

FOCUS on FILM

The Newsletter of the Palm Beach County Film and Television Commission | SEPTEMBER 2017



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BRANDED CONTENT SHINES AT THE GOVERNOR'S CONFERENCE

It is an ongoing effort to continue to attract new and repeat visitors to The Palm Beaches. That's why community leaders recently came together to explore emerging trends in tourism at the annual **Governor's Conference on Tourism**. This three day conference, organized by **Visit Florida**, gave many of our local production partners a chance to showcase the high quality Palm Beach County branded content being produced here in our backyard. Sinclair Broadcast Group set up a booth to share their new series **Visit360.com** with the industry. This exciting, fast-paced program will highlight some key tourism assets in The Palm Beaches and be distributed to over 44 million households. **Olympusat**, a local media company, presented **The Perfect Place – Discover The Palm Beaches** at the closing ceremonies. This long-format visual postcard showcases the beauty and some of the unique experiences in The Palm Beaches. Olympusat also used the stage to preview **The Palm Beaches TV**. With Visit Florida in the audience, this was an excellent way to highlight branded content that can attract and increase tourism in Palm Beach County.

VISITFLORIDA



Yeshua Castillo, Olympusat



Bonnie King,
Emilio Estefan &
Ken Lawson

Also at the conference, for the third consecutive year, Film Florida (FF) presented the **Legends Tourism Ambassador Award** during the opening night Visit Florida Chairman's Dinner. Taking the stage in a room filled with hundreds of tourism, marketing and legislative officials, FF President Bonnie King presented the award to **Gloria and Emilio Estefan**. Their legendary film, television and music industry accomplishments were showcased in a thrilling video, followed by Emilio proudly accepting the award with a heartfelt thank you to Florida—the state he and Gloria love the most. See more at filmflorida.org.

BACK FOR A SECOND SEASON ON PBS

On the Town in The Palm Beaches is back with its second season! Join host Frank Licari as he explores **Boca Raton, Boynton Beach, the Glades area, Palm Beach Gardens** and more locations in four brand new episodes. The new season premieres on **WXEL** September 23 at 6:30pm and on **WPBT** September 28 at 7:30pm.



Frank Licari On Set

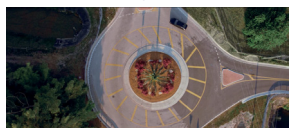


Episodes air quarterly and are distributed through **South Florida PBS**, reaching as far south as the Keys and up north to Sebastian County, with a viewing audience of approximately 6 million people. This lively series explores all the unique and fun things for people to do, see and experience in The Palm Beaches. Frank takes viewers on a journey to encounter the people and places that create each community's vibrant, diverse culture. See more at wpbt2.org/onthetown.



GOING PLACES WITH TOYOTA

A hot new long-format **Toyota** Camry commercial features a roundabout in **Wellington** as the setting for a peculiar group of hitchhikers. The creative advertisement does not mention the car or use typical sales tactics – it's a story. The roundabout was selected for its beautiful look and remote location. The new commercial is part of a short film series, **Toyota Shorts**, commissioned by world-renowned ad agency **Saatchi & Saatchi**, shot by **Iconoclast** and directed by Vania Heymann. Heymann is best known for his work in music videos (including music videos for Coldplay, Bob Dylan and CeeLo Green) and his commercials for large brand names like Pepsi and American Express. The short films were designed to be presented theatrically, and can be found in cinemas screening before feature film presentations. For more great work from Iconoclast, visit iconoclast.tv.



Wellington Roundabout





L-DUB RETURNS TO THE STONZEK

The seventh annual **L-Dub Film Festival** will be held September 22 through 24 at the **Lake Worth Playhouse's Stonzek Theatre**. Festival organizers are finalizing a slate of innovative films across a variety of genres including music videos, documentaries, shorts and features. Submissions will be accepted through September 11, vying for the chance to win Audience Awards in six categories. The festival's mission is to celebrate the art of filmmaking while providing collaboration opportunities and outlets for filmmakers to present their work and gain recognition from their peers, the public and industry professionals. This year's proposed line-up kicks off with a filmmaker reception, followed by various industry workshops for talent, camera work, marketing, distribution and others. Submit your project online via filmfreeway.com/festival/LDUBFilmFestival.



WORLD SERIES OF BEEP BASEBALL

More than 500 blind athletes made their way to **The Palm Beaches** for the **2017 World Series of Beep Baseball** this summer. The games, hosted by the **Palm Beach County Sports Commission**, were played at **Village Park in Wellington**. In this adapted version of baseball, a sighted pitcher tosses a ball to a visually impaired batter who is listening for a distinct noise in order to decide when to swing. Meanwhile, fielders listen for beeps to determine where the ball has landed on the field.



George Linley, Executive Director of the Palm Beach County Sports Commission, feels that it's "extra gratifying to host the pinnacle of a sport and an event that means so much to so many people." Moreover, Linley believes that winning the bid for this year's World Series was "a historic occasion for Palm Beach County." Local production company **Olympusat** captured the sights and sounds of what may someday become a Paralympic sport. Learn more at nbba.org

ADS CAPTURE THE COASTLINE

The underwater assets of **The Palm Beaches** are the turquoise jewels of the destination, making it some of the best diving and snorkeling in the world! **Jim Abernethy**, an ocean conservationist and underwater photographer/videographer, paired up with international film and television producer **Michael Maschio** and created two new ads that feature the incredible waters of **The Palm Beaches**. A familiar voice, **Rick Netzel**, the Director of Sales & Marketing at **The Best Western**, lends his vocal talents to the ads. These beautiful videos will entice you to take a trip to Palm Beach County.



The pictures speak for themselves, but the ads ask a very special question— "So when was the last time you did something for the very first time... **Discover The Palm Beaches.**" See more at thepalmbeaches.com.

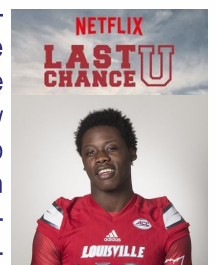
BEHIND THE GATES IN BOCA RATON

Into its second season, **BYL Network** has expanded its broadcast lineup to include an original series, **Behind the Gates Boca**, sponsored by **JMW Florida Properties**. Each week the program will follow real estate developer **Mary Widmer**. Mary has designed and decorated opulent waterfront homes in Boca Raton since 2009 and is currently developing a \$10 million dollar masterpiece on Enfield Street. **Behind the Gates Boca**, hosted by **Danielle Silverman-Aloof** and **Darin Tansey** from **Luxury Living Boca**, premieres live on September 25 at 9:00am. "We are so excited to give viewers a chance to go behind the scenes of this massive project," stated Silverman-Aloof, "from purchasing the lot to showcasing the most luxurious decor from the best contractors, architects, furnishings, fabricators and manufacturers in South Florida." After its live broadcast, the program repeats at 12:00pm and 9:00pm on **WeBocaTV.com** and **bylnetwork.com**, as well as on-demand via YouTube, Facebook, Twitter and the **WeBocaTV** website.



FAU FOOTBALL HUDDLES UP WITH *LAST CHANCE U* NETFLIX STARS

Season two of **Netflix's** highly rated sports documentary series **Last Chance U** takes place during football season at East Mississippi Community College, but some of the players have headed to a more familiar location on the East Coast – **Florida Atlantic University** in **Boca Raton**. New players on Florida Atlantic University's team include defensive end **Tim Bonner** and quarterback **De'Andre Johnson**, both featured in roles on **Last Chance U**. Also new to FAU football and starring in **Last Chance U** were tight ends coach **Clint Trickett**, who joined the Owls' coaching team, and **CJ Johnson**. These new additions to the team can be spotted in Florida Atlantic University football games when the 2017-2018 season begins on September 1. FAU's new head coach **Lane Kiffin** will also make his debut. Purchase tickets at fausports.com.



Tim Bonner



A DELECTABLE SERIES

Culinary attractions give travelers an appetizing reason to visit a destination. That's where **The Food Lady** comes in! *The Food Lady* is back this fall with her second season to satisfy your biggest cravings. **Pam Triolo**, known as South Florida's favorite "foodie", presents the hottest food & dining destinations in The Palm Beaches. Each delicious program is attracting viewers in a receptive frame of mind looking to appease their next big appetite. The show airs on WFLX FOX 29 every Sunday morning at 10:00am with bonus airings at 5:00am on Saturdays. *The Food Lady* is a series that brings the local dining scene to the forefront and makes The Palm Beaches the main entrée in the culinary spectacle. For more, visit pamthefoodlady.com.



Pam Triolo

MUSIC LEGENDS AT G-STAR STUDIOS

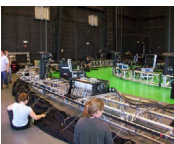
Music icons **Rod Stewart** and **Cyndi Lauper** rehearsed their Live Nation USA Tour at **G-Star Studios**, which means the G-Star students loaded the show's equipment right alongside the professionals. Watching rehearsal was quite the experience, especially when a producer asked if any of the students could play the piano for a sound check. Student **Kiley Thibodeau** stepped right up to Rod Stewart's 1952 Hammond B3 organ that had been played by some of the most famous musicians in rock and roll history. Kiley played while technicians balanced out its perfect sound. It was a moment of pure magic for Kiley. "I was very surprised!" she said. "They let me play this!" These high-octane moments at G-Star really give their kids a serious boost of confidence. "Many of our students get real world, hands-on experience," states Greg Hauptner, G-Star Founder/CEO, "working on sets with cast, crews and stars of multi-million-dollar films, commercials, music videos and more." Take a virtual tour at gstarstudios.com.



Cyndi Lauper



Rod Stewart



DELRAY HOSTS LIFESAVING COMPETITION

Hundreds of lifeguards and junior lifeguards gathered along the shores of **Delray Beach** last month for the annual **James P. "Mac" McCarthy Memorial Regional Lifesaving Championships**. The two-day event, organized by the **United States Lifesaving Association**, features various lifesaving competitions focused on running, paddling and swimming challenges. The annual exercises are described as the only sport designed to help save lives. **Ocean Rescue Division Chief Phil Wotton** expressed that "it is very important that we have qualified lifeguards that are here to protect the residents of our communities and the tourists who come to visit." Meanwhile, one of this year's participants **Rich Andrews**, hailed **The Palm Beaches** as "excellent," and added that "every beach I've gone to is clean and safe." **Jetty Productions** shot stunning footage of this year's event for the **Palm Beach County Sports Commission**, which can be seen by visiting tinyurl.com/y7d75fvy.



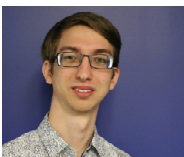
ASTROS LEND A HAND AFTER HARVEY

The **Houston Astros**, who wrapped their 2017 **Spring Training** inaugural season at the **Ballpark of The Palm Beaches** earlier this year, have stepped in to help their home city in a big way after the devastation of **Hurricane Harvey**. Baseball has played an admirable role in this time of tragedy, with team owner Jim Crane kicking off a fundraising campaign with \$4 million in donations. The Astros players have also been volunteering with displacement centers across Houston, sorting food and clothes while speaking with the distressed residents. 5,000 tickets were donated to evacuees when the Astros played the Mets on September 2, and as *Sports Illustrated* reporter Robert Klemko described, the fans "came back by the thousands and got wrapped up in the community of it. They got to cheer about something for the first time in a week." Visit the fundraising page at youcaring.com/astrosharvey, as well as a local donation effort in WPB at ballparkpalmbeaches.com.



FILM COMMISSION WELCOMES TWO INTERNS FOR THE FALL

The **Palm Beach County Film and Television Commission (FTC)** welcome two new interns, **Dacey Reppel** and **Justin Hristovsky**. Dacey recently graduated magna cum laude from **Florida Atlantic University** with a degree in Multimedia Studies: Film, Video and New Media. She is excited to begin a career in the film industry, and hopes to learn about the pre-production side of the movie business at the FTC. Dacey is passionate about film and the arts. Meanwhile, Justin aspires to one day become a renowned film director, has already worked on the movie **Big Frozen Gum Shoe**, which is presently in post-production, and is currently attending **Palm Beach State College** where he studies Motion Picture Production. Justin is excited to learn another side of the film industry through the FTC's internship program. To learn more about the FTC internship program visit pbfilm.com/internship.



Justin Hristovsky



Dacey Reppel



LOCATION SPOTLIGHT: UNDERWATER PRODUCTION LOCATIONS

Forty-seven miles of marine life can be found in the waters along Palm Beach County's coastline where the Gulf Stream keeps the waters clear and clean. The underwater world is peaceful, colorful and a fascinating adventure, especially in August and September when the **Goliath Grouper** come to The Palm Beaches to spawn.



Goliath Grouper

These fish are enormous and weigh in at 800 pounds. They are not afraid and will allow divers and camera crews right into their space, which is exactly why we see more production companies applying for permits than ever before. The chance to capture these prehistoric-looking creatures brings production teams from all over the world, including crews from **BuzzFeed**, **Hostile Planet**, and **National Geographic**.



Under the Blue Heron Bridge

Macro photographers are attracted to life under the **Blue Heron Bridge**. Often referred to as "Florida's Exotic Critter Capital", **Phil Foster Park** is known as the County's premier walk-out dive spot. Without much effort, one can find sea-horse, starfish, blennies, pipefish, star-gazers, horseshoe crabs and much more along the snorkel trail.

Another phenomenon is the large schools of bait fish that cluster together in the late summer months. These schools are called bait balls and they are an anticipated spectacle every year, with productions planning their stays over several weeks in order to make sure they don't miss it.



Bait Ball with Dolphins

The **Atlantic Ocean** is ready for its close-up with many diverse locations including ledges, wrecks and reefs. Nature is a glorious backdrop and advertisers know that people are intrigued by what they want to do or would never ever do. The place where the water meets the land is exciting and magical for on-location filming. For more information, please visit pbfilm.com.

EDUCATION CORNER: PROJECT SEAHORSE KIDS LEARN TO SWIM & SNORKEL

As part of Boynton Beach's Camp Destination, **Project Seahorse** was started four years ago to teach kids to swim, snorkel and appreciate our amazing ocean. "A lot of kids in our community can't swim at all," said Founder **Jim Abernethy**, an ocean conservationist and underwater photographer/videographer recently featured on National Geographic's *Tales by Light* airing on Netflix. "Giving them a life-changing situation where we stop the fear of drowning—and from actual drowning—is huge."



Project Seahorse Kids

On July 28, 24 kids set sail from the **Boynton Inlet**. This year's group was smaller, down from 40 kids in previous years, for a better student-to-instructor ratio. They departed early on two diving vessels, the *Starfish Enterprise* and *Delta's Splash*, heading for the wreck of the *Lofthus* about 175 yards offshore from **Manalapan**. Sunk in 1898, much of the ship is scattered and covered by sand, but what remains of the football field-sized wreck hosts a variety of sea life. Exploring the shipwreck was Project Seahorse graduation, with kids ranked from Minnows (beginners), to Flying Fish, to Sharks and finally, to Orcas (most advanced). The kids all appeared confident navigating the water in their snorkeling masks and fins, thanks to the previous snorkel and swim classes provided by Project Seahorse. The campers swam through hundreds of brightly colored fish to get a closer look at the wrecked ship and its inhabitants at depths of 12 to 14 feet. WPTV Channel 5 provided news coverage, declaring these children as the "next generation of ocean ambassadors" during their evening broadcast.



"Our goal is that kids will learn to swim like a fish," remarked **Dan Volker**, co-founder, marine photographer and publisher of the *South Florida Dive Journal*. "This way they're good for the rest of their life!" To dive deeper into Project Seahorse, visit wildlifevoice.org/project-seahorse-for-kids.

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