

FOCUS on FILM



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

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PBIFF CELEBRATES 20 YEARS

Hollywood comes to the Palm Beaches from March 26 - April 2 for the **Palm Beach International Film Festival!** For the past 20 years, the festival has showcased work from filmmakers, actors, and industry professionals from around the globe. From the Opening Night celebration to the infamous "It's a Wrap" party, film lovers and partygoers alike have something to enjoy at PBIFF. "For our 20th year, we have gone all out to dazzle and surprise our audiences like they've never seen before," said Randi Emerman, President and CEO of PBIFF.



PBIFF will feature 15 U.S. and 12 world premiere films. Opening night will showcase the U.S. premiere of Shira Piven's *Welcome to Me*, starring Kristen Wiig. The fest will close with Noah Baumbach's *While We're Young*, starring Amanda Seyfried, Naomi Watts, Ben Stiller, Adam Driver and Charles Grodin. The star of the Oscar Nominated film *Boyhood*, Ellar Coltrane, will receive the **Shooting Star Award** in recognition of his emerging talent on Saturday, March 28. Other notable guests include Tom Arnold, Kate Walsh, and George McCrae. Mr. McCrae will be honored during a special screening of *The Record Man*, which chronicles the beginning of Henry Stone and TK Records, and will be presented the key to the city from West Palm Beach Mayor Jeri Muoio.

The PBC Film & Television Commission will host a special screening of *Hidden Assets*, starring writer/director Jacqueline Journey. The film centers on a determined, self-made woman who hires an ex-cop to help her retrieve the money her unfaithful husband has taken. Jacqueline shared, "It was our honor and pleasure to produce this film entirely in South Florida and feature some of the extraordinarily gifted talent and crew that live here." For more info on the festival events and screenings, please visit pbiffilmfest.org.



THE HONDA EXTENDS ITS AIRTIME

While the rain caused a delay of play at the **Honda Classic** on Saturday, February 28, the **PGA National Resort & Spa** enjoyed additional hours of airtime on NBC's **The Golf Channel**, spurring the envy of a worldwide audience as the sun shone over Palm Beach County on Sunday and Monday.



The field set for the **Honda Classic** reached a new record, as 16 of the top 25 players in the world participated for their chance to win the PGA Tour Champion. In the end, Padraig Harrington came out on top, followed closely by 2nd place golfer Daniel Berger, who is local to PBC. Padraig scored 4 straight birdies to secure his victory.

Bonus coverage of the final round on Monday was rebroadcast several times following the event. For more info visit thehondaclassic.com or pgaresort.com.



BIG BREAK MAKES A ROARING STOP

Golf's elimination reality show is down to 8 determined golfers, testing their talent against multiple challenges. During **Big Break, The Palm Beaches, FL** episode 4, Iraq war veteran Chad Pfeifer won his third head-to-head elimination challenge. He played masterfully in episode aptly titled "Corporal Clutch" and remains alive in this exciting competition!



Chad Pfeifer



Players that secured immunity headed off to **Lion Country Safari** where they were greeted by rhinos, giraffes, lions and more! **Big Break, The Palm Beaches, FL** gives a break at golf stardom for one lucky player with skills. Each week, one contestant gets the boot and last man standing earns their Big Break on the PGA Tour. The action takes place at the PGA National Resort and Spa. The nationally televised event potentially reaches over 600M households. Tune in Mondays at 9pm EST NBC's Golf Channel. For more info visit palmbeachfl.com/golf.



FILM FLORIDA FIGHTS FOR THE INDUSTRY

Film Florida (FF) participated alongside statewide industry partners in a film, entertainment and digital media panel before the House Finance and Tax Committee on February 12. The panel included representatives from MNP, the MPAA, the Entertainment Software Association, IDEAS and NBCUniversal. Presentations were made on recent studies pertaining to Florida's Entertainment Investment program. The combined panel of experts did a great job of sharing information that supports the benefits of our program on Florida's economy and workforce. "The Film & TV industry is a job creator, for every one person that you see on the big or small screen, there are at least 10 people behind them," said Film Florida President Michelle Hillery. Make plans to join Film Florida for Rally in Tally on March 11 and walk the halls of the Capitol Building to ask legislators for their support of the entertainment production industry. For more information, please visit filmflorida.org.



DISCOVERY CHANNEL IN THE PALM BEACHES

Recently Big Wave Productions based out of the U.K, made a stop in The Palm Beaches to film a program for Discovery Channel's Shark Week 2015. Big Wave has been producing award-winning science, nature and history documentaries for over 15 years. The show explores different types of sharks, including Great Whites.

Executive Producer Sarah Cunliffe says, "We love working in Palm Beach. There are so many skilled people in the area – it makes our lives easier with so much talent and expertise around." Big Wave completed their first shoot of several shots in the county. The annual TV chomp-fest on Discover Channel Shark Week kicks off July 5th 2015. It will entertain and inform viewers while continuing to draw attention to the plight of sharks and the rising threats they face around the world. For more information please visit bigwavetv.com.



MOTORS RUNNIN' THRU WEST PALM BEACH

Barrett-Jackson, The World's Greatest Collector Car Auctions,™ rides into town with style from April 17-19, 2015 at the South Florida Fairgrounds in West Palm Beach.

Thousands of spectators and collectors are expected to participate in the world-class automotive lifestyle event and witness hundreds of classics, exotics, muscle cars, hot rods, contemporary collectibles and more, as they cross the auction block at "No Reserve" which means all cars will be sold during this auction. Recently the infamous auction shattered world records with the highest-grossing automobilia auction in history during its Scottsdale auction and big expectations are set for the upcoming event in The Palm Beaches.



Barrett-Jackson is now accepting consignments for West Palm Beach. For more info visit Barrett-Jackson.com.

ST PATRICKS DAY DOCUMENTARY

Lots of green will splash across Delray Beach for the 47th annual Delray Beach St. Patricks Day Parade. March 14th, 2015, music, dances, marching pipe and drums bands from around the world, arts and craft vendors, great food and plenty of libations will line the streets. Participants can also enjoy the showing of a documentary film at the Crest Theatre in Delray Beach on March 12th. It is a documentary on the 50 years of FDNY's - Pipes and Drums band. They are the very first fire service bagpipe band in the United States. For more info visit stpatrickparade.com.



CUSTOMIZE YOUR OWN NETWORK AT BYL NETWORK



BYL stands for Better Your Life and is a multi-channel webcast network on a mission to educate, entertain and better the lives of consumers. Operating out of Boca Raton, the network features 24-hour live broadcast stream of 30 minute, weekly programs across six channels. "This revolutionary broadcast management system was built to connect and communicate in a streamlined fashion," said Mr. Jordan Aloof, CEO of BYL Network. Recently they launched 2 new shows, one on the Women's Channel called *Shrink Wrap* and the other on their Home & Travel Channel called *Beyond The Beach*. New programming is updated every Monday morning at 8:00AM/EST. For more information visit bylnetwork.com.





BREW DOGS HOPS THRU THE PALM BEACHES

Esquire's national hit TV series **Brew Dogs** visited Palm Beach County to film an episode highlighting South Florida's best breweries, celebrating distinctive craft beers and locally-inspired creations.



The episode features Boynton Beach's **Due South Brewing**, Delray Beach's **Saltwater Brewery**, and Boca Raton/Oakland Park's **Funky Buddha**. These gems are a hit amongst locals and travelers and the show is sure to bring more business through the doors of these unique establishments. Saltwater Brewery co-owner Chris Gove shared, "We are really excited that South Florida's craft beer scene is being noticed by the nation, and we feel lucky to be a part of that".



Brew Dogs was created by James Watt and Martin Dickie of the UK, and each season they visit American beer towns to taste the local tap and enjoy the neighborhood personality. The new season of Brew Dogs premieres in April 2015 on Esquire TV. For more info visit tv.esquire.com.

GOLF SWINGS THRU BOCA RATON

During the 2015 **Allianz Championship**, Paul Goydos took home the trophy with a birdie on his 54th hole for a final-round 3-under 69 and a one-stroke victory over Gene Sauers. The 54-hole competition with a purse of \$1.7 million was broadcast to a national and international audience on **The Golf Channel**. The total media value for hosting the 2015 Allianz Championship is estimated to be over 880 million impressions.



Paul Goydos

For the past nine years, the **Allianz Championship** has become a winter tradition in **Boca Raton**. The first full-field Champions Tour event of the season made an impressive impact on the landscape of sports in the area. Tournament Director Ryan Dillon said, "This is a rare chance for local amateurs and professionals to catch lightning in a bottle and test their mettle against the most serious golfers in the area". For more info visit allianzchampionship.com.

PBSO TV PRODUCTION MOBILE UNIT



The Video Unit at the **Palm Beach County Sheriff's Office** began in 1999, pioneered by Unit Manager Kevin Bair. Today the unit has a fully equipped HD editing and duplication suite and PBSO's signature Multi-Media Vehicle (MMV). The MMV is a state of the art live production truck, capable of HD multi-camera video.

The truck can handle up to eight switched cameras, graphic overlays, and live streaming. Focusing on events, training, and human interest production, the Video Unit has seen its biggest growth under Sheriff Ric Bradshaw. The operation has become essential to maintain a social media presence, producing hundreds of YouTube videos. The Unit has also won over two dozen video awards, including two **Emmys**. For more info visit youtube.com/user/PBCountySheriff.



WOMEN IN FILM HEADS SOUTH

Women in Film & Television International (WIFTI), a global network of over 10,000 members and 40 individual chapters, has included Florida division (WIFT-FL) for over 25 years. In 2014, WIFT-FL's Board of Directors unanimously voted to expand the presence of the Orlando-based non-profit organization throughout the state. Four new branches of WIFT-FL have launched including **South Florida**, Jacksonville, Tampa Bay and Daytona Beach.



The Board is confident these additional branches will bring new energy and professional opportunities for all members. Christy Tricoli, PBC Film & Television Commission's Production Director and Co-Chair of WIFT-FL's South Florida branch, looks forward to hosting the first PBC-based event this month. The primary focus is to encourage FL industry professionals to get involved with the Florida chapter. Join WIFT-FL at 5PM on



March 17 at the **Palm Beach Photographic Centre** and enjoy appetizers, beverages and a tour of National Geographic's "Women of Vision" exhibit. For more info visit womeninfilml.org.

G-STAR ALUM FACES OFF ON SYFY

Syfy's hit competition series **Face Off**, G-Star graduate **Emily Serpico** remains a fierce competitor. She advanced onto the next episode of the Syfy Channel's horror/monster makeup contest show that pits the best special effects makeup artists in the industry against one another and offers them exposure to some of the most talented and sought after industry professionals! Emily, the youngest competitor in the series history continues to blow away the competition winning the episode 4 Tim Burton Challenge! Emily is currently investigating the possibility of conducting her own Special Effects Make Up Camp at G-Star this summer. Watch Tuesdays 9pm on **Syfy**. For more information please visit syfy.com.



Emily Serpico



LOCATION SPOTLIGHT: UNDERWATER ASSETS

The Palm Beaches are peppered with spectacular scenes that take place beneath the waters that line our shores. Incredible reefs made from carefully calculated placement of barges, ferries, freighters, steel ships as well as rock and concrete; all situated to provide opportunities for conservation, divers and habitats for sea life. These efforts have created a treasure trove of experiences and guarantees that we are guardians of a rich primordial environment that mimics an underwater habitat of sea life before the land rush.



Goliath Grouper



Phil Foster Park

Filmmakers and divers come to take on the reefs and wrecks that range from the shore line to 250 feet in depth. Divers without boats and even snorkelers can get into the mix with walkout dive locations at Ocean Reef Park and Phil Foster Park. The Golf Channel's Big Break, The Palm Beaches, FL featured an in-program segment at Phil Foster Park where contestants went on an underwater excursion during the show.

An added bonus for production is that several of the deeper dive sites are situated a mere one to three miles from shore, eliminating long boat rides. Many sites are within fifteen to thirty minutes of ocean travel time which makes producers very happy.

One can practically mark a calendar for the best opportunities to view species that migrate through our area. The gulf stream's warm waters brings a variety of phenomenon like bait balls through our region like clockwork.



Bait Ball



Coral Reef

The Palm Beaches are a great choice for filmmakers and photographers to capture exotic underwater images or an optional cheat shot. The underwater look of Fiji or Indonesia, with spectacular corals and rich vibrant colors, is due to our sub tropic climate and warm waters. Not only can you capture the necessary images for your project, but you and your crew will be in a metropolitan city with all the resources one would hope to find nearby. For more information please visit pbfilm.com.

EDUCATION CORNER: 20 YEARS OF THE STUDENT SHOWCASE OF FILMS

Mark your calendars, as the 2015 Student Showcase of Films approaches at warp speed! On March 12, 2015, student finalists and winners from across the state will be honored at this year's SSOF, a prestigious distinction in the largest student film competition and award show in Florida.



Host: Frank Licari

This year's films display a wide range of creativity, passion, and imagination. The winners will be recognized in front of more than 700 peers and film industry professionals in the beautiful setting of Lynn University's Keith C. & Elaine Johnson Wold Performing Arts Center. More than \$10,500 in cash and scholarships will be awarded this year. Burt Reynolds will present the \$2,500 scholarship that bears his name, and the \$500 Sara Fuller Scholarship will be awarded on behalf of Film Florida.



The placement of the finalists of the College and High School Feature/Short categories will be announced at the awards ceremony. Finalists in the College Feature/Short category include Kendall McCrory & Jessica Swalchick for *Ruby Woo*, John Francis for *Apalachicola*, and Elizabeth Serral & Jill Somers for *Southern Roots*. Finalists in the High School Feature/Short category include Dave Merrill & Adam Watkins from Calvary Christian Academy for *Picturesque*, Lyndsie Zimmerman, Mikaela-Rose Piotrowski & Milan Patrick from Dixie Hollins High School for *Grief*, and Alexandra Barletta-Chacon from G-Star School of the Arts for *Cold Morning*. Other winning entries in the Animation, Music Video, Commercial/PSA, Documentary, Screenwriting, Environmental PSA categories will also be awarded at the SSOF. The winning films will be screened in their entirety at the 20th Anniversary Palm Beach International Film Festival, March 26th - April 2, 2015.



The top eleven High School Feature/Short submissions as scored by the judges will be eligible for online voting until midnight March 11. The film with the most votes will receive the Audience Award at the awards ceremony. For more information on the competition and awards show, please visit pbfilm.com.

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