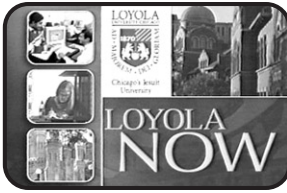


feldmann facts

2001 HIGHLIGHTS



CBS 2 Chicago "News Topicals"



Loyola University "Loyola Now"



Loyola University "Learn Beyond"



American Mattress (Promotion Specific)



Cents Per Night Sale



CBS 2 Chicago "News Topicals"



Lake Shore Plastic Surgery "Remember When..."



Northwestern University "Continuing Studies"



Northwestern University "Continuing Studies"



Calico Corners "Fabrics, Furniture..."



Salvation Army "Vehicle Donation Program"



Resurrection Health Care "For All Of You..."



Marcello's "From Our House To Yours"



TradeU4it.com "Buy...Sell...Barter"



DuPage Convention & Visitor's Bureau "Picture Perfect"



Awards

2000 Summit Awards

"Move Your Collection" / TV :30
Agency: Italia Advertising
Client: Racing Champions
Producer: Shirley Feldmann

2001 Tempo Award

Chicago Association of Direct Marketing

"What Is #333?" / DVD & CD-Rom
Agency: LKH&S
Client: ewireless
Producer: Shirley Feldmann

2001 Summit Awards

"What Is #333?" / DVD & CD-Rom
Agency: LKH&S
Client: ewireless
Producer: Shirley Feldmann

CBS 2 CHICAGO/WBBM-TV – NEWS PROMOS & ADVERTISING

I am very grateful for this new client which has kept me consistently busy since January 2001 and has offered me some valuable broadcast television experience working internally within Promotions, News and Sales/Marketing.

NEWS PROMOS

Through the Promotions Dept. but working with the News Dept., I wrote and produced ten :30 television promos for the 4:30 p.m. and 10:00 p.m. News. This was an exhilarating experience as there was only approximately 2 hours to research, write and produce each spot before airing—and this process took place twice a day, first for the 4:30 p.m. and then for the 10:00 p.m. promos. And, as we all know, news changes sometimes by the moment so, what was an approved script one minute, was a thrown out script the next.

COMMERCIAL ADVERTISING

In 2001, beginning through the Promotions Dept. and transitioning into the Sales/Marketing Dept., I wrote, produced and directed over 30 x :30 TV spots for a wide variety of advertising clients utilizing the talented crew and facilities of CBS 2/WBBM-TV. A huge thanks to the staff of CBS 2 for their input, creativity and support which have resulted in significant sales increases for our clients and renewed/increased business for CBS 2!

Charitable Organizations

Salvation Army / 1 x TV :30

Education

Northwestern University / 2 x TV :30
Loyola University / 3 x TV :30

Healthcare/Medical

Resurrection Health Care / 1 x TV :30
Lake Shore Plastic Surgery / 2 x TV :30

Internet Services

TradeU4it.com / 1 x TV :30

Restaurants/Catering

Marcello's / 1 x TV :30

Retail

American Mattress / 4 x TV :30 Donuts & 15 x TV :30 Custom Calico Corners / 1 x TV :30

Tourism

DuPage Convention & Visitor's Bureau / 1 x TV :30



Shirley Feldmann

producer

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WWW.FELDMANNSFLICKS.COM

FREELANCE PRODUCER • PRODUCTION MANAGER • PROJECT COORDINATOR • POST PRODUCTION SUPERVISOR

TELEVISION & RADIO COMMERCIALS

CBS 2 Chicago/WBBM-TV

Writer/Producer/Director • Commercials for advertisers including: Education, Healthcare, Internet Services, Retail, Tourism, etc. (TV)

Writer/Producer • Topical promos for the 4:30 p.m. and 10:00 p.m. News (TV)

Buena Vista Television/Disney

Writer/Producer • "DANNY!" TV Show (National Radio Promos)

Italia Advertising/Sports Partners

Producer • Racing Champions/NASCAR (TV)
Producer/Broadcast Standards • EAS (TV)

Rapp Collins Worldwide

Producer • Ameritech (DRTV), Wall Street Journal (Radio), UPS (DRTV revisions)

Levitz Furniture Corporation

Producer & Creative Direction • John M. Smyth's Homemakers (TV & Radio)

Publicis & Hal Riney

Producer • Office Max (Radio)

Ammirati Puris Lintas-Chicago

Producer • Ameritech (TV, DRTV & Radio) and Yellow Pages (Radio)

Responsive Marketing Communications

Producer • Cranston Fabric/WWF (TV Bids/Pre-Pro in HDTV, Film & Video)

A. Eicoff & Company

Producer • GTE (DRTV revisions)

& Wojdyla

Producer • PSAs (Bids & Pre-Pro)

Northern Trust Bank

Producer (Radio)

Freudenberg Household Products

Producer • Vileda Mop (DRTV)

Herbert Stanley Company

Writer/Producer • Weiman Furniture Care Products (Radio)

JWT Specialized Communications

Producer • Schneider Trucks (Radio)

Creative Concepts Advertising

Writer/Producer • Jack Phelan Chevrolet/Geo, Connie's Pizza, Grand Slam, etc. (TV & Radio)

Carole Darr & Associates

Line Producer • "Slim & Trim", "Slim Thigh" (TV)

Harpo Productions

Writer/Producer • "Oprah Winfrey Show" (National Radio Promos)

INDEPENDENT FILMS

"The Signing" 16mm Short

Producer & Production Manager
• Int'l Chicago Film Festival Award

Tasty Tunes, Inc.

Writer/Producer • 10-minute promotional/ sales program for the Dennis Keith Band



BUSINESS TELEVISION

LKH&S

Producer • "What Is #333?" for ewireless (DVD presentation & CD Rom promotional piece)

Publicis & Hal Riney

Producer • Del Webb Branding Films (Bids/Pre-Pro for HDTV, Film & Video)

United Airlines

Production Manager/Line Producer • "What If" for Board of Directors & Customer Focus Groups (HDTV)

Viva Lundin! Productions

Line Producer/Production Manager • NEC

McDonald's Creative Services

Post Production Supervisor • 1998 World Wide Convention

Post Effects

Line Producer • Live Marketing!

Video Publishing House

Producer of Post Production • "Just Change It" w/Ted Gaebler (International Distribution)

Mothlight Pictures

Line Producer • Jack Morton Worldwide (music video for live mtg. roll-in)

Ameritech Creative Media

Project Manager, Line Producer, Production Manager, Location Manager, Project Coordinator, Assistant Director, Research • Corporate Training (Various)

US Steel Quality Series

Line Producer • Lightfall Productions (Six-tape series shot in the steel mill)

Federici Video/Abbott Labs

Assistant Director • Various sales, motivational & training programs

INTERNET & MULTIMEDIA

Ameritech Creative Media

Producer & Production Manager
• "Real Audio, Real Video" Internet programs
• Interactive multimedia programs used for sales tools and speaker support

Walgreen Company

Production Manager/Assistant Director
• Interactive training for all internal pharmacists

Feldmann's Flicks Ltd.

Producer • FeldmannsFlicks.com (Website)

BROADCAST SHOWS & SEGMENTS

Orwell Productions/CBS

Field Producer • "Big Brother" TV show (Various field segments & interviews)

Crew Company/CBS News Productions

Field Producer • A&E's "Biography" (Episode on Jerry Orbach)

Merging Pictures/Maturity Broadcast Network

Field Producer • VNR for AARP & AMA

Folding Pictures

Field Producer • "Real TV" (Interview & field segment)

Weller/Grossman Productions

Field Producer • Discovery Channel's "Interior Motives" (Various segments)

Northwest Teleproductions

Producer • VNR for NARAS and The Grammy's including an interview w/pop star Richard Marx

Intersport Television

Stage Manager/Floor Director • Sportschannel

"Street Smarts"

Production Coordinator • PBS/Video Publishing House

Cosmo Space of America

Chicago Coordinator • Japanese TV

TELECASTS & LIVE SHOWS

Ameritech - "SBC Merger Telecast"

Production Manager & Line Producer
• Coordinated logistics of over 60 sites for live telecast to 65,000 employees

Ameritech Creative Media

Producer & Production Manager
• Live local and regional company-wide video-conferences
• Live high profile press conferences for campaign roll outs and new product launches

Square D Corporation

Floor Director • Live teleconference

Northwest Teleproductions

Production Manager & Floor Director • Motorola, Budget Rent-A-Car

College of DuPage

Floor Director/Stage Manager • Live teleconferences (Various clients)

ITVA Annual Awards Show

1993-Asst. Producer, Floor Director
1991-Equipment Coordinator
1990-Assistant Director
1989-Segment Producer

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VISIT www.FeldmannsFlicks.com
for the latest project highlights,
news, etc.

"UNSTOPPABLE IDEAS AND
PRODUCTION SERVICES"

