is also available to transport visitors to local restaurants and nearby attractions for the duration of their stay. To highlight its commitment to making the most of personal space, the Brazilian Court recently released a promotional video produced by local company Ko-Mar Productions. Stacey Lee, Director of Sales and Marketing for the Brazilian Court, looks forward to welcoming visitors to the boutique hotel, noting "we are pleased to offer this unique package for luxury travelers seeking private experiences, as well as a superior level of cleanliness." Visit thebraziliancourt.com/specials-en.html for more.



The Brazilian Court

A VERY VIRTUAL BUSINESS

Playimage Communications, a local company created by father and son Bob and Alex Buruchian, has expanded their virtual events streaming platform. The more comprehensive platform includes high-end graphics to promote client brands and handle remote interviews that look like they are part of a network TV show. In a matter of a few weeks, they produced two successful virtual fundraisers, one for local non-profit Boca Helping Hands and the other for a Catholic high school in Indiana. Both leveraged the platforms remote interview and presentation technology. Other projects have included remote interviews with Jarcl.org, the Humane Society in Freeport Bahamas and virtual assistance for the usually in-person annual award ceremony for the Rotary Club of Boca Raton. For more, visit playimage.com/virtual-events.



Playimage Platform

GAMING GALORE AT G-STAR

G-Star School of the Arts is one of the few high schools in the country that teaches 3D animation, visual effects, gaming and coding. The school offers weekly Zoom sessions on various topics. Most recently, John Kracum, president of Florida Mayhem & Mutineers gaming teams spoke to the school community about gaming. More than 1,500 students and their families were able to watch the interview. "Video games and the gaming industry are the gateway to the Augmented Age. G-Star teaches high school students the complexities of this growing industry," said school founder Greg Hauptner. Future Zoom presentations will focus on the combination of art and technology, as well as a local independent feature filmmakers. See more at gstarschool.org.



LIVE STREAMING SPORTS WORLDWIDE

The Inspiration Games, an exhibition Track & Field event starring world-class athletes, was recently televised on Schweizer Radio und Fernsehen (SRF - Swiss Radio and Television) with the help of two local companies. SFL Media Group out of Boynton Beach and Thaler Media out of North Palm Beach collaborated with LiveU to ensure a seamless production of the Bradenton-based event so that the Swiss production team could remain safe without traveling in the midst of the pandemic. "COVID-19 times require innovative approaches to meet the challenges presented by social distancing while fulfilling the desire for fresh sports programming," said Bill Horneck, Producer from SFL Media Group. Athletes and track officials were able to view the European broadcast over laptops using the Vmix video return platform so that they could monitor the live program feed including competition times, attempts and final results. See more at sflmediagroup.com.



The Inspiration Games

DELRAY COMPANY GETS IN THE FRAME

Blank Frame Films out of Delray Beach is a full media production company producing video and photography, specializing in corporate and commercial video, documentary films, branded content, and more. Founder and director Shelby Halberg recently created a video for Company Toast, an initiative to give out-of-work bartenders and hospitality workers who lost their jobs due to COVID-19 the opportunity to package cocktail kits to deliver for virtual happy hours.



"We've been fortunate to build a small group of talented filmmakers who make every project extremely enjoyable and rewarding to work on," said Halberg. Storytellers at heart, the next move for Blank Frame will be more brand story and documentary-style productions. "We're very fortunate to be working in today's climate with the pandemic, while being cautious with limiting crew members as much as possible, wearing masks and keeping our distance on location." See more at blankframefilms.com.

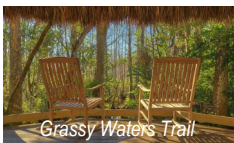
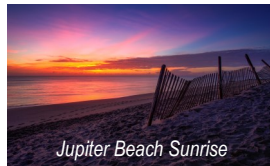




LOCATION SPOTLIGHT SUNRISE TO SUNSET

The rivalry between sunrise and sunset continues on a daily basis in The Palm Beaches. The morning sun wakes up the world, and all day the sun works to out-do the morning with amazing colors that produce striking sunsets in the evening.

Arguably the best angle in town is atop the **Jupiter Lighthouse**, looking to the east in the morning or looking west in the evening down the **Loxahatchee River**. The Lighthouse is a bit of a showoff when it comes to picture making. Of course, there are great spots on the ground at **DuBois Park** in Jupiter to frame up an image.



Grassy Waters in West Palm Beach is a pristine Everglades habitat that covers 15,000 acres. It offers the sunset picture maker freshwater marshes, clumps of grasses, large stands of cypress trees,

and boardwalks with places to sit along the trail where you can spot wading birds, bobcats, white-tailed deer and river otters to name a few.



South County Regional Park provides a great setting to capture images of the sunset, and there are plenty of nearby options for unobstructed sight lines looking west over the 147,000+ acres that make up the **Arthur R. Marshall Loxahatchee National Wildlife Refuge**. Adventurers can even climb the tower at **Peaceful Waters Sanctuary** in Wellington for a spectacular sunset.



You could always choose to chase the sun after a sunrise session on any of the 47 miles of beaches, head west to Lake Okeechobee or Lion Country Safari and frame up the grassy backdrop as the sun dips below the horizon. For more info, visit us at pbfilm.com.

EDUCATION CORNER SSOF DOCS INSPIRE HEALTH COMMUNITY

The **Palm Beaches Student Showcase of Films (SSOF)** teamed up with **American Heart Association (AHA)** to inspire health change in Florida communities. The 2020 Suzanne



L. Niedland Documentary category asked students to use their



Suzanne Niedland

storytelling skills to focus attention on the AHA mission and spark health conversations through film. A long-time supporter of the AHA, **Suzanne Niedland** said, "A compelling story can plant seeds of change for one individual or one community at a time."

This year's award winner **Carsen Jessell** is a graduate from **A.W. Dreyfoos School of the Arts** and is currently enrolled at **Florida State University**. His film **Into the Flames** interviews local Firefighters about the effects of mental health on their physical wellbeing. "Using Firefighters to tell this story was deliberate as they have one of the most high-stress jobs and therefore higher risks of emotional trauma," said Jessell. **Center for Creative Education** (West Palm Beach) student finalist **Tia Duhaney's** film **Unwelcome: Homeless in the Shadow of the Sun** covers homelessness and the health issues that ensue. Additionally, **Inlet Grove High School** (Riviera Beach) student finalist **Alyssa Stephens'** film **The Stories of an Epidemic** explores the opioid crisis taking a toll on the overall health of communities in Palm Beach County.



Carsen Jessell



American Heart Association

"The social determinants of health are the socio-economic factors that impact your life and life expectancy from the time you're born," said Kayla Fox, Executive Director of the

American Heart Association of Palm Beach County. "It is more imperative to tell these stories in Palm Beach County as many consider it a wealthy area, when in fact many communities struggle for basics." The films can be viewed on the **PROJECT: Community** website at heart.org/projectcommunity.

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