

feldmann facts

2000 HIGHLIGHTS

"BIG" Time on Prime Time

For CBS' "Big Brother" TV show through Orwell Productions, I was Field Producer for a total of four segments which aired during their live prime time shows. With DP/Cameraman, Dave Seman, and Sound/Grip, John Mathie, I was responsible for interviewing key people and overseeing footage documenting various events.

Through the Crew Company, I was hired as Field Producer for CBS News Productions/ NY for an episode of A&E's "Biography" about actor Jerry Orbach's childhood experiences in Waukegan, IL. DP/Cameraman was Paul Incaprio and Sound/Grip was Dave Thomas, both from Big Shoulders.

UAL's "Future" Shot on HD

As Production Manager/Line Producer for United Airlines' Creative Services Dept., I coordinated and negotiated the crew, talent and prop logistics for shoots in San Diego and San Francisco in a tight one-week turnaround. The biggest challenge was shooting in San Fran's brand new International Terminal which was not yet officially open to the public requiring extra coordination for construction logistics and managing 30-40 talent to make the airport look operational.

Shot on HDTV @ 24 fps with a steadicam and creatively overseen by UA's agency Fallon McElligott, "What If" is designed to help UA Board of Directors and Customer Focus Groups imagine future time-saving technology for UA's customer benefits in the year 2005.

Publicis & Hal Riney Comparative Bids for Client Del Webb

As Freelance Producer for agency Publicis & Hal Riney, I was asked to bid a series of branding films shot documentary-style for client Del Webb. The biggest challenge was standardizing the bidding process to provide various estimates for 4-8 minute films based on a cost comparison of shooting on Film, HDTV and BetaSP for 5-10 retirement communities which were all unique, providing different amenities in each city.

S h i r l e y F e l d m a n n
p r o d u c e r

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LKH&S Branding Film for #333 Service

For business-to-business agency LKH&S, I was brought on as Producer to implement a challenging two-week production schedule for client "ewireless" to promote their new #333 telecommunications service which enables radio to become more of a direct response medium through increased consumer recall.

The goal was to create a dynamic DVD open for live sales presentations introducing CEO/Founder Dean Becker and the breakthrough #333 service to potential advertising agencies and clients plus CD-Roms for brochure distribution. "What Is #333?" was inspired by the movie *The Matrix* and was shot in letterbox style using a mixture of special effects, high-tech graphics, and live action with a techno-cinematic soundtrack.

Real people interviews were shot with actress, Helen O'Brien, asking passersby a series of memory-test questions in *Matrix*' Carrie Ann Moss style to show that consumers can only remember limited information. The studio shoot was done on a stark, white cyc with an old-fashioned radio, a leather chair and actor, Mark Montgomery, discussing the product benefits while appearing unfazed as special effects go on around him.

What is #333?

AGENCY
LKH&S
CREATIVE DIRECTOR
Sam Kirshenbaum
ACD/ART DIRECTOR
Joe D'Adamo
SENIOR WRITER
David Howell
PRODUCER
Shirley Feldmann
DIRECTOR
David Seman, Folding Pictures
CASTING DIRECTOR
Kate Mattson
POST PRODUCTION
Post Effects
CREATIVE EDITOR
Ed Pickart
ANIMATION & SPECIAL EFFECTS
Casey Stockdon, Brian Check, Justin Zion
SOUND DESIGN
Tom Blakemore



VISIT NEW WEBSITE:

www.FeldmannsFlicks.com

With an eye on integrated marketing, I've produced a website which will be frequently updated to include the latest details on recent projects.

My goal was to design and organize it to be fun and easy to navigate, linking all background and reference material applicable for each client, project or category (i.e., resume, reprinted articles, stills, etc.).

The website was developed by Anders Utterstrom with graphic assistance by Tom Tillisch of Pied Piper Productions.

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

TELEVISION & RADIO COMMERCIALS

Publicis & Hal Riney

Producer • Office Max (Radio)

Rapp Collins Worldwide

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

Responsive Marketing Communications

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

Italia Advertising/Sports Partners

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

A. Eicoff & Company

Producer • GTE (DRTV revisions)

& Wojdyla

Producer • PSAs (Bids & Pre-Pro)

Ammirati Puris Lintas-Chicago

Producer • Ameritech (TV, 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 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)

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)



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 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)

Federici Video/Abbott Labs

Assistant Director • Various sales, motivational & training programs

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

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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www.FeldmannsFlicks.com



"UNSTOPPABLE IDEAS AND PRODUCTION SERVICES"