

feldmann facts

1999 HIGHLIGHTS

Rapp Collins Worldwide

Two :60 radio spots were produced for the Wall Street Journal using a comedic twist. Rich Chojnowski of ARU engineered. CD/Writer was Mike Schif.

For client Ameritech, two :60 DRTV (direct response) campaigns were produced plus 60 versions of each on a challenging schedule of two weeks from production to station distribution. "Questions" uses graphics cut to an R&B track which acts as the "voice" to question various phone scenarios that would inspire the use of Caller ID. CD/Writer was Mike Schif and ACD/Art Director was Sherry Scharschmidt. "Peep" shows a clever analogy between looking through a peephole before opening the door and using Caller ID to see who's calling before picking up the phone.



Move Your Collection

AGENCY
Italia Advertising
CLIENT
Racing Champions
ACD/ART DIRECTOR
Rob Creek
ACD/WRITER
David Howell
PRODUCER
Shirley Feldmann
PRODUCTION COMPANY
H-Gun Labs
DIRECTOR
Erik Koziol
CREATIVE EDITOR
Ben Stokes
ICE-CUBE CAMERA
CONSULTATION
Fletcher Chicago
MUSIC
Plugged



Italia Advertising

To promote the only NASCAR radio controlled die cast replicas at 1:64 scale, Racing Champions wanted to appeal to kids without alienating their adult market. "Move Your Collection" is a fast-cutting montage that simulates an actual NASCAR race cutting between two miniature replicas racing in a kitchen and the car's POV to a techno track. The POV was created by rigging an ice-cube camera to the "matchbox"-size cars and applying a shaky-cam effect in post to achieve the live, NASCAR feel.



Also for Racing Champions, "With A Little Time" chronicles the Richard Petty 50th Anniversary Collection of 1:64 scale die cast replicas dynamically combining nostalgia match-framed to product and cut to a country/rock track. Title effects were shot with a strobe and blurred for added intensity.



Peep

AGENCY
Rapp Collins Worldwide
CLIENT
Ameritech
EXECUTIVE CREATIVE DIRECTOR
Andrea Trotenberg
CREATIVE DIRECTOR
Shelley Timm-Thompson
ART DIRECTOR
Mark Hayosh
ACD/WRITER
Ann Matheny
PRODUCER
Shirley Feldmann

PRODUCTION COMPANY
Kommenich Films
DIRECTOR
John Kommenich
POST PRODUCTION
Superior Street
GRAPHIC EFFECTS DIRECTOR
Don Hoeg
CREATIVE EDITOR
Beth Parker
MUSIC
Rans Music
SOUND DESIGN
Eclipse Audio



With A Little Time

AGENCY
Italia Advertising
CLIENT
Racing Champions
ACD/ART DIRECTOR
Rob Creek
ACD/WRITER
David Howell
PRODUCER
Shirley Feldmann
PRODUCTION COMPANY
Barracuda Films
DIRECTOR
Linton Suttner
CREATIVE EDITOR
David Fortney
MUSIC
Rhythm Cafe

Shirley Feldmann
producer

TELEVISION & RADIO COMMERCIALS

Rapp Collins Worldwide

Producer • Ameritech (DRTV) and Wall Street Journal (Radio)

Italia Advertising

Producer • Racing Champions/NASCAR (TV)

A. Eicoff & Company

Producer • GTE (DRTV revisions)

& Wojdyla

Producer • PSAs (Bids & Pre-Pro)

Ammirati Puris Lintas-Chicago

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

Levitz Furniture Corporation

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

Buena Vista Television/Disney

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

Northern Advertising

Producer • Northern Trust Bank (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 • "The Oprah Winfrey Show" (National Radio Promos)

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



BUSINESS TELEVISION

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 Co. for TAP Pharmaceutical

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)

Abbott Labs

Assistant Director • Federici Video

Figaro Films International

Production Manager • AVID at NAB

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

BROADCAST SHOWS & SEGMENTS

Weller/Grossman Productions

Field Producer • Chicago segments for home improvement TV series aired on The Discovery Channel

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 • Video Publishing House for PBS

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, multi-state telecast to 65,000 employees

Ameritech Creative Media

Producer & Production Manager

- Live local and regional company-wide videoconferences
- Live high-profile press conferences for campaign roll outs and new product launches

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

NEW DEMO REEL!

Thanks to Hector Espinosa & Filmworkers Club for the editing and Open & Closing Flame graphics.



"UNSTOPPABLE IDEAS AND PRODUCTION SERVICES"