

# FOCUS on FILM

The Newsletter of the Palm Beach County Film and Television Commission | MARCH 2014



## IN THIS ISSUE

- 1 Celebrating the 9th Season of the African-American Fest
- 2 TV Coverage Galore During 'The Honda'
- 3 Seaside Catalog Shoot Sizzles in PBC
- 4 'Vanilla Ice' Champions Wellington
- 5 USA TV Show Returns for Season 2
- 6 Education Corner: Florida Artists Announced As Finalists for SSOF
- 7 Location Spotlight: High Fashion Photography Spots in Palm Beach County



1555 Palm Beach Lakes Blvd., Suite 900  
561.233.1000 | [pbfilm.com](http://pbfilm.com)



## CELEBRATING THE 9TH SEASON OF THE AFRICAN-AMERICAN FEST



The selected films will showcase dramatizations of the African-American experience on the Western frontier. The films include: *Harlem Rides the Range*, a Richard C. Kahn film starring Herb Jeffries, *Buck and the Preacher* starring Sidney Poitier and Harry Belafonte, and *Posse* starring Mario Van Peebles.



The host of the Film Festival is **AnEta Sewell**, an Emmy Award winner who was the first African-American to anchor and report the news in the West Palm Beach/Treasure Coast market. She will introduce each film, and then lead a lively Q&A session following the screening. A post-screening reception will be held each evening. The hosting community organization for the African-American Film Festival is Kappa Upsilon Chapter of Omega Psi Phi Fraternity, Inc. The African-American Film Festival will be held at the Persson Hall, located on the second floor of the Kravis Center's Cohen Pavilion. Tickets are \$10 per night or \$25 for the entire festival. For more information on the film festival, please visit [kravis.org/aaff](http://kravis.org/aaff) or call 561.832.7469.



## TV COVERAGE GALORE DURING 'THE HONDA'



*The Honda Classic*

The Honda Classic at PGA National is one of the premier events on the PGA Tour, and the first stop on the "Florida Swing." High-definition coverage of the event was broadcast on both NBC and the Golf Channel for a total of 16 hours. In addition, a re-broadcast of the event will also be shown, bringing the grand total of TV coverage to over 30 hours!



Top players including **Tiger Woods**, **Rory McIlroy**, and **Lee Westwood**, competed for a purse of \$6 million. 144 golfers played in the event, and over 100,000 spectators were a part of the festivities. The **Palm Beach County Sports Commission** also played an important role in the tournament with the coordination of the visit. For more information visit [thehondaclassic.com](http://thehondaclassic.com) or [pgaresort.com](http://pgaresort.com).



## GET HEALTHY: PALM BEACH COUNTY STYLE



*Debra K*

*Journey into Wellbeing®* is a reality-based TV series following host and founder **Debra K**, a Natural Health Explorer as she travels in search of the best health secrets. "Most of the upcoming production is planned for Palm Beach County (PBC), and I hope to find the right mix of sponsors, experts and interesting locations to really showcase the great opportunities in PBC to stay well. Viewers nationwide will have the opportunity to see what a great place Palm Beach County is to live and visit," said Debra K.

Viewers will see things they have taken for granted in a new and healthy light and be encouraged to courageously begin their own Journey into Wellbeing. The show is currently airing on PBS, and Debra K is also working on a deal with a national cable channel reaching 60 million households. For more info email [dk@journeyintowellbeing.com](mailto:dk@journeyintowellbeing.com) or call 859.806.6754.



W. PALM OFFERS UP A MAJESTIC BACKDROP



West Palm Beach

Boca Raton magazine is on the front lines of local issues and events in South Florida, covering the lighter side of life like dining news and fashion, to more substantive issues and trends. Recently, they hired Micah Kvidt Productions, a local photography/videography company to shoot a feature story on a hot new band.



"West Palm Beach is always a great place to shoot. There are so many different types of environments to photograph in all in one city by the sea," said Micah Kvidt. The spread will appear in this month's issue. For more info visit bocamag.com.

TAKING VIEWERS AROUND THE WORLD



Ken Esrig

As the new year began, MIST Productions in Boca Raton began to roll out a series of new projects, which had been in development over the past three years. MIST produces Start From Where You Are, a TV show that airs nationally on the Telos Digital Network. The show features guests who have overcome adversity and achieved success. It is also the inspiration for their latest effort, a travel show.

Millionaire Land is a showcase for resorts and exotic destinations around the world. Host Ken Esrig reports from luxury resorts combining interviews with dramatic footage of jungles, golf courses and beaches. The show has filmed on location in Costa Rica, Sweden, Dominican Republic, Peru and much more. Videos can be seen on You Tube at MIST Productions. In addition, their animation division is working with Digital Media Arts College to generate animated projects such as some Toyota ads currently in development and a piece the students are doing for the Boca Police Department. For more info visit MISTproductions.net.



SEASIDE CATALOG SHOOT SIZZLES IN PBC



Palm Beach Shores

While simply showcasing clothes on models walking the catwalk is one efficient way to market items to consumers, companies also want to emotionally connect with their readers. One clothing company, Jessica London, will do just that with their 2014 Summer Catalog. Models posed in locations such as the beach in Palm Beach Shores, and other picturesque locations. Jessica London offers apparel designed to fit and flatter plus size women. The catalog will go out in April, and can be seen on the web.

The locations were easy, clean and beautiful, and staying at the Hyatt Place was very convenient, said Alla Gorelik, Account Director. For more info visit jessicalondon.com.

FLORIDA NOVELS INTO FILM



Turckles in PBC

Emmy award-winning documentary filmmaker Frank Eberling gave a special lecture at the Jupiter Branch of the Palm Beach County (PBC) Library System. He examined landmark Florida stories that were adapted into notable feature films and discussed the novelists' influences, the book-to-film adaptation process, and the filmmakers. Recent announcements for upcoming Florida productions were the inspiration for this lecture. Some of those productions include Hoke from Florida novelist Charles Willeford starring Paul Giamatti, and Sick Puppy by Florida novelist Carl Hassen.

Eberling shot the feature film Turckles in PBC, and filmed at many area locations. After the film was completed, the PBC Board of County Commissioners issued a proclamation declaring July 14, 2011 as "Turckles Day" in Palm Beach County. For more info visit frankeberling.com.

COOL FILMS AND HOT PARTIES AT THIS YEAR'S PALM BEACH INTERNATIONAL FILM FESTIVAL



The 19th Annual Palm Beach International Film Festival (PBIFF) is gearing up for a great year complete with fresh feature films, documentaries, and shorts. Before the festival begins, a special event will be held with motion picture executive and producer David Picker. Picker brought The Beatles to the silver screen in A Hard Day's Night, and Help!. He will be honored at a "Beatles Beach Ball" on Friday, March 7, at 7pm at South Shores Tavern in Downtown Lake Worth. PBC Film Commissioner Chuck Elderd will host a conversation with Mr. Picker during the event. A donation of \$50 includes entry to the event, hors d'oeuvres, and cocktails.



## FORMER MLB STAR COMES TO JUPITER



Shooting at Jupiter Community Park

Harold Reynolds, former Major League Baseball (MLB) star and current MLB Network star and commentator, along with David Moller, Head Groundskeeper of the Boston Red Sox and spokesman for Scotts Miracle Gro came to Jupiter Community Park! They were part of a commercial and instructional video that will be used on myFieldTM, a Scotts Miracle Gro feature about baseball field and lawn maintenance to be highlighted on the MLB.com Digital Academy web portal.

The shoot was produced by Big League Analysis LLC, the developer and operator of MLB.com Digital Academy, the official on-line youth instructional portal for the MLB. "The Jupiter youth baseball fields were perfect for our video shoot about Scotts Miracle Gro lawn care products," said Producer Jason Johnson. MLB.com Digital Academy would be happy to work with youth leagues in Palm Beach County including free introductory Digital Academy products. For more information please visit [mlb.com/digitalacademy](http://mlb.com/digitalacademy) and click on "Contact."

## 'VANILLA ICE' CHAMPIONS WELLINGTON



Rob Van Winkle  
DIY Network

Pop icon Vanilla Ice aka Rob Van Winkle traded in his microphone for a hammer for his reality show, and is now being honored for his contributions! The Village of Wellington named Van Winkle "Outstanding Citizen of the Year."

The Wellington Chamber of Commerce said it honored Van Winkle for his "spirit of giving and dedication" to the Village. Van Winkle, a resident for more than a decade, has contributed to several local charities and films his DIY Network show *The Vanilla Ice Project* in Wellington. For more info call 561.233.1000.

## CALLING ALL BURT REYNOLDS FANS



Tom and Bubba Lloyd  
Credit:  
Bubba's East Coast Rods and Customs

*Smokey and the Bandit* fans are in for a treat, as the original 1978 Trans Am from the movie will be featured at the grand opening of Bubba's East Coast Rods and Customs! The grand opening will take place on March 22 from 10am-2pm at their new facility located at the Pennock Industrial Park on Indiantown Road in Jupiter. In addition, Rick Rodriguez and Dave Hall of the Bandit Run will bring the *Smokey and the Bandit* trailer and two police cars from the movie. The event is free to the public.



Trans Am

Bubba's East Coast Rods and Customs is run by the father/son team of Tom and Bubba Lloyd, the hosts of the TV show *Hot Rod Reality*. Along with their crew, they build dreams for everyone from the average Joe to celebrities. A second TV show, which will be filmed at their Jupiter facility, will air on a national TV network according to their publicity team. For more info call 561.385.1584.

## USA TV SHOW RETURNS FOR SEASON 2



The original TV series, *Graceland* got renewed for a second season and returned to Palm Beach County to film upcoming scenes! The USA Network drama is set in Southern California, but is being shot in Florida. The new season starts Summer 2014.

The show delves into the lives of undercover agents from the FBI, Drug Enforcement Agency, and US Customs, who live and operate under one roof (the house got its name because the drug lord from whom the authorities seized the property was known to be an Elvis fan). For info visit [usanetwork.com](http://usanetwork.com).

## HIGH-END CAR AUCTION RACES TO WEST PALM BEACH



Barrett-Jackson

Barrett-Jackson, "The World's Greatest Collector Car Auctions,™" is bringing its renowned auction back to Palm Beach County, from April 11-13, 2014 at the South Florida Fairgrounds in West Palm Beach. Fox Sports One, Fox Sports Two, and National Geographic will broadcast more than 20 hours of live, high-definition TV coverage of the auction. Thousands of spectators and collectors are expected to participate in the world-class automotive lifestyle event and witness hundreds of classics, exotics, muscle cars, Hot Rods, contemporary collectibles, and more, as they cross the auction block at No Reserve.

"We are proud to bring the Barrett-Jackson experience back to Palm Beach," said Steve Davis, President of Barrett-Jackson. For more information about this year's event visit [barrett-jackson.com](http://barrett-jackson.com).



LOCATION SPOTLIGHT: HIGH FASHION PHOTOGRAPHY SPOTS IN PALM BEACH CO.

Spring is in the air and Palm Beach County (PBC) is enjoying being the hot spot for all things fashion including print and web advertising along with catalog shoots. When the rest of the nation is snowed in, PBC offers a pleasant backdrop of mild temperatures and saturated colors.



Flagler Drive



City Docks

Flagler Drive offers a palm lined roadway and sidewalks that are full of photo opportunities along the Intracoastal Waterway. Stretching from the southern end at Summa Beach to Currie Park along with everything in between, Flagler Drive offers a treasure trove of locations. Located along Flagler between Banyan and Lakeview are the West Palm Beach City Docks. These three public docks were designed with more than just boating in mind. The middle dock is considered a pedestrian dock with umbrellas for shade and benches with planter boxes of native vegetation. The look of the docks is sleek and streamlined with modern lighting that creates an impressive backdrop for magic hour shoots with or without the city skyline.



Royal Park Bridge



Harriet Himmel



CityPlace

The Royal Park Bridge has arched construction, wide sidewalks, and a pedestrian path that goes underneath the structure. There are plenty of vantage points for a walk and talk scene and options for the photographer to capture striking images. Producers often choose PBC as a cheat for European or Mediterranean locations. The Spanish Colonial Revival style of the Harriett Himmel Theatre makes it a popular backdrop for photo shoots. Additionally, City-Place captures the look and feel of European locales with soaring date palms and rich tones. For more information visit [pbfilm.com](http://pbfilm.com).

EDUCATION CORNER: FLORIDA ARTISTS ANNOUNCED AS FINALISTS FOR SSOFF



Burt Reynolds Scholarship Finalists with Burt Reynolds

On March 14, 2014, students from around Florida will be honored with the prestigious distinction of being named winners at this year's Student Showcase of Films (SSOF), a companion event to the Palm Beach International Film Festival (PBIFF).



Special presenters this year include Burt Reynolds, Rob van Winkle aka Vanilla Ice, David Henrie, Sheena Collette and many more! Film students displaying a wide range of creativity, voice, and passion will be recognized in front of more than 700 of their peers and film industry professionals at Lynn University. More than \$10,000 in cash and scholarships will be awarded this year. Burt Reynolds will present a \$2,500 scholarship that also bears his name, and a \$500 Sara Fuller scholarship will also be awarded. The placements of the winners for the Feature/Short category will be announced at the 19th annual awards ceremony, however the finalists in the Feature/Short College category are: Curtis Adair, Kyle Adams, and Hyungik Lee from FSU; and the finalists in the Feature/Short High School category are: Rachel Andelman from Shorecrest High School, Julie Bergman from Spanish River High School, and Trevor Viner from Calvary Christian High School. SSOFF competition winners in other categories include Liana Rodriguez from South Tech Academy who won the Poster competition; and Joon Soo Song, Joon Shik Song, and Josiah Haworth from the Ringling School of Art and Design who won the Animation Category. Winning student films will be screened in their entirety during the PBIFF in April 2014.



The top 10 high school feature/shorts as scored by the judges are eligible for online voting until the morning of March

14. The feature short with the most votes will receive the Audience Award at the awards ceremony.

For more information visit [pbfilm.com](http://pbfilm.com).



\* Editor: Jill Margolius | \* Contributor: Kelly King | To be included in this newsletter please call 561.233.1000 or email [JMargolius@pbfilm.com](mailto:JMargolius@pbfilm.com)

PBC Board of County Commissioners

- Priscilla A. Taylor, Mayor
- Paulette Burdick, Vice-Mayor
- Hal R. Valeche
- Shelley Vana
- Steven L. Abrams
- Mary Lou Berger
- Jess R. Santamaria



Palm Beach County Film & Television Commission

- Film Commissioner, Chuck Elderd
- Deputy Film Commissioner, Michelle Hillery
- Production Director, Jill Margolius
- Production Coordinators, Vanessa Horta and Ian Saylor
- Location & Marketing Coordinator, Kelly King
- Administrative Assistant, Giselle Bodden

