



NEWS AND EVENTS, JULY 16, 2010

NEWS

GOVERNOR'S OFFICE OF FILM & ENTERTAINMENT'S NEW PRODUCTION DIRECTORY OPEN FOR REGISTRATION!

Registration has begun for the Governor's Office of Film and Entertainment's new online production directory! Reel Crew, as the directory is known, will revolutionize the way that potential clients find the crew members and support services they need for their Florida projects! Reel-Crew is an expansion to the Reel-Scout system that will create a searchable, electronic database of Florida's skilled workforce and available production resources.

The new directory will allow local crew and support services to register, create a profile with information on their work history and professional credits, and even upload their resume (brochure upload will be available for businesses). These profiles will be accessible by clients all over the world looking to bring their projects to Florida.

Clients will be able to create a customized directory of crew and support services for the area(s) they are looking to work in. Search for crew members and local business by category, region, union affiliation, and much more! Additionally, clients will have the ability to print their results (with just a click) in a variety of ways – e.g., by name, by category, will all credits listed, with just the most recent credits listed, etc.

Crew members and support services can register for the new directory at www.filminflorida.com. Stay tuned for more information on when the guide's search feature will go live!

HOLLYWOOD REPORTER TO DO A "MADE IN FLORIDA ISSUE" ON JULY 30TH

On July 30th, the Hollywood Reporter will feature a special issue called "Made in Florida" dedicated to coverage of what's going in the great state of Florida in terms of filming, incentives, locations and more! This special feature will also be part of their International, Weekend edition - distributed across the globe to industry professionals that choose locations for their film, television, and commercial projects. Bonus distribution at the Naples International Film Festival has also been secured.

Make sure to get your "Made in Florida" issue on July 30th!

S.T.A.R.S. MISSION INTERNATIONAL SUMMER WORKSHOPS LED BY CELEBRITIES AND INDUSTRY PROS

S.T.A.R.S. Mission International (Spirit-led Teen Artists Reaching for Success) is holding two outstanding events: July 21-23, Orlando area and August 5-7, Palm Beach County. This summer the teen arts program will introduce aspiring young actors, musicians, filmmakers, and visual artists to some of Florida's and Los Angeles' top industry professionals. Students attending the event will learn tools of the trade from experts who want to help them "keep their feet on the ground while reaching for the stars".

Pros teaching workshops at the Orlando event include Disney Legend, Ron Logan, whose impressive career includes executive vice president, and executive producer, for Walt Disney Entertainment

responsible for creating, casting, and producing all live entertainment products for the Walt Disney Company. Cameron "Kim" Dawson, Producer of films including "Teenage Mutant Ninja Turtles" and "Letters to God", Paul Sirmons, Producer/Director ("The First of May", "Letters to God") and Former Florida Film Commissioner, Maddy Curley, Florida native/L.A. actress ("Stick it", "Cold Case") and Ronnie Rodriguez, Sound Engineer John DeMatteo, Actress/Director Lee Marlow, various casting directors, agents, videographers, musicians and photographers will all offer outstanding lectures and workshops. Workshops include "Creating a Music CD", "How to Video Audition", "Power Auditioning", "Independent Film Production", "Runway", "Acting Improve", headshot/resume evaluations, and much more.

The outstanding program continues August 5-7 at S.T.A.R.S. Palm Beach event with actress/Author/Speaker Nancy Stafford whose credits include the Miss Florida title, Ford Model, television star of "Matlock" and "St. Elsewhere", film actress and co-star of the upcoming film "Christmas with a Capital C". Producer Mark Koch, ("Lost in Space", "The Perfect Game"), Leo Partible, Los Angeles Storyboard Artist, Comic Book and Graphic Novelist and John David Ware, Writer/Director and Founder/President of the 168 Hour Film Festival in L.A., will join writers and filmmakers to create an event that will empower attendees to begin creating their own films, music, plays and other creative works.

Real Life Christian Academy, 1501 Steve's Road, Clermont is hosting the Orlando event and Community United Church of Christ, 501 Park Avenue, Lake Park, FL is hosting the Palm Beach event. Tickets are only \$200.00. SAVE \$50 by pre-registering before July 16, 2010. For more information or to reserve a ticket visit www.stars4him.com or email kim@stars4him.com. S.T.A.R.S. Mission International is a non-profit organization and donations are greatly appreciated to bring affordable programs like these to aspiring teen artists.

GASPARILLA INTERNATIONAL FILM FESTIVAL PLANS BIG FOR FIVE-YEAR ANNIVERSARY

TAMPA, Fla. -The Gasparilla International Film Festival (GIFF) has chosen March 24-27 as the dates for its fifth-annual film showcase. Experiencing huge success in 2010, the film festival continues to grow into the entertainment and economic blockbuster that the Tampa Bay area had hoped it would be. Despite the tough economic climate, the shorter 2010 festival brought in an impressive number of local residents and national visitors to the area that totaled more than 1,000 film enthusiasts per day. This year's new president and advisory board anticipate even more growth for GIFF's fifth anniversary.

"I have been involved with the festival for more than four years and have truly seen the brand grow into an arts and entertainment showcase that the area can be proud of," said Eric Polins, managing partner of HCP & Associates and the newly appointed 2011 GIFF president. "We are all excited to celebrate the festivals' fifth-year with even more talent, quality films and parties."

In addition to Polins, GIFF is proud to announce its new advisory board members who are expected to add a critical level of insight, experience and networking to help guide the future success of the festival. Joining the festival advisory board in 2011 is Golden Globe nominee and renowned actor, Armand Assante; Graham Winick, President of Film Florida; President of Performers Studio Workshop, Kathy Laughlin, a renowned Casting Director; and the Director of The Florida State University's College of Motion Picture Arts Torchlight Program, Paul Cohen.

"I have been a guest and passionate supporter of GIFF for quite a while now and it is fascinating to watch as the talent and popularity grow," said Armand Assante, a newly appointed advisory board member. "I look forward to bringing my film industry experience to the festival and helping the board chose quality films."

"Adding new members of the advisory board and of the board of directors helps ensure the continuation of any nonprofit organization," said Eric Polins, the 2011 GIFF president. "Having a group of such diverse, artistic and business savvy individuals ensures us the memorable fifth anniversary we have in the works."

[Spark the memories by viewing the 2010 festival photos!](#)

2010 SEA BREEZE FILM FESTIVAL ANNOUNCES SCHEDULE AND LINE-UP

ST PETERSBURG, FL - Sea Breeze Film Festival announces the lineup of films selected to screen at the 2010 Sea Breeze Film Festival. The Festival will screen feature and short films in a variety of genres including documentary, narrative, animated, horror, comedy, romance, period and foreign. The 2010 Sea Breeze Film Festival runs July 23 - 25 in Gulfport, FL. The complete list of films is available at SeaBreezeFilmFestival.blogspot.com/p/Film-Schedule.html.

The mission of the Sea Breeze Film Festival is to bring independent, international films to the Gulfport and surrounding communities that local film lovers might not otherwise have the opportunity to see while helping filmmakers gain greater exposure for their films.

The regular ticket price is \$7; tickets for children, military, students and seniors are \$5; a day pass is \$12; and a festival pass is \$30. You can buy tickets online at www.seabreeze.eventbrite.com.

LOCAL INTERNS WORK ON THE FEATURE FILM "STANDING OVATION" OPENING JULY 16TH

Art Smith Jr. from Apopka was one of the co-producers of the feature film "Standing Ovation," which opens July 16th. Although the film was shot in New Jersey, Smith used intern students from Valencia, UCF, FMU and the F.I.R.S.T. School's film programs on the development and preproduction side of the project. The film is right from the High School Musical songbook. Director/writer Stewart Raffill, Executive Producers James Brolin, Dr. William Lewis, and Producer Diane Kirman moved it to "Junior High School Musical."

"Standing Ovation" is a family film. It features 20 original songs and 13 dance numbers that showcase a cast of talented young newcomers as they learn the importance of loyalty, friendship and family on a journey to fulfilling their dreams. This is Smith's 4th project with Raffill and Kirman, and he has used student interns with each project. For more than 30 years, Smith has been providing students with opportunities to gain experience in all aspects of media creation. Smith is a member of the board for Women in Film & Television Florida. Internship information can be found on the WIFT website at <http://womeninfilml.org/>.

NEW FLORIDA TV TRAVEL SERIES TEACHES AUDIENCE HOW TO 'DO' FLORIDA

Lake Mary, Fla. – When the new half-hour weekly TV series "how to Do Florida" airs this summer on television stations across Florida, show creator and host Chad Crawford hopes the state's residents put the show's overall message into action.

"how to Do Florida" is a high-definition television series with a goal of entertaining, teaching, and encouraging Floridians to actively engage their state. Using a how-to format, along with a touch of humor, the show will inform and excite viewers about getting out and experiencing unique Florida adventures for themselves. Each episode features multiple destinations in the Sunshine State, two unique how-to outdoor features and a "Florida Cooking" segment with the State of Florida's own culinary ambassador, Chef Justin Timineri.

"Viewers won't just watch me do things during the show," said Crawford. "The show will empower by showing viewers how to do it themselves. My goal is that after watching the show people will get outside and 'do Florida' in a new way that maybe they had not thought about before."

Most activities in the show can be done by beginners and families, which are the target audiences of the show.

"Anyone can learn how to do and enjoy Florida," says Crawford.

The show is being produced by The Crawford Group, a Lake Mary, Florida-based television production company in the Orlando market owned by Crawford. The series launched the first and second weekend of July 2010 on broadcast television stations throughout Florida, and run for seven weeks. Stations cleared to run the show are WJXT, Jacksonville (will air 13 weeks); WTXL(ABC), Tallahassee; WFTV(ABC), Orlando; WZVN(ABC), Ft. Meyers; WJHG-DT3 (MyNetworkTV), Panama City; WTVX(CW), West Palm Beach; WWSB(ABC), Sarasota/Tampa; and WFOR(CBS), Miami. Florida's Sun Sports cable network will also air the series an additional thirteen weeks from October through December.

A companion website, www.howtodoflorida.com, will contain additional video content and helpful links for those wanting more information on the topics and locations in the television show. In addition to using the website for a vacation planning resource, viewers can also suggest future stories for the program and follow a blog written by Crawford.

Crawford, a native Floridian, is confident that residents getting active and outdoors "doing" more of Florida will also help businesses in his beloved state, which have been hard hit by the tough economy and the current oil spill. Crawford says that the "how to Do Florida" show will travel to some of the well-known and bigger tourist destinations, but it will also get off the "beaten path" to highlight some of the lesser known and often rural areas of Florida.

A recent study showed that rural tourism can offer an economic boost to small communities struggling to survive. The Sunshine State has an untapped industry close to home, says a University of Florida researcher studying how rural areas can attract Floridians hungry for relaxation away from the hustle and bustle of the big cities. Other states have developed prosperous tourist trades by enticing city dwellers to natural and historic places, said Tina Gurucharri, a UF landscape architecture professor, who is leading a team that is exploring similar prospects in Florida.

"Florida hasn't really developed this new emerging form of tourism, but other parts of the country have been very successful at it," said Gurucharri. Crawford believes his television show will help do that, and says there are millions of residents in Florida that moved here from other parts of the country that are not familiar with the state's culture.

"A large part of Florida's culture and economy is based on outdoor activities that are hosted by larger cities and also can be found in smaller towns. I hope people get outside and pump some money into the economy as they do Florida," he said.

Some of the activities and locations featured in "how to Do Florida" include fossil hunting in the Peace River near Wauchula, wakeboarding in Orlando, seashell collecting on Sanibel Island, sailing in Jacksonville, camping in Ocala National Forest, surfing and shrimping in New Smyrna Beach, scuba diving in West Palm Beach, snook fishing in Ft. Myers, lobstering and charter boat fishing in Islamorada-where Crawford lands a monstrous 400-pound swordfish.

The Crawford Group is a full-service multimedia production house specializing in high-definition video content for broadcast, web or DVD distribution. Based in Lake Mary, Florida, the Crawford Group's work is known for outstanding creativity that rises above the flood of media in today's culture. www.crawfordgroup.tv.

FLORIDA ARTICLES OF INTEREST:

[BIG RATINGS FOR BROWARD-BASED "THE GLADES"](#)
Examiner © July 12, 2010

A&E's "The Glades" premiered to 3.6 million viewers, according to early Nielsen estimates. That makes the show, shot throughout Broward county, the most-watched original drama in the network's history. The

record-breaking pilot also drew a larger audience on the cable network than two new summer shows ("Scoundrels" and "The Gates") on broadcast network ABC.

ENJOY A BLOCKBUSTER SUMMER FOR FREE AT SWFL MOVIE THEATERS

Naples News © July 13, 2010

Looking for something to do in the summer can often seem like searching for a four-leafed clover, you never see anything until it's already upon you. But there's always the movies to keep us blissfully occupied. What? You don't want to spend \$10 a pop on tickets? We have the solution. A few places offer special movie series in the summer that are free. Here's a sampling of what you can find this summer.

MUVICO FILM FESTIVAL LETS PARENTS AND KIDS RELAX FOR FREE

St. Petersburg Times © July 14, 2010

Each summer, movie theaters throughout the Tampa Bay area offer parents a chance to give their air conditioners a break by offering free kid-friendly movies a couple of mornings a week. Part of the proceeds from refreshment sales go to the Starlight Children's Foundation of Florida, a nonprofit group that helps families dealing with the illness of a child by providing entertainment and family-friendly activities.

EXPERIMENTAL FILMMAKER TAKES OVER MIAMI'S LEGION PARK

Miami New Times © July 14, 2010

We don't know what will surprise you more -- the dancing, flickering images bouncing off the oak trees at Legion Park or the fact that there are actually people in a Miami-Dade park. This Saturday from 8 to 10 p.m., experimental film lovers and curious passersby will swarm the park for Dinorah de Jesús Rodríguez's "Elusive Landscape," a site-specific film installation projected onto foliage.

TREASURE COAST STUDENTS LEARN THE ART OF ACTING FROM BURT REYNOLDS

TCPalm © July 15, 2010

Eight aspiring actors from the Treasure Coast are getting an opportunity to learn how to act from Hollywood legend Burt Reynolds. They're part of a Master Acting Class at the Burt Reynolds Institute for Film and Theatre at the Burt Reynolds & Friends Museum in Jupiter. The class has 35 students.

ORLANDO'S DIGITAL DIVA

MOEDC © July 15, 2010

From a fry cook at Mickey D's to the co-founder, president and director of Orlando-based Vidaroo, Mary Spio has revolutionized film distribution and video interaction. Spio began her studies at Syracuse and Georgia Tech as a rocket scientist.

ARTICLES ABOUT THE COMPETITION:

"ARMY WIVES" CAST PUSH SC FOR FILM INCENTIVES

BusinessWeek © July 12, 2010

Cast members of the television program "Army Wives" are urging South Carolina lawmakers to continue the incentives for the program. Multiple media outlets reported about a dozen cast members gathered in Charleston on Sunday to encourage people to push for the state's incentive package. Gov. Mark Sanford had vetoed the incentives offered to the program and lawmakers narrowly overrode the veto.

'TWILIGHT SAGA: BREAKING DAWN' TO FILM IN BATON ROUGE

The Daily Reveille © July 12, 2010

In addition to Louisiana's tax incentives to production studios, Mitchell-Smith said Baton Rouge offers a wide array of benefits that lure projects to the city. "The film industry obviously spends so much money locally that another major reason you have local offices like our Baton Rouge Film Commission is so we can be aggressive promoters and marketers of our area," she said.

ON-LOCATION FILMING IN LA CONTINUES TO RECOVER FROM PRODUCTION SLUMP

Los Angeles Times © July 13, 2010

Spurred by a recovery in the economy and the state's fledgling film tax credit program, filming on the streets of Los Angeles surged 16% in the second quarter of the year. FilmL.A. Inc., the nonprofit group that handles permits for the city and much of L.A. County, released a report Tuesday that shows across-the-board gains for on-location filming of movies, commercials and TV shows in the three months ending June 30.

NEW SITE LAUNCH FOR THE FILM INDUSTRY IN NEW MEXICO

Press Release Online © July 14, 2010

New Mexico Film Affiliates (NMFA) has launched its new website to better serve the film industry in New Mexico. The website offers a free basic listing to any company, organization, or worker that provides services to the film industries in New Mexico. NMFA's also has a bulletin board section where casting and crew calls are listed for potential talent and crew workers to find the basic overview of the project and contact information for further inquiry.

UTAH FILM INDUSTRY JOB GROWTH DOUBLES

Salt Lake Tribune © July 15, 2010

Figures obtained by The Associated Press in advance of their official release Thursday show the number of jobs created by film productions increased to 1,255 during the fiscal year that ended June 30, up from 520 jobs in the previous year. The economic impact of those productions is valued at \$53 million, compared with \$11.3 million a year earlier.

GENERAL ARTICLES OF INTEREST:

AHEAD OF THE BELL: VIDEO GAME SALES LIKELY TO DROP

By marketmaker © July 15, 2010

June's video game retail sales report from the NPD Group will likely show another decline despite improved sales of the Xbox 360 and the PlayStation 3, says Wedbush Morgan analyst Michael Pachter. Market researcher NPD plans to release its monthly sales report on Thursday after the market closes. Pachter expects game software sales to decline 8 percent to \$575 million.

GOOD MORNING HOLLYWOOD, JULY 15: WHO YOU CALLIN' APPROPRIATE?

TheWrap © July 15, 2010

Around the country and around the world, states offer tax incentives to lure film and TV productions into their localities – but producer Ted Hope says those incentives are almost always designed to benefit big-budget, major-studio productions. In New York state, for example, the rules for qualifying for incentives required films to shoot for at least one day on a “certified” soundstage.

COULD THE WEB REINVENT FILM INDUSTRY ECONOMICS?

California Chronicle © July 16, 2010

If these companies succeed in setting up online systems that forecast the likelihood of success for films based on additional audience and relevant data, investors should make better decisions. Certainly, many new digital music businesses are finding the data itself to be their most lucrative area. The combination of online data collection and existing methodologies could broaden the appeal of film financing.

STATEWIDE EVENTS:

SCFEO AUGUST FILM MIXER/RECEPTION

Save the Date: August 17, 2010 5:30-7:30 p.m.

Where: USF Sarasota-Manatee, Selby Auditorium (8350 N. Tamiami Trail, Sarasota, Florida 34243)

Don't miss this one! Come hear and learn about the "virtual" future of film and television production (<http://www.youtube.com/watch?v=clnozSXyF4k>). Can Sarasota County lay claim to a healthy share of this revolutionary, expanding business model of production? Will "real locations" become less and less a

part of the movies and television programs you watch, without you even knowing it? How much is real and how much is illusion over greenscreen?

Darren Frankel, President of Stargate Studios (<http://www.stargatestudios.net/page.php?section=4>), will be our special guest. The event is hosted by University of South Florida Sarasota-Manatee.

Complimentary hors d'oeuvres and beverages will be provided, and you'll have the opportunity to hear from the President of one of the world's leading digital effects companies, whose credits include "Heroes," "24," "Grey's Anatomy," "Ugly Betty," "ER," "CSI," "CSI New York," "Defying Gravity," "Trauma," and many others!

Click [HERE](#) for more information or to register! Event price is \$10.

FADE IN TO FADE OUT TOUR

The "Fade In to Fade Out Tour" is coming to Clearwater, Florida September 11th and 12th, 2010! If you have a great idea for a movie and don't know how to write it or if you just want to learn how your favorite television show or movie is written then this is the seminar for you! Join Noted Author, and Screenwriter, Prof. Sloane Golden, as he heads this seminar that will take you through the story structure and all aspects of screenwriting, giving you the tools you need to go from "Fade In" to "Fade Out."

Key Features discussed are: Software, Story Structure Formatting Techniques, Outlining, Rewriting Presentation And so much more! Become a fan of "Screenwriters of Tomorrow" on Facebook and get a \$20 DISCOUNT!

When: September 11th & 12th, 2010

Where: Tucson's Southwestern Grill, 13563 Icot Boulevard, Clearwater, FL 33760

Time: 9am to 6pm

Cost: \$150 per person

For more information, please Contact Eric McBaen 727.678.1926 or to purchase tickets go to www.screenwritersoftomorrow.com.

CASTING CALL:

EXTRAS CASTING CALL

Calling all residents of Nassau County! The Amelia Island Film Festival and the City of Fernandina Beach are working together to compile a list of Extras for all visiting filmmakers to draw from. No experience is needed, and no audition is required! So, this is your opportunity! All ages, body types, and ethnic backgrounds are welcome. All children must be accompanied by an adult!

When: Sunday, July 25, 2010 from 1:00pm until 5:00pm

Where: The Fernandina Beach Rec. Center on Atlantic Ave.

MYSTIC ART PICTURES "FAIRY JOB MOTHER" CASTING CALL

Have you been out of the workforce for some time? Have you lost hope at having a career? Is the bad economy weighing down you and your family?

A major cable network, Studio Lambert, the production company behind the mega-hit show "Undercover Boss" and Mystic Art Pictures are now searching the nation for the unemployed who are ready to stop

struggling and find the motivation and inspiration to find a fulfilling career and change the course of their life!

Our Fairy Job Mother will give you the help, motivation, courage, and tools to not only land a job, but also live a happier, healthier, more fulfilled life. Serving job seekers one wish at a time!

We are seeking men, women, families, couples, etc. who are unemployed ages 18 and up. You must be a legal US resident and able to work in the US. You must have a dynamic personality.

For more information, please contact MysticArt Pictures at (813) 563-4131 or visit our website online at www.mysticartpictures.com. You can email us now at fjmcasting@gmail.com. Please include your name, age, contact phone numbers, email address, and a brief summary of why we need to meet you!

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