

FOCUS on FILM

The Newsletter of the Palm Beach County Film and Television Commission | NOVEMBER 2012



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THE BEST REALITY SHOW ON TELEVISION SOON TO BECOME DOC



President Obama and Governor Mitt Romney with Moderator Bob Schieffer at Lynn University on October 22



Lynn University plans to follow up the extraordinary coverage of the Presidential Debate with a series of documentaries since the little school that could, now has a place in the history of Presidential Politics. Lynn University has a project team that is producing three program-length documentaries, and an e-book with video components about the debate. Heading up the project is Professor Martin Phillips. The team includes multimedia journalism students in Phillips' fall semester course entitled "Presidential Debate Documentary," and a College of International Communication graduate assistant, and other media production staff from the college. The first film is set to be completed in Spring 2013.

During the debate the entire school was turned into a massive television set, as millions tuned in to watch. In addition to the documentary crew, approximately 2,500-3,000 media outlets covered the debate. For the last year, Lynn has been getting ready, laying down miles of cables and even filling in one of the handful of lakes on the campus to make it easier for the media's satellite trucks. "We welcomed the world to our campus for a few days, and they seem to like what they saw. People are now aware of what we have known for some time, that Lynn University is a dynamic institution full of diverse and talented people who are capable of accomplishing great things," said Kevin Ross, President of Lynn University. For more info visit lynn.edu.



DEBATE BY THE NUMBERS



"Spin Alley" at Lynn
An estimated 59.2 million tuned in to see President Obama and Governor Romney square off on foreign policy at Lynn University. The school is still adding up the value of the tens of thousands of articles and estimates earned media placements to be worth in the tens of millions.

On Oct. 22, Lynn.edu saw a 454 percent increase in page views. Lynn's debate website, debate2012.lynn.edu, had 153,265 visits and saw 297,897 page views, since its launch. Social Media sizzled with talk about the debate. According to Twitter, there were a total of 6.5 million debate-related tweets. More than 2,000 debate photos were posted on Flickr. Instagram had 1,393 [#lynndebatephotos](https://www.instagram.com/explore/tags/lynndebatephotos/) posted. Between Oct. 15 and Oct. 23, Lynn saw an 8.5% increase in Facebook likes. "Daily Total Impressions" spiked from 86,579 on Oct. 21 to 934,258 on Oct. 22. For more info visit lynn.edu.

LYNN STUDENTS IMPRESS THE WORLD



Lynn students at a pool party

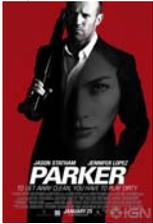
The Lynn University student body is celebrated for participation and cooperation in the final 2012 Presidential Debate. Students were excited to represent Palm Beach County and engage in the historical event in addition to all of the pre and post event festivities which accompanied it. Prior to the Debate, student volunteers were used as stand-ins for the initial run through for lighting, sound, and quality checks. From presidential trivia hours, viewing and pool parties, and volunteering in the Debate hall during the actual event, students were part of the overall experience.

All of the tickets that were allotted to the University went to the students via a lottery system where all full-time students were able to participate. The students at Lynn University showed true professionalism, respect, and poise throughout all event related activities. For more info visit lynn.edu.



FOCUS ON FILM

JLO FILM RELEASES TRAILER AND POSTER



The feature film, *Parker* created quite a buzz when it shot in Palm Beach County last year, and now the trailer and poster have been released! The film stars **Jennifer Lopez** and **Jason Statham**, and is directed by **Taylor Hackford**. *Parker* is the first Donald Westlake adaptation to officially name its 'criminal with a conscience' by his true name, *Parker*. The film shot in many of the County's most picturesque locations including The Boca Raton Resort and Club, locations in the Town of Palm Beach, and beautiful streets in Boca Raton, Ocean Ridge, and West Palm Beach. The film will be released on January 25, 2013. The trailer can be viewed on many websites including IMDB under *Parker*. For more info call 561.233.1000.

PBC SCORES NATIONAL COVERAGE



NBC Sports Photo

Five players from last month's memorable Ryder Cup Matches, including stand-out European performer Justin Rose, head a field of eight prominent PGA Tour stars set to compete in the **2012 Tyco Golf Skills Challenge**. The competition among four two-man teams takes place on **Monday, November 12, at The Breakers in Palm Beach, FL.**



A total of \$800,000 in prize money will be at stake in the 21st annual event, one of the longest-running post-FedExCup competitions sanctioned by the PGA Tour. The competition will be taped for broadcast on NBC Sports December 29-30 from 4-6 p.m. in all time zones. The Tyco Golf Skills Challenge is the only post-FedExCup event that remains on broadcast network TV. It is the only golf on network television that holiday weekend. The format this year is especially conducive to the Tyco Skills Challenge TV production approach, which showcases the personalities of the players, who are equipped with microphones throughout the event. For more info visit TycoIS.com.

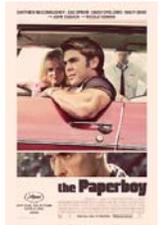


AREA COMPANY HITS A HIGH NOTE

BrookSide

Reid Whitelaw, President of Brookside Music Corp., headquartered in **Singer Island**, announced the inclusion of the original master recording, "Love & Happiness", performed by the female vocal group, First Choice, in the Nulmage/Millennium Films motion picture, *The Paperboy*. The film stars Nicole Kidman, Matthew McConaughey, Zac Efron, and John Cusack.

Brookside Music Corp. in recent years has been represented with their music in such notable films as *Milk*, *Brooklyn's Finest*, *Carlito's Way: Rise To Power*, *American Pie: Presents Beta House*, *Love Ranch*, and *Simon Burch*. For more info call 561.842.3383 or email BrooksideRecords@aol.com.



ESPN COVERS CELEB TENNIS EVENT



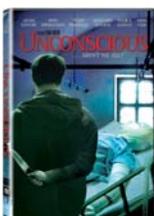
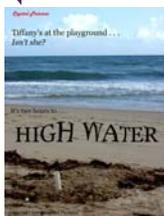
Hoda Kotb and Chris Evert

The annual Chris Evert/Raymond James Pro-Celebrity Tennis Classic is back! ESPN covered all of the action, and will air highlights from the event in 2013 during the Australian Open. This year's event brought together stars from the entertainment and tennis worlds for a three-day charity event from October 26-28, 2012. Tennis was be played at the Delray Beach Tennis Center, and the 23rd annual gala, was once again held at the Boca Raton Resort & Club in Boca Raton.



Celebrity participants included Tom Arnold, Alan Thicke, Scott Foley, Hoda Kotb, Jon Lovitz, and many other A-List participants. Chris Evert hosts this event to help support charities. Over \$20 million dollars has been distributed to worthwhile programs all over Florida, since the event began over two decades ago. For more information visit chrisevert.org.

AREA COMPANY TO PRODUCE NEW INDIE FILM



George Williams of Capitol Pictures who wrote and produced the film *Unconscious*, a film that was featured at the 2006 Palm Beach International Film Festival, is producing a new film called *High Water*. *High Water* is about a convicted child kidnapper who is released pending retrial, and another young girl has disappeared. The drama is set in West Palm Beach. Williams also has a bestselling book, *Snow on the Palms*. According to Williams, it is the #1 bestselling book (five weeks running) in Palm Beach. Williams has a slate of independent films in development as well, and plans on filming them in Palm Beach County. His film, *Unconscious* is distributed in the United States and Canada by Universal Pictures. For more info please email George Williams at featurefilms@capitol-pictures.com.



PALM BEACH COUNTY GETS THEIR FEET WET



Palm Beach County's beaches and waterways have always been attractive to productions but never before have we experienced so much interest for projects under our waters. *Ultimate Diver Challenge* wrapped up their reality television show this summer with underwater challenges for divers to complete with some of the dives taking place under the Blue Heron Bridge due to easy access for divers. World renowned underwater photographer Alex Mustard refers to the area underneath the bridge as "an Aladdin's cave packed with treasures."

Veteran National Geographic photographer David Doubilet recently gave the keynote speech at the 4th Annual Go Blue Awards and referred to our waters as "some of the most interesting and tough diving" in the world. David has been in town photographing the Goliath grouper with FSU researcher Chris Koenig. In addition, the December issue of *Sport Diver Magazine* features Palm Beach as one of the "Ten Warm Water Destinations to Beat the Winter Blues." For info about UDC visit ultimatediverchallenge.com or call 561.233.1000.



ARTISTIC EXPRESSION IS ALIVE AND WELL



2013 INTERNATIONAL KINETIC ART EXHIBIT and SYMPOSIUM
BOYNTON BEACH, FLORIDA

Students from the Digital Media Arts College (DMAC) are getting involved with the International Kinetic Art Exhibit and Symposium. The Symposium delivers an Art and Cultural event that transcends typical art fairs, and brings attention to South Florida. Many activities will be offered in the coming months leading up to the Symposium, which takes place February 8-10, 2013. Recently, an installation of nine kinetic artworks along the walkable loop in Boynton Beach were set-up for the Symposium. Additional kinetic artwork will be installed this month. The students from DMAC were on site to document the artwork installation and interview the artists. For more info visit intlkineticartevent.org.

FILM TAKES ON 'ULTIMATE SACRIFICE'



The new film, *The Ultimate Sacrifice* by Divaca Productions, LLC recently had its private screening premiere at Wellington Theatre 8! Producers held a red carpet event outside the theatre, and the film was shown to a packed house. The movie was shot in Palm Beach County, and other areas of South Florida. "*The Ultimate Sacrifice* is the first of many films we will be producing to raise awareness for certain specific and important issues we currently face in society today," said Veronica Simpson, CEO/ Founder of Divaca.

The Ultimate Sacrifice is inspired by true events. It's about a married couple struggling in their relationship both physically and mentally—which lead to certain sacrifices between both to be made. Walker—the husband—is a Marine who suffers from Post Traumatic Stress Disorder (PTSD). His wife—Nicky—struggles to understand his illness, running out of patience in dealing with his episodes, as she hangs on to her undying faith. For more info visit theultimatesacrificefilm.com.



FTC CONGRATULATES ITS FALL INTERN!



Dominique Mayes

Please join the Palm Beach County Film & Television Commission (FTC) in congratulating **Dominique Mayes** as she graduates the internship program. Dominique recently graduated from Florida A&M University and will soon be accepting the title of District Aide to Senator Jeff Clemens. "While at the FTC I didn't just learn about the film industry, this internship opened my eyes and gave me hands on experience in the film business we have right here in Palm Beach County," said Mayes. For more information about the FTC's internship program, please visit pbfilm.com or call 561.233.1000.

SHOWCASE YOUR TALENT AS A FLORIDA STAR!



The South Florida Fair is once again searching for the most talented contestants for the 13th anniversary of Starz of the Future! Talent of all kinds are invited to try out. Singers, dancers, bands and specialty acts from the counties of Palm Beach, Broward, Martin, St. Lucie, Okeechobee and Hendry are eligible. All contestants must complete an entry form and audition at a specified time and location to participate in the Starz of the Future Competition. No entry fee. All entries must be received or postmarked by DECEMBER 1, 2012 by 5 pm. Entries postmarked, e-mailed or faxed after this date will not be considered and will be put on a mailing list for the following year. The South Florida Fair is celebrating its 101st year! The Fair will take place at the South Florida Fairgrounds in West Palm Beach from January 18-February 3, 2013. For more info visit southfloridafair.com.





LOCATION SPOTLIGHT: THE PALM BEACH INTERNATIONAL EQUESTRIAN CENTER



PBIEC Arena

Wellington, Florida has come a long way from strawberry fields and pine scrub. It has, in fact become a global destination for the equestrian community because of the Palm Beach International Equestrian Center. Recent renovations add up to multi-million dollar

improvements including upgrading the footing in the International Arena to Olympic quality.

Other improvements include: 200 new permanent stalls, new VIP boxes, covered stadium seating, lighting for evening events as well as a new sound system. The venue also boasts an indoor arena that is the largest in the state and the only permanent therapeutic facility for horses in the world, The Sanctuary that is not only functional but visually appealing with its unpainted wood exterior. The facility is continually making improvements and attracting visitors with exclusive shops, restaurants and cafes. The management company, Equestrian Sports Productions (ESP) continues to look for ways to appeal to a broad spectrum of people by providing a welcoming atmosphere not only to the competitors but to visitors and guests, the young and the old because ESP wants to educate and promote the multi faceted sport that is known as equestrian.



Horse Jump at PBIEC

Truly something can be made from nothing with hard work, dedication and persistent people. It's clear that they have more than succeeded in delivering a world class venue out of pine scrub and palm trees on a desolate tract of land and are to be congratulated for

achieving the largest and longest running horse show in the world and positioning themselves as the winter go-to location, not only for its lifestyle but also the enviable winter weather that has attracted visitors to this area for decades. The PBIEC has created a location that has broad appeal, not only to those involved in equestrian sports but to filmmakers, photographers and anyone looking for a venue that is unique. For info call 561.233.1000.

EDUCATION UPDATES...STUDENT SHOWCASE AND FILM FESTIVAL REVIEW



The Official Call for Entries for the 2013 Student Showcase of Films (SSOF) has been announced! The highly acclaimed Palm Beach International Film Festival in collaboration with the Palm Beach County Film & Television Commission are thrilled to once again organize this year's SSOF. Film students enrolled in Florida high schools and colleges are encouraged to submit their entries online no later than January 10, 2013. The awards show will take place at the Keith C. and Elaine Johnson Wold Performing Arts Center at Lynn University on Friday, March 15, 2013! The juried competition recognizes outstanding high school and college students by presenting over \$10,000 in scholarships and awards in several categories. For more info about the SSOF, visit pbfilm.com or email ssof@pbfilm.com.



See the best in independent film in the all-new *Palm Beach International Film Festival Review*. Successfully building upon a tradition of excellence, this year's edition showcased a particularly captivating yet challenging collection of work. The 17th annual Palm Beach International Film Festival welcomed celebrities such as **June Lockhart** (*Zombie Hamlet*), as well as **Director Lawrence Bloom** with writer **Judy Bloom** for their film, *Tiger Eyes*. The festival also featured the finest student filmmakers from around the state of Florida, who received over \$10,000 in cash prizes and scholarships during the Student Showcase of Films.

The 18th Annual Palm Beach International Film Festival will take place from **April 4-11, 2013**. The festival will present the finest in American Independent and International cinema. *The Palm Beach International Film Festival Review* is currently airing on Palm Beach County's Channel 20. Check your local listings for air dates and times. For more info call 561.233.1000.

Editor: Jill Margolius Contributors: Kelly King, Vanessa Horta and Dominique Mayes | To be included in this newsletter please call (561) 233-1000

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