

FOCUS on FILM



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

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THE PALM BEACHES IN PRINT, TV, INDYS & COMMERCIALS 2014

Production companies flock to The Palm Beaches to take advantage of our saturated colors, awesome weather and stunning locations. Last year, the PBC Film & Television Commission saw a record number of productions, issuing over 330 permits and achieving a 26% increase from 2013! Television reigned supreme among production in our region, filling screens across the country with views of our beautiful coastline and exciting nightlife. Among those shows include **Big Break The Palm Beaches, FL** on The Golf Channel, **The Vanilla Ice Project** on DIY Network, **Graceland** on USA, **House Hunters** on HGTV, **Real Housewives of New Jersey** on Bravo, **The Short Game** on Esquire Network, **Tiny House Hunting** on FYI, **Million Dollar Listing** on Bravo!, **American Pickers** on the History Channel, **Good Morning America** on ABC, and **Shut Up and Drive** on the Speed Channel—just to name a few!



Photo shoots also graced our region for **Vogue Magazine**, **GQ Magazine**, **Brooks Brothers**, and **Chico's**, while commercials shot for **Vans**, **Chase Bank**, and **Huffy Bicycles** among many others. Indie features such as **After Midnight** took advantage of PBC's free one-stop permitting and wide variety of locations. PBC hosts many film festivals, including the **Palm Beach International Film Festival**, **Student Showcase of Films**, **L-DUB Film Festival**, **African American Film Festival**, and the **Donald M. Ephraim Palm Beach Jewish Film Festival**. We look forward to another great year at the film commission as more and more productions venture to the Sunshine State and our local industry base continues to grow!



THE HONDA TEES OFF

The Golf Channel and NBC will put Palm Beach County and the PGA National Resort & Spa on full display to a captivated worldwide audience via **The Honda Classic** Feb 23 – March 1st. HD coverage will air for 16 hours as the world's best PGA TOUR players provide a week of prime time from the Palm Beaches.



Russell Henley will look to defend last year's title amidst stiff competition, as Rory McIlroy returns to the #1 position in the World Golf Ranking after his victories at the British Open and PGA Championship. **The Honda Classic** awarded \$2.55 million to charity after hitting record spectator numbers of 193,052 in 2014. The Palm Beach County Sports Commission looks forward to working with event organizers to ensure another great year. For more info visit thehondaclassic.com or pgaresort.com.



PBC GOLF SOARS ACROSS SCREENS

Big Break The Palm Beaches, FL premiered Feb. 2 on The Golf Channel and features one of the most talented casts in the series history including several collegiate All-Americans, repeat winners on various mini tours and an Iraq War Veteran. The last player standing gets his **Big Break**, the opportunity to compete in the 2015 Barbasol Championship on the PGA TOUR.



The 23rd season is set against the newly renovated **National Champion Course** at the **PGA Resort & Spa**. Television production took place over 2 weeks and included 75 crew members on-site. The Golf Channel will air more than 100 hours of first-run and repeat shows of the **Big Break The Palm Beaches, FL**. This is a prime example of TDC agencies working together to support content television with the ROI for investment: over 1 billion impressions and \$14M in media value. For more info visit palmbeachfl.com/golf.





CNN DOCUMENTS LOCAL FAMILY HISTORY

G-Star School of the Arts in Palm Springs, FL recently welcomed CNN's Soledad O'Brien, who is producing a documentary titled "Honor Reclaimed." The documentary is hosted by Ms. O'Brien who is the chairman of Starfish Media Group, a 360-media production company and distributor. Ms. O'Brien interviewed Staff Sergeant Melvin Morris, a Vietnam Medal of Honor winner and Mr. Morris' granddaughter, Brianna Barnes, who is a G-Star student. Soledad's production company has been filming the documentary on Mr. Morris for the past few weeks and focuses on the circumstances of his 44 year delay in being awarded his Medal of Honor for heroic acts during the Vietnam War. For more info visit gstarschool.org.



LAKE WORTH: BIG TV WITH TINY HOUSES

FYI's original television series Tiny House Hunting is a hit and focuses on people that are looking for smaller options to call home. Tiny House Hunting visited Lake Worth, Florida, which is home to over 1,000 historic cottages; the largest concentration of cottages anywhere in the state! The debut docu-series celebrates the exploding trend of extreme downsizing and features the owners on their search of super small living spaces around the country.



Production in PBC took place over the course of 3 days and producers were pleased, "We had a fantastic experience filming and got great support from the local community and everything went smoothly for our crew. We would definitely come back to film in Florida!" FYI is a division of A+E Networks, a joint venture of the Disney-ABC TV Group and Hearst Corporation. The show airs on Mondays at 9P ET For more info visit fyi.tv.



SUCCESS AT THE FINISH LINE

The Annual Supercar Week crosses the finishes line with great success! The initiative to define Palm Beach as a significant auto enthusiasts travel destination each January continues to persevere as history was made this year; the Supercar Track event at Palm Beach International Raceway was the largest to date!



Other events took place throughout our area including a SuperCar HorsePower exhibition at the International Polo Club in Wellington and many other events in West Palm Beach, Jupiter, Palm Beach Gardens, Boca Raton, Delray Beach and Palm Beach. All of the events were created as media occasions for TV with ICTV1 handling all aspects of production! For more info visit supercarweek.com.

LOOK UP! SAYS GEORGE BARNES

Local Director George Barnes' 12-time award winning documentary LOOK UP! will hold its Florida premiere on February 11 at 7:00P at City Place Muvico Parisian 20 in Downtown West Palm Beach. The documentary challenges the safety of climate engineering experimentation and how it continues to endanger Florida's climate.



LOOK UP! takes documentary filmmaking to a new level by integrating a mobile application and engages a social network that converts "viewers" into instant activists with a touch of their smart phone. For more information visit lookupthefilm.com.

PALM BEACH "ROXS" THE WORLD WITH EXPANSIVE NETWORK

Roxanna Cella of "Palm Beach Rox" continues growing her online entertainment network, RoxWorldTV, by partnering with Swedish media company, Life|Style Publishing. As the magazine's new International Publisher, Rox is excited to start curating "all things luxury" for Life|Style readers. Offering both print and online content, Life|Style, The Palm Beach International Luxury Dossier and the companys' additional eleven publications are distributed in over seventy countries worldwide. Just another way that Rox continues to "Bring the best of the world to Palm Beach, and the best of Palm Beach to the world." You can see Rox's interviews with A-List Celebs in these publications, and also view her exclusive One-on-One video interviews on her expansive network. For more info view the digital magazine at roxworld.tv/lifestyle-magazine-with-denzel-washington and www.RoxWorld.tv.





THE ROCK BRINGS HIS GAME TO PBC

TNT debuts with an inspiring new series **Wake Up Call** with Dwayne "The Rock" Johnson. In **Wake Up Call**, Rock will lend a helping hand to everyday people who are facing enormous challenges in their lives. In eight, one hour episodes, Johnson brings his own brand of motivation to each group of people, from wake-up calls at 4am, to emotional reunions and goal setting in a personal way. Each episode features one of Rock's celebrity friends as a special guest mentor, including UFC President Dana White as well as rapper/producer Juicy J.



The dramatic unscripted series, available in over 100 million households, made a stop in Palm Beach County where Johnson visited NBA super star Kenny Anderson at **Sugar Sand Park** and teamed up with a local Boca Raton basketball league for some one on one court skills. Production of the episode took about 4 days and consisted of a crew of 35 people. Tune in to TNT Fridays 9pm. For more info visit tntdrama.com.

DELRAY BEACH IN CENTER COURT

First serve at the **Delray Beach Open by The Venetian® Las Vegas** is Feb 13, featuring the world's only ten-day combined ATP World Tour & ATP Champions Tour event. 52 hours of live HD coverage will air in more than 130 countries while more than 50,000 fans will flock to Delray Beach to see the action in-person.



Reigning US Open Champions the Bryan Brothers and Marin Cilic will join other top-ranked tennis stars like Juan Martin del Potro, John Isner, Kevin Anderson, Alexandr Dolgoplov, plus James Blake, Goran Ivanisevic and more. For more info visit YellowTennisBall.com.

PONIES PUMP UP THE PRESS



The winter season means that Wellington once again blossoms into the winter equestrian capital of the World with horses and people flying in from all over the world. **Jennifer Wood Media, Inc.**, an equestrian public relations and marketing firm issued accreditation to hundreds of media outlets from around the world this year for the major winter events.

Equestrian season attracts worldwide press coverage from a variety of print and online media outlets, including the **New York Times, Horse & Hound, Elle Finland, New York Social Diary, France's TF1 TV channel**, and a variety of equestrian media outlets.



At the recent **Trump Invitational presented by Rolex at Mar-a-Lago in Palm Beach**, media outlets such as **Daily Mail, E! Online, Extra Online, New York Post** covered the event. For more information please visit PBIEC.com or globaldressagefestival.com.

TIGER SHARK LOVE

Jim Abernethy is an award-winning underwater photographer, filmmaker and author who has pioneered the art of shark encounters, earning the nickname "Shark Whisperer." His shark skills are on full display in a recent YouTube video titled "Tiger Shark Love", where Abernethy plays affectionately with a friendly tiger shark named Tarantino.



Abernethy stated, "My goal is to show everyone the true nature of these magnificent creatures." The video can be seen on YouTube under "Tiger Shark Love- Tarantino".

LOCAL ALUMNI FACES OFF ON SYFY'S HIT REALITY SERIES

G-Star School of the Arts Alumni, **Emily Serpico** appears as the youngest contestant on the hit competition series **Face Off**. Syfy's original series show pits the top science fiction/horror makeup artists in the world against one another for one hundred thousand dollars, a new car and a big trip completes the grand prize package that includes and the honor of being Hollywood's next great effects artist. The series featuring the local Wellington competitor, airs on Syfy Tuesdays at 9pm ET and the dramatic ending will involve viewer voting. Syfy is a media destination for imagination-based entertainment available in 96 million homes. For more info visit syfy.com.



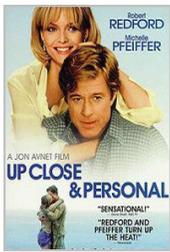
Emily Serpico



LOCATION SPOTLIGHT:
WESTERN COMMUNITIES CREDIT LIST

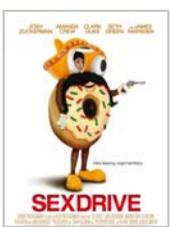
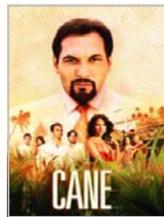
Our western communities have had several bona-fide Hollywood credits on the big screen. With small towns, dirt roads, barns, fields, crops and clear night skies, it's no wonder why they are selected. Each western town provides a unique variety of looks that one cannot get in an urban area.

Empire of the Ants (1977) A campy-gone-cult picture adapted from H.G. Well's book with the same title, stars **Joan Collins** as a scam artist selling real estate in the everglades with **Robert Lansing** and was quoted as saying the picture was the most challenging of her career.



Up Close & Personal (1996) **Robert Redford** and **Michelle Pfeiffer** star in this biographical picture based loosely on the story of first female journalist, Jessica Savitch. Production had several company moves and was able to wrap things up in **Belle Glade** when **Hundley Farms** was able to provide a remote landing strip and a sugar cane field for the dramatic closing scene.

Cane (2007) a television series about a Cuban family that makes rum from sugar cane was mostly shot in Miami. The Palm Beaches made a cameo appearance during driving sequences that were permitted along **Highway 98** and **Canal Road**. Cane ran for 13 hour long episodes on CBS.



Sex Drive (2008) A road trip film starring **Josh Zuckerman** and **Seth Green** with scenes taking place at the **University of Florida's Everglades Research Center in Belle Glade**, where rows of corn were left past harvest, creating a burst of leaves and stalks as the car drives through it and jumps onto Market Road.

Countless other film and television projects, mostly agricultural or athletic in nature have featured the talents and treasures of the Palm Beaches surrounding Lake Okeechobee communities.

EDUCATION CORNER:
20 YEARS OF STUDENT FILMS

In 1995, the first annual PBIFF Student Showcase of Films made its debut with 20 local film entries and an audience of 50 aspiring film students. Over the years, the competition expanded to include the entire State of Florida, secured a permanent home at the magnificent Wold Performing Arts Center, adopted a digital submission platform and opened the venue for schools to be onsite as exhibitors and recruiters from around the state.



2004 Winner
Blake Feldman



Raymond Knudsen Accepts
The Burt Reynolds Scholarship

From 1995—2015, the Student Showcase of Films has exploded with momentum! The competition now receives close to 300 entries each year and hosts over 700 future directors, executives and industry professionals. The program has attracted over 13,500 attendees and awarded over \$1 million dollars in scholarships and cash awards since its inception, inspiring students to walk their first red carpet miles and catch a glimpse of celebrities such as **Vanilla Ice**, a.k.a. **Rob Van Winkle**, **David Henrie**, **Bruce Campbell**, **Steven Bauer**, **Clint Howard**, **Tico Torres**, **Taylor Blackwell**, **Louis Lombardi**, **Nick Zano** and even shake hands with **Mr. Burt Reynolds**, who attends each year to personally present the scholarship award bearing his name to the winner of the Burt Reynolds Scholarship.



Taylor Blackwell



Mr. Frank Licari

The Student Showcase of Films is proud to celebrate 20 years of excellence in 2015. Join us at **Lynn University** inside the Keith C. and Elaine Johnson Wold Performing Arts Center on Thursday, March 12th to experience another year full of memorable moments with our remarkable host, **Mr. Frank Licari** who has for the past 9 years consistently written, produced and stars in our incredible show. For more information on the festival and awards event, please visit pbfilm.com/studentshowcaseoffilms.

* Co-Editors: Phyllis Man and Christy Tricoli * Assistant Editor: Kelly King | To be included in this newsletter please call 561.233.1000 or email Ctricoli@pbfilm.com

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