

**From:** [Film1](#)  
**To:**  
**CC:**  
**Subject:** News & Events - Governor's Office of Film & Entertainment  
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**Attachments:**



## News & Events

### NEWS:

#### DIRECTOR'S CUT

Regular session is not over yet but, we now know where we will stand in the appropriations bill – \$10.8 for the film and entertainment incentive and \$453,296 for the operating expense of the Office of Film and Entertainment (OFE). These appropriations represent roughly a 100% increase in the incentive and a 40% decrease in the operating expenses. Note that the four salaried positions in the OFE are not part of the operating budget, and they have stayed intact.

The House members exhibited solid support for the incentive appropriation holding their \$12 million position until the very end of the Joint Budget Conference process and the Senate generously came up from their original \$5 million to \$10.8 million. This bodes well for next year considering we just doubled our incentive appropriation while other programs were slashed or completely eliminated.

I interpret this as validation that we (and I mean the “collective we”) have accomplished most of our key goals this year: educating legislators about the value of the industry and what it can contribute to Florida’s economy – both short and long term; identifying new champions for our cause; and gaining broad support in both chambers. We have a good foundation for our continuing efforts to increase the competitiveness of our film and entertainment incentives in Florida.

Session extends into next week, and we expect that the conference committee report will go to printers on Monday and be available for the public review process, also known as the 72-hour cooling off period, beginning Tuesday. Legislators will return to Tallahassee to vote the budget out on Friday and send it to the Governor for his signature.

For those who wish to thank the joint budget committee conferees, I've provided e-mail addresses below.

Transportation and Economic Development Budget Committee members (Senator or Representative can be determined by the e-mail address):

gary.aubuchon@myfloridahouse.gov  
esteban.bovo@myfloridahouse.gov  
jennifer.carroll@myfloridahouse.gov  
portilla.alex.web@flsenate.gov  
dockery.paula.web@flsenate.gov  
brad.drake@myfloridahouse.gov  
greg.evers@myfloridahouse.gov  
fasano.mike.web@flsenate.gov  
gardiner.andy.web@flsenate.gov  
joe.gibbons@myfloridahouse.gov  
audrey.gibson@myfloridahouse.gov  
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hill.tony.web@flsenate.gov  
mike.horner@myfloridahouse.gov  
dorothy.hukill@myfloridahouse.gov  
janet.long@myfloridahouse.gov  
dave.murzin@myfloridahouse.gov  
lake.ray@myfloridahouse.gov  
maria.sachs@myfloridahouse.gov  
robert.schenck@myfloridahouse.gov  
smith.chris.web@flsenate.gov  
richard.steinberg@myfloridahouse.gov  
storms.ronda.web@flsenate.gov  
perry.thurston@myfloridahouse.gov

When we are all done and over with this session there will be many thanks to share with not only legislators but industry

professionals who have volunteered for the cause, key associations and organizations, government liaisons, stakeholders, staff, the film office advisory council members, and numerous others. I'm pulling together the grand list by name, but let me just say right now, "THANK YOU ALL for all the hard work and help it has taken to get to this point."

Stay tuned....

Best regards,

**Lucia Fishburne**  
**State Film Commissioner**  
**Governor's Office of Film and Entertainment**

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### **\$10.8M in film incentives up to Crist**

Florida may be able to offer filmmakers \$10.8 million to bring their productions to the state.

The amount was a compromise reached by the Florida Transportation & Economic Development Budget Conference committee April 30. The Senate budgeted \$10.8 million. The Florida House recommended \$12 million.

The next move is up to Gov. Charlie Crist, said Lucia Fishburne, state film commission for the governor's office.

"We all feel pretty good about it and don't anticipate any problems," she said, noting the governor's budget called for \$10 million.

If approved by Crist, it would double the \$5 million in incentives the state made available to the film industry in 2008, which was down significantly from nearly \$25 million in 2007.

Source: Orlando Business Journal, <http://www.bizjournals.com/orlando/stories/2009/04/27/daily50.html>

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### **ProductionHUB.com Celebrates Ten Years With New Features, Release 6.1**

*Orlando, FL – April 27, 2009* – ProductionHUB.com, the world's largest community search site for film, television, video, live event and digital media production, announced the launch of the site's new features which were displayed at the National Association of Broadcasters Show (NAB), Booth #C7206.

Held in the Las Vegas Convention Center from April 20 to April 23, the NAB show hosted a gathering of global professionals and solutions providers from every stage of the content lifestyle, from creation to consumption. ProductionHUB.com connects production industry professionals with products and services across the globe every day, online. Boosting visibility for thousands of companies and individuals each year, ProductionHUB.com has consistently evolved to meet the needs of the changing Internet landscape and the expectations of its users since inception ten years ago.

"We are always working on the Web site to improve our services for the convenience of our steadily increasing user base," said John Pokorny, Founder and President of ProductionHUB.com. "The site has become an industry standard over the past ten years and with that success comes a certain responsibility. We simply don't want to let our users down. So we develop, listen to their feedback, and then develop some more."

Some 6.1 highlights include:

- **Industry Videos:** This new section has been added to the Web site so users can post and share their work online – highlighting demo reels, trailers, commercials, animation, vfx, corporate videos and more. Also, keep an eye out for videos from the 2009 NAB Show on ProductionHUBTV, a new channel for original content.
- **ProductionHUB Profiles:** Directory listings have matured from stagnant data contact information to multimedia profiles. In addition, anyone accessing your profile will now see all of your ProductionHUB content, such as job, classifieds, event postings, and news.
- **"My ProductionHUB":** Content Management interface to control all of your ProductionHUB content.

Users can now easily edit/manage all of their account information, from one place.

Whether you are an industry professional trying to find work, a company trying to procure equipment, or a manufacturer trying to brand a new device, you don't need to look further than ProductionHUB.com. With this new release, ProductionHUB 6.1 continues to lead as the online resource for all of your production needs.

Find out more about ProductionHUB, Inc. at [www.productionhub.com](http://www.productionhub.com).

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## **orlando hispanic film festival call for entries**

The Orlando Hispanic Film Festival (OHFF) is now accepting feature film, short film, documentary, short documentary and feature screenplay submissions. To qualify for awards, production must include a Writer, Director, Producer, Actor, or Cinematographer of Hispanic descent, or the theme must deal with Hispanic issues.

OHFF is a competitive independent film festival and a platform that recognizes independent filmmakers from around the world who integrate the Hispanic culture in their work and exposes the talent of Hispanic actors, directors, producers, screenwriters and cinematographers.

For entry rules and regulations, visit <http://www.ohfilmfestival.com/>.

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## **4th ANNUAL DELRAY BEACH FILM FESTIVAL OPENING NIGHT FILM**

Direct from Sundance, The Delray Beach Film Festival and Magnolia Pictures announces its opening night film, "The Answer Man." Directed by first time writer/director John Hindman, the film stars Jeff, Daniels (The Squid and the Whale), Lauren Graham (of the Gilmore Girls), and Lou Taylor Pucci Thumbsucker).

Daniels plays a best-selling author of new age spirituality who seems to possess all the answers.

"We are pleased and excited to return for our 4th year in Delray Beach showcasing independent films. I saw this film when it premiered at Sundance, and I knew it would be a great film to kick-off our festival. It's a romantic comedy, and I love romantic comedies," Says Michael Posner, Director and Founder of the DBFF.

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## **FLORIDA ARTICLES OF INTEREST:**

### **HGTV Green Home in Tradition is open for tours**

Vero Beach Press-Journal © Apr 24, 2009

As host to HGTV's Green Home, the Town of Tradition was featured on "The Grandest Green Giveaway Ever," a national television broadcast providing a behind-the-scenes look into the making of one of the most energy-efficient homes in Florida.

### **Florida National Guard soldiers use life-like simulators to prepare for Iraq**

Tallahassee.com © Apr 25, 2009

The HEAT simulator isn't the only high-tech training facility at Camp Blanding. Soldiers practiced their shooting skills with the Engagement Skills Trainer 2000, a cross between a shooting range and a giant home-entertainment system.

### **Student directors are stars in C-SPAN competition**

MiamiHerald.com © Apr 27, 2009

Dustin and Chad were among 20 South Florida student winners in C-SPAN's national 2009 StudentCam video competition, which asked budding filmmakers in middle and high school to create a message for then-President-elect Barack Obama. No other area of the country had a higher concentration of winners than South Florida, where the young directors are a politically savvy, news-junkie bunch.

### **Sunscreen Film Festival Shines Light on St. Pete**

California Chronicle © Apr 27, 2009

"We're expecting more than 6,000 to attend," Armer said. "We've got an interesting lineup of films, and our workshops feature probably the best collection of industry and Hollywood professionals of any film festival in Florida."

### **PBIFF Awards Gala Honors Achievements In Film**

AHN © Apr 27, 2009

Over one million dollars of festival proceeds have been donated to area school's film and television programs in the forms of grants and scholarships. The PBIFF held a star-studded, black-tie awards gala Friday to hand out awards for outstanding achievements in film.

### **Broadcast Schedule Announced for New Florida TV Program "How to Do Florida"**

Emediawire (press release) © Apr 29, 2009

"How to Do Florida" will premier Sunday, May 3, 2009, at 9:30 a.m. on Orlando television station My 65 (WRBW). It will also debut on Florida cable network Sun Sports, Friday, May 8, at 6:00 p.m. "How to Do Florida" is a 30-minute high-definition television show with a goal of entertaining, teaching, and encouraging Floridians to actively engage their state.

### **Florida musicians make Brevard stop for reality series**

Florida Today © Apr 29, 2009

The makers of what they hope will be the next big reality show spent today in Jetty Park, filming a pilot episode to pitch to broadcast and cable networks. If picked up, the show will follow a family of Florida musicians called ShaeLaurel, as they perform throughout the country.

### **Tampa Digital Studios Dials in Endavo Media's Internet TV Platform to Deliver SEE RADIO(C) to Listeners Worldwide**

MarketWatch © Apr 30, 2009

Combining Tampa Digital's creative high quality video streaming solutions and the Endavo Media Internet TV Platform, SEE RADIO is an easy-to-use, cost-effective hosted platform that distributes a powerful social network for radio broadcasters to create on-demand programming. With SEE RADIO, radio executives, operations managers and programming directors across the country can connect with and grow their audience through social networking features and tools.

### **Disney joins Hulu**

Variety © Apr 30, 2009

Once the deal formally closes, Disney will make full-length episodes and other content from a range of Mouse House shows, including ABC hits "Lost," "Grey's Anatomy" and "Desperate Housewives," available for ad-supported webstreaming via Hulu's proprietary player.

### **Florida: Meeting Challenges Through Non-Traditional Sector Growth**

Area Development Online © May 01, 2009

A creative village is being built in downtown Orlando made up of the area's emerging digital media industry — for example, EA Sports' Tiburon studio is based here. It joins the world's largest cluster of modeling, simulation, and training companies, as well as many players in the optics/photonics industries.

### **Entertainment complex donates space for fourth annual film fest**

Tampa Bay Business Journal © May 01, 2009

The Sunscreen Film Festival kicked off its fourth year Wednesday at BayWalk, screening all movies at Muvico and using empty storefronts for actors' workshops and office space. Nearby restaurants and venues set the scene for after parties that will last well through the weekend until the festival's Sunday evening ending.

## **ARTICLES ABOUT THE COMPETITION:**

### **ESA Praises Texas Boosting Incentives for Video Game Industry**

WebWire © Apr 24, 2009

commend Governor Rick Perry and the Texas state legislature for recognizing the contributions that the video game industry already has made in the state, and for acting quickly and decisively to ensure that the industry has the opportunity to reach its full potential.

### **Hammer Films to shoot Swank picture in NM**

Bizjournals.com © Apr 24, 2009

Legendary British horror film company Hammer Films will shoot a movie starring Hilary Swank in New Mexico. The film plans to hire at least 200 local crew members, plus 14 speaking roles and more than 200 extras. Producers are Simon Oakes, Nigel Sinclair, Guy East and Cary Brokaw.

### **TORONTO FESTIVAL GETS FINANCIAL BOOST**

Variety © Apr 27, 2009

The Toronto Film Festival is to get C\$3 million (\$2.5 million) from the Canadian federal government to boost its national and international audiences. The grant, part of the feds' new two-year \$82 million tourism events program, ...

### **Movie money misses Maine**

Kennebec Journal © Apr 28, 2009

The state's hit a "dry spell" in attracting major television series and movies since "Empire Falls" stopped production in central Maine six years ago,... A bill before the Legislature's Taxation Committee seeks to change that. Richardson and several film industry workers and supporters spoke in favor of L.D. 1449, which would put in place refundable income tax credits for major projects shot in Maine.

### **Film boomlet hits New Orleans**

USA Today © Apr 30, 2009

The number of major television and movie projects shot in New Orleans jumped from nine in 2005 to 21 last year — a record for the city, says Jennifer Day, head of the city's film and video office. Last year's projects generated \$230 million in direct economic impact for the city, she says.

### **Going Hollywood: Utah sweetens incentives to lure more filming here**

Salt Lake Tribune © Apr 30, 2009

Now production companies can apply for either a 20 percent cash rebate of what film crews spend inside Utah, capped at \$500,000, or a 20 percent refundable tax credit without a cap. And while other states have higher cash rebates -- Michigan, for example, gives back 40 percent -- Utah has another advantage in its more experienced film crews, according to Don Schain, the producer of all three "High School Musical" movies, who is based in Salt Lake City.

### **Film tax breaks capped at \$3 million OK'd**

Chicago Tribune (WI) © May 01, 2009

Despite Gov. Jim Doyle's plans to eliminate lucrative film tax breaks that helped attract the Johnny Depp film "Public Enemies" to Wisconsin, a new incentive plan capped at \$3 million a year passed the Legislature's budget committee Thursday.

## GENERAL ARTICLES OF INTEREST:

### Universal halts Verbinski's 'Bioshock'

Variety © Apr 24, 2009

Universal Pictures has put the brakes on "Bioshock," the Gore Verbinski-directed live-action adaptation of the bestselling Take-Two Interactive videogame. "We were asked by Universal to move the film outside the U.S. to take advantage of a tax credit," Verbinski said. "We are evaluating whether this is something we want to do. In the meantime, the film is in a holding pattern."

### Thanks to Wii, money-making game not over for Nintendo

The Star-Ledger - NJ.com © Apr 25, 2009

The U.S.-installed base for the company's Wii and hand-held DS is larger than all their rivals combined, according to data from the NPD Group. And the Wii has more than doubled the worldwide-installed base of its predecessor console, the GameCube.

### WMA, Endeavor approve merger

Variety © Apr 27, 2009

Leaders of the William Morris Agency and Endeavor have voted to approve the largest talent agency merger in showbiz history. The union of the storied WMA and the upstart dynamo Endeavor will create a dealmaking powerhouse whose combined assets extend into virtually every aspect of the entertainment and media biz.

### SAG AD PACT BALLOTS OUT THURSDAY

Variety © Apr 27, 2009

In a quiet contrast to the contentiousness over the SAG feature-primetime contract, about 150,000 SAG and AFTRA members will begin receiving ratification ballots for the commercials pact Friday. No opposition's yet emerged to the commercials deal, which received unanimous backing from the joint negotiating committee and the joint boards of the two unions.

### Channeling TV shows to the Web

CNET News © Apr 27, 2009

All this recent activity seems to suggest that cable companies and big media companies finally understand that the Web is their future. People want to watch what they want when they want.

### SAG has a 33¢ solution to WGA strike

Variety © Apr 28, 2009

The pact provides a framework under which the individual studios can settle their claims for 33¢ on the dollar, or they can opt to stick with the ongoing arbitration process. How SAG and the majors would settle about \$60 million in force majeure fees was one of the last big issues that stood in the way of SAG reaching a tentative agreement with the Alliance of Motion Picture and Television Producers.

### Time Warner profits fall 14% in Q1

Variety © Apr 29, 2009

Referring to the eye-popping 30% slump in ad revenue at Time Inc., he said, "We aren't assuming that this is all cyclical and will automatically come back when the economy turns," he said. "There will probably be a further shakeout."

### Sony offers free films on Crackle.com

Variety © Apr 29, 2009

Sony is making more of its films available for free on Crackle.com, the company's online movie and TV video website, adding "Spider-Man 2" and other male-skewing titles as it looks to lure viewers and advertisers. Site is also adding more original programming, launching Crackle Cinemactive, a video clip-based game about pop culture.

### Video Games May Test 'Recession Resistant' Label

CNBC © Apr 30, 2009

"A slowdown at this point is kind of expected," says Billy Pidgeon, an analyst with Game Changer Research. "We're starting to see some saturation among the enthusiast/hardcore population. At this point what needs to happen to provide a boost are some aggressive price cuts and blockbuster titles."

### Viacom profit veers down

Variety © Apr 30, 2009

Viacom's net income fell to \$177 million from \$270 million in the quarter. Revenue dipped 7% to \$2.9 billion, hit in part by unfavorable foreign exchange rates as the dollar strengthened against European currencies. At Paramount, filmed entertainment losses widened sharply to \$123 million from \$63 million. Revenue fell 5% to about \$1.1 billion.

## STATEWIDE EVENTS:

## **FMPTA-JFC Meeting Tuesday, April 12, 2009 @ 6:30pm at Jacksonville University**

Presenting: The Vintage Players

Jacksonville's only senior repertoire theatre company, The Vintage Players, has been performing in and around Jacksonville since 1994. Each year the Jacksonville First Coast Chapter of the Florida Motion Picture & Television Association is proud to host one of their shows.

The Vintage Players are an outgrowth of a weekly acting class for seniors held at the Mary Singleton Senior Center. With few venues for senior actors in the theatre, the group of students formed "The Vintage Players". The Vintage Players perform short skits, short plays and scenes that are entertaining, upbeat and clean. This is an excellent event to bring the whole family to.

As always, this meeting is free for FMPTA members, first time guests and students with ID. Returning guest's admission is \$10.00 at the door.

The meeting takes place in the Phillips Fine Arts Building on the campus of Jacksonville University.

Please be sure to check out the FMPTA-JFC Website at [www.fmptajax.org](http://www.fmptajax.org) for full details about the meeting and us.

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## **Daytona FMPTA Chapter re-opens**

The Florida Motion Picture & Television Association (FMPTA) proudly announces the reorganization of the Daytona Beach/Volusia Chapter on Wednesday, May 13, 2009. The Veterans of Foreign Wars Post 3282 located at 5810 S. Williamson Blvd, Port Orange, FL 32128 provides the venue for this exciting first meeting.

FMPTA, a statewide organization for the film and television industry, spans over 36 years. Our membership consists of production personal including both actors and crewmembers such as producers, directors, writers, makeup artists and catering. We also welcome and mentor film students. Monthly meetings highlight interesting guest speakers working in the industry as well as information about local upcoming projects. Additionally, information regarding casting calls for film & television programs to be filmed in the state is shared amongst our members. Various FMPTA chapters located throughout the state produce film projects where interested members can mentor with professionals to learn various aspects of the industry while bonding with others in the biz. FMPTA played an integral part in getting legislation passed for child actors, as well as the sales tax exemption and the film incentive bills. In March we rallied in Tallahassee along with over a 1,000 filmmakers from around the state to promote a tax credit bill for film & television projects in Florida.

We welcome everyone interested in filmmaking to join us. Please feel free to invite anyone you know who may be curious about the business of filmmaking. Networking and registration commences at 6:30pm with the meeting beginning at 7:00pm. For additional information or directions to the meeting call Post Commander Gene P. Carroll at (386) 761-7217. We anticipate a great turnout and an invigorating meeting reorganizing the Daytona Beach/Volusia FMPTA Chapter.

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## **The Florida Theatre Presents: "UNWIGGED and UNPLUGGED"**

For the 25th anniversary of the classic rock mockumentary, 'This is Spinal Tap', comedians/actors/musicians/directors Christopher Guest, Michael McKean and Harry Shearer are reuniting for an "Unwiggged & Unplugged" tour, where they will perform selections from Spinal Tap, A Mighty Wind and more.

The musical comedy trio are planning an acoustic 30 city tour in celebration of the 25th Anniversary of the Rob Reiner-directed film. This will mark the first time that Guest, McKean and Shearer have ever performed unwiggged and unplugged.

The hilarious 1984 'This Is Spinal Tap' follows the exploits and history of heavy metal rockers David St. Hubbins, Derek Smalls and Nigel Tufnel as they tour the U.S. to promote their latest release, Smell the Glove. Since the film's successful premiere and subsequent cult status, Guest, McKean and Shearer have performed live and in character over the years at various venues.

Tickets are available now. Contact our box office at 355-2787 or order through [Ticketmaster](http://Ticketmaster).

The Florida Theatre: 128 East Forsyth Street, Jacksonville, Florida 32202

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## **2009 Jacksonville 48 Hour Film Project Mark Your Calendar Dates**

This will be our third year of having the world's largest and most manic filmmaking competition here in Jacksonville. The 2009 edition of the Jacksonville 48 Hour Film Project promises to continue the success and growth we achieved in our first two years. Be on the lookout for more information and details but below are the dates so you can Mark Your Calendar!

Monday, April 13, 2009 Registration Opens at midnight (the midnight between Sunday and Monday)

NOTE: Early Bird Registration will be \$135.00 (cutoff date will be announced) and \$155.00 afterwards.

Saturday, May 2, First Meet & Greet Party at River City Brewing Company from 2 to 4pm  
Wednesday, May 13, Second Meet & Greet Party at River City Brewing Company from 7 to ?pm

Friday, June 5, Kick Off at the Jacksonville Landing from 6 to 7:30pm  
Sunday, June 7, Drop Off at the Jacksonville Landing from 6:30 to 8pm

Tuesday, June 9, Screening Group A at the Florida Theatre begins at 7pm  
Wednesday, June 10, Screening Group B at the Florida Theatre begins at 7pm

Wednesday, June 24, Best of and Award Presentation Screening at the Florida Theatre begins at 7pm

NOTE: Tickets will be on sale for all screenings at the Florida Theatre Box Office and also on Ticketmaster. The tickets are still \$10.00 plus 3.50 service charge at the box office and a little more on Ticketmaster for each screening. Additionally this year we are offering a VIP Ticket Package, tickets to all three screening nights for only \$28.75 at the box office and slightly more at Ticketmaster

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### **The Tampa Bay Film Society' on F.I.L.M**

Time: May 13, 2009 from 6pm to 9pm  
Location: The Velvet Sport Bar and Lounge  
Organized By: MMJoe and Pete Bradshaw

#### **Event Description:**

This is our monthly meetup event where we come together and discuss the latest in the film community. Showcasing some of our best work and featuring a special guest. This month we will be featuring the award winning shorts:

"The Girl Who Could Run 600 Miles Per Hour" A Film by Mark Thimijan  
"The Embalmer" A Nukkad - USA Presentation

There will also be two music videos and a special guest.

See more details and RSVP on F.I.L.M at:

<http://filminstitute.ning.com/events/event/show?id=2694395%3AEvent%3A7811&xgi=4gpsvVJ>

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### **STAND UP COMEDY CLASS**

Beginning Sunday, May 3, 2009, area stand up comedy teacher/producer/writer, Vicki Roussman, will be teaching a ten-week session of "Introduction to Comedy as a Career." Ms. Roussman has been teaching stand up for more than twenty years, and many of her former students have made it onto national television and are now touring comedians.

Ms. Roussman includes writing, editing, and performing techniques in the class, and the "Final Exam" is a public performance in front of a live audience.

The cost for the ten weeks is \$115, and each class session will run 2-3 hours. Class size is limited to 12.

For additional information, contact Vicki Roussman at 407-767-0657 any day after 10 AM.

### **CASTING CALLS:**

#### **Art Institute of Jacksonville**

The Art Institute of Jacksonville is looking for actors to play in short films produced by the students at AI Jax. Many Roles Available.

When: Monday, April 27, 4 – 7p.m.  
Where: 8775 Baypine Road, Jacksonville, Florida 32256  
Call: 904-486.3000 for more information

#### **Also For Art Institute: Contact Cindy Hogan**

This is for an AI short film.....contact Cindy at [actioncreated@aol.com](mailto:actioncreated@aol.com)

#### **Character Descriptions:**

- Dad: 32-38, Caucasian, Professional look, slight build
- Son: 10-12, Caucasian

- Magical Elderly Woman: 60+, short and round
- Caitie: 6-10, Caucasian, Tall
- Kelly: 6-10, Caucasian, Uses a retainer, Short
- Grumpy Old Man: 60+, Asian
- Trever: 6-12, African American
- Will: 6-12, Caucasian
- Pool Owner: 50+, male/female

**Please Note:** If you have a press release or an educational event, you can post it on our website [www.filminflorida.com](http://www.filminflorida.com). The Governor's Office of Film & Entertainment reserves the right to edit or exclude any content not deemed appropriate.

If you wish to be removed from this newsletter, please reply with "**Remove**" in the subject line.

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