FOCUS on FILM

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

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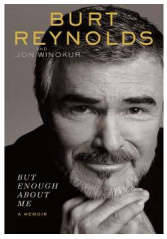
FILM AND TELEVISION COMMISSION

1555 Palm Beach Lakes Blvd., Suite 900
561.233.1000 pbfilm.com

BURT! COMING SOON TO THEATRES...



Palm Beach County is fortunate to have a showbiz pioneer in our backyard! Burt Reynolds, an international icon and Hollywood leading man for six decades, has been known for his legendary performances, incredible celebrity friendships, sex-symbol status, and that famous mustache. His latest news includes the November 17th release of ***But Enough About Me: A Memoir*** along with the audio book recorded by Reynolds. In addition, an intimate documentary is in production about his life and his Hollywood career.

The feature length documentary ***BURT!*** is produced by award winning local filmmakers Suzanne Niedland and Aaron Wells. "We intend to show Burt Reynolds the man, not just the iconic actor with whom people identify as the characters he has played," said Niedland. Wells adds, "Burt is a master storyteller who's own story needs to be told, and we're thrilled to be sharing a glimpse into Burt's world." Among the archival footage used, the film includes segments from his one-man shows. Niedland and Wells have been traveling with Reynolds and filming at his home.

Aaron Wells, Burt Reynolds & Suzanne Niedland

Burt Reynolds & Raymond Knudsen

Reynolds said, "Suzanne and Aaron are good friends and I'm used to being around them, which makes the whole process very comfortable for me." The filmmakers invited Student Showcase of Films Burt Reynolds Scholarship Recipient and FTC intern Raymond Knudsen to fulfill his internship credits on the film. Knudsen was able to help as a Production Assistant and said, "It was a true blessing to be a part of the process." ***BURT!*** is on track to be released next year. For more info visit burtmovie.com.

PUMA'S PERFECT BACKDROP

PUMA's Autumn/Winter 2015 advertising campaign features professional golfer **Lexi Thompson** working out with PUMA's new key product IGNITE XT, a high tech cross-training shoe with energy-returning foam.

After turning pro at the age of 15 , Lexi has been a standout in the golf world due to her serious gym training and personal discipline. In the campaign, Lexi can be seen running along a beachside trail at **Coral Cove Park** in Tequesta, lifting weights at a gym in Jupiter, and practicing her sport along one of **Jupiter's picturesque fairways**. "Lexi's home is near Jupiter, so The Palm Beaches are a beautiful, perfect fit as well as a place in which she is most comfortable," stated PUMA's Copy Director, Jenni Williamson. "The region offered us the ability to shoot three diverse locations in one day—with no overtime!" said producer Damian Weyand. See the campaign @PUMATraining on Instagram, Facebook and Twitter.

Lexi Thompson

PUBLIC TELEVISION TOURS PBC

For nearly 20 years, local production company Apex Productions has been producing a wide variety of projects from TV series to commercials and documentaries to infomercials. Their latest project explores The Palm Beaches in a whole new way. They are now working on a public broadcasting program, **Travels and Traditions with Burt Wolf**, and recently visited several locations in The Palm Beaches. "We have actually been filming with Burt for a long time and it's fantastic to finally shoot an episode here in our hometown," said Andy Cope, Director of Photography. The production team filmed standups with the international travel host at **Morikami**, the **Palm Beach County Convention Center, Phil Foster Park, The International Polo Grounds in Wellington**, and much more. "The Palm Beaches is an incredible place to visit and we are excited to have them in the series," said Burt Wolf. The show is set to begin broadcasting on local public television stations in December. For more info visit burtwolf.com.

Burt Wolf

FLASH MOB ON POINT IN PBC

Ballet Palm Beach recently held a photo shoot surrounding their annual flash mobs throughout The Palm Beaches. The flash mobs show off their amazing talent in exciting public environments. The ballet company performs this brand activation event to raise awareness for those typically unexposed to ballet, but their biggest motivation is to give a free gift to the community. "They call it their love letter to Palm Beach County," said Erin Branham, Special Events/Marketing Consultant for Ballet Palm Beach.

BALLET PALM BEACH

For the first time this year, they performed in **Northwood Village**, and the performers gasped as they pulled up to a huge crowd in the town center. "Consignment shops, florists, businesses that have been there for 80 plus years shut down to come watch the group perform. The local support was incredibly moving," shared Ms. Branham. See more about the organization at balletpalmbeach.org

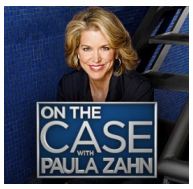
WORLDLY PRODUCTION ON THE LOCAL

OLYMPUSAT

Operating out of its new headquarters in downtown **West Palm Beach**, Olympusat, Inc. is a vital player for international and national television distribution. They operate 50+ brands and networks filled with content from sports and animals, to Spanish novellas and worldwide movies. Olympusat is a state-of-the-art organization always developing and executing new ideas. Their original productions have produced West Palm Beach based shows such as **Throttle Up** & **Restoration Muscle Cars**.

A recent project **Blue Planet** combines old and new documentary footage dedicated to what people can do as a society to make the world a better place. Creative Director Shawn Copenhaven shared, "It will be a block of programming showcasing a "better world." Olympusat has been filming the promos and interstitials around The Palm Beaches and will air the new series in early 2016.

PAULA ZAHN ON THE CASE IN BOCA RATON



Investigation Discovery's hit television series ***On the Case with Paula Zahn*** visited Boca Raton for an upcoming episode highlighting the tragic story of teenage sweethearts Cindy Rediger and John Futch. The mystery surrounding their untimely deaths in late 1970's makes it one of the most notorious crimes in the community's history.

The crew visited various locations in **Boca Raton** connected to the young couple's lives, including the resting place of Cindy Rediger at the **Boca Cemetery**. "Being able to highlight the terrific work done by all of the law enforcement agencies involved in solving this mystery was such a privilege for our program," said Associate Producer Lindsay Festa. The show consistently airs to over a million viewers, bringing nationwide awareness to their heartbreaking story. Tune in for the episode on Sunday, Nov 15 at 10:00pm and see more at www.facebook.com/PaulaZahnOfficial.

EXOTIC ANIMALS IN THE CLASSROOM

NAT GEO WILD

Dr. K's Exotic Animal ER is an exciting television series in its second season that follows veterinarian Dr. Susan Kelleher, who owns and operates one of the busiest exotic animal care practices in South Florida. Dr. K's motto is: "Everything but cats or dogs. If it will fit through the door, I'll treat it!"

Recently Dr. K stepped out of the office to set up an incubator for students at **Loxahatchee Groves Elementary**, educating them about the process of eggs hatching into chicks. The production team returned to document the hatching process and capture the reaction from the students. The episode will air in the 2nd half of the season. Watch NatGeo Wild on Saturdays at 9pm to see Dr. K treat reptiles, birds, foxes, ferrets, fish, marsupials, and even primates! To learn more about the show, visit Nat Geo Wild online.

THE FTC WELCOMES ALBERTO JORDAT

Alberto Jordat Jr. is the most recent addition to the FTC team! Fondly known as AJ, he holds Bachelor degrees in Political Science and Multimedia Studies & Journalism from **FAU**, and also received a degree from **Broward College in Radio and Television Broadcasting**. AJ joins us from **NewsMax Media** in WPB where he worked as an Associate Producer. His diverse professional background includes positions as an Event Manager, Production Assistant and Camera Operator. AJ is fluent in both Portuguese and Spanish and describes himself as a left and right brain thinker who can adapt to just about any situation while enjoying a challenging work environment. AJ is currently completing his Master's at FAU in Public Administration and expects to be finished by May 2016. He hopes to be an integral part of the team and looks forward to learning many aspects of the film commission. For more info visit pbfilm.com.

Alberto Jordat

PINK & BLUE DOC ON BIG SCREENS

Television, film and digital media was glittered with pink throughout the month of October to raise awareness and support for breast cancer research. It was also the time for one local filmmaker to make her impression on the far-reaching ailment.

Amy & Alan

Amy Byer Shainman from WPB and Executive Producer Alan M. Blassberg are sharing their project **Pink & Blue: Colors Of Hereditary Cancer** on the big screen. The documentary takes us through the lives of women - and men - who are dealing with genetic mutations (BRCA 1 & 2). "Film can be the perfect platform to get people to pay attention," says Shainman. Being BRCA 1 positive herself, Shainman's passion is "to save lives." The producers plan to enter the film into the festivals including the Palm Beach International Film Festival. For more info visit pinkandbluemovie.com.

DISABILITY MENTORING MONTH

Rose Lee Archer

Award-winning TV Producer and Host of the **Rose Lee Archer Show** on the ION Media Network, Rose Lee Archer continues to advocate for persons with disabilities and their families. As Founder of the **Archer Disability Foundation,** Ms. Archer was recently presented with a proclamation declaring October 2015 as National Disability Employment Awareness Month in PBC by Commissioner Steven L. Abrams.

For 13 years, Ms. Archer has organized mentoring events in school districts from Broward to Indian River County, working with students to raise awareness for the employment challenges faced by persons with disabilities. "These events produce life changing results for mentees, offering employment and internship opportunities to address the employment disparity for the disabled in the U.S.," said Ms. Archer. Learn how you can "**Employ to Empower**" by calling 561.241.7987.

PADDLING THE PALM BEACHES

Stand Up Paddling TV is the premier source for professional paddling instruction and action videos. Their production team travels all over the world, from Tahiti to The Palm Beaches, to highlight the best locations for one of the fastest growing water sports.

The production team has repeatedly featured our region for it's beautiful coastline and variety of shooting locations within a close proximity. "The friendly people and relaxed atmosphere also make it an ideal location to wind down when a long day of shooting is done," said Ken Whiting, President/ Producer of **The Heliconia Press**. Stand Up Paddling TV is the biggest channel in the paddle boarding industry with over 16,000 subscribers. Enjoy the scenery from **Jupiter to Juno Beach** by checking out their channel at youtube.com/standuppaddlingtv.

CROKINOLE LOCAL SHORT

When a filmmaker is looking for inspiration sometimes they don't have to look far. For Johnston Blakley, making movies is a hobby and he enjoys producing a couple of short films a year, usually related to his profession as a private investigator. His latest project took him back to a favorite pastime as a child. **Crokinole** is a short film about a nightclub owner who revisits his past while playing a board game with a mysterious stranger. "I used to play Crokinole all the time as a kid and it was nice to think about my childhood during the making of this movie," said Johnston.

Suzanne Niedland & Alan Heyman

Production Assistant and former FTC intern Christian DeVerona said, "I was thrilled to be part of the project and looking forward to seeing it finished." While the film is still in editing, Johnston plans to complete the project in time to submit to the Palm Beach International Film Festival. For more info, see Crokinole on IMDB.

NORTON MUSEUM SHOWCASES ISRAELI PHOTOGRAPHY

The Palm Beaches attracts a diverse amount of productions and exhibitions that feature an array of artistry. **The Norton Museum of Art** is presenting a stellar combination of photography of Israel and Israeli films to express the culture, society, and people of Israel. The museum is proud to be the first U.S. venue to present *This Place: Israel Through Photography's Lens.* French photographer Frederic Brenner convinced 11 photographers—among the finest in the world—to spend time in Israel and the West Bank. The result is an unprecedented, creative exhibit that presents photography that asks essential questions about life. The gallery is on view through mid January. The Norton is also presenting a four-part film series, ***Many Faces of Israel***, in conjunction with the exhibition. The film series showcases diversity by presenting movies made by an array of Israeli, Palestinian and Bedouin directors and film students. For more information, visit norton.org.

LOCATION SPOTLIGHT: WOODED LOCATIONS

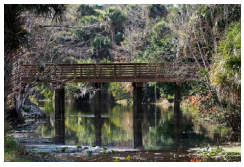
People rarely think of wooded areas or forests when they think of South Florida but in reality, there are many wooded areas in The Palm Beaches that are perfect for creating a scene. After all, what would a horror film be without a nearby wooded area for dramatic scenes with filmmaker flair that include special effects like fog or mist to something more a bit more sinister!

The look in the woods can range from breathtakingly beautiful to downright terrifying depending on the script. If the scene is a photoshoot or a quick insert shot, we can't think of an easier wooded area to film in than **Caloosa Park** in Boynton Beach. The park is close to city services and has the drama of a pinewood forest with a carpet of needles.

Pines at Caloosa Park

Riverbend Park Trail

For larger productions we would recommend a larger park such as **Riverbend Park** in Jupiter. Within its boundaries there are many types of ecosystems and a variety of wooded locations in the 600 plus acres that are designated as Riverbend Park. One prominent feature is a stone bridge that goes over the Loxahatchee River near the park entrance while an elevated wood bridge spans another stretch for an entirely different look. There are miles of trails within the park including walking, bike and equestrian trails.



Elevated Bridge

Woods & marsh at Okeeheelee South

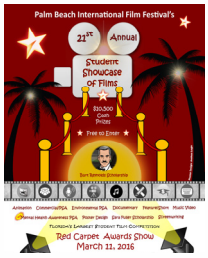
Another option for filming in the woods to consider is **Okeeheelee Park,** which is one of the largest parks in our area with over 1700 acres. The right look for a scene in the woods can certainly be found. With recent renovations completed to the area known as **Okeeheelee South,** there are many options for filming in the woods that are easier to manage than most wooded areas. For productions that need footage that is set in the woods, whether it's a slash pine forest, live oaks, marshland or a tropical looking jungle scene in The Palm Beaches. For more information or to browse our online locations database visit us online at pbfilm.com.

EDUCATION CORNER: STUDENTS ENGAGE IN MENTAL HEALTH AWARENESS

With submissions underway for the 2016 Palm Beach International Film Festival **Student Showcase of Films**, students are special taking notice of a brand new category: **Know Difference Mental Health Awareness PSA.** Sponsored by Information Television Network (ITV), the **Know Difference PSA** category has been launched in order to educate people on the importance of raising awareness about mental illness, emphasizing that there should be no difference between the significance placed on physical vs. mental health. Applicants are urged to incorporate facts about mental health from the National Association of Mental Illness (NAMI) website. "Mental illness has long been misunderstood, and those suffering with it have been historically stereotyped and stigmatized. In order to change this perception, it is crucial that we change the way mental illness is discussed and portrayed, educating those that have been previously misinformed on the realities of these illnesses," said Ed and Ana Cristina Lerner, President and CEO of ITV.

"PSA's are fact-based and informative, much like a documentary. In order to be effective, they must also be compelling and emotionally stimulating, like a narrative film. Successful PSA's utilize all of the skills of innovative filmmakers and provide a great launching pad for talent," said the shows Executive Producer, Michelle Hillery.

Submission will take place through the **FilmFreeway** platform that was launched last year. The application process is easier than ever and 2016 is well on its way to setting another submission record. Other categories ifor entry nclude High School & College Feature/Shorts, Documentary, Animation, Music Video, Commercial/PSA, Environmental PSA, Screenwriting, and Poster Design-which is open to College students for the first time ever! The deadline for submissions is January 12, 2016. Competition finalists are honored at a high profile red carpet award show that will take place at the Wold Performing Arts Center at **Lynn University** in Boca Raton on March 11. Get all the details online at pbfilm.com/student-showcase.



Co Editors: Phyllis Man & Christy Tricoli, Assistant Editor: Kelly King | To be included in this newsletter please email ctricoli@pbfilm.com or call 561.233.1000

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