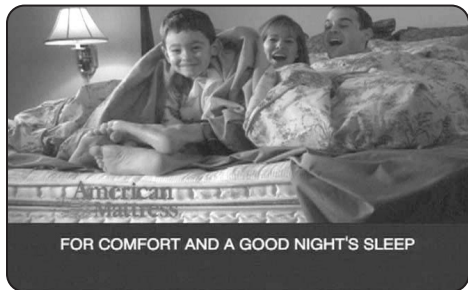


feldmann facts

2002 HIGHLIGHTS



American Mattress Gets Comfortable with HDTV Regional Campaign

Due to the consistent success of our 2001 and 2002 TV spots, and their expansion to over 70 stores, American Mattress decided to take our campaign to a regional level. I worked with American Mattress, again through CBS 2 Chicago/WBBM-TV, to develop the creative strategy, writing, producing and directing of their 2003 TV Campaign "For Comfort And A Good Night's Sleep." The campaign, which took five months to complete, consists of 8 x :30 branding spots and 18 x :30 promotional spots designed to rotate together in Chicago, Houston and Indianapolis. In addition, I also negotiated and finalized the talent contracts for print and radio on behalf of the client.

The 26-spot package was shot cost-effectively on 24p HD (high definition television) on location using four principal talent, staff interviews and as many as 30 extras, including 10 children under six years old. Needless to say, the product was looking very tempting by the end of production!

A special thanks to Phil Wolf and Brian Golinvaux of CBS 2 Chicago for their follow-through and support throughout all stages of such a challenging project.



For Comfort And A Good Night's Sleep

CREATIVE STRATEGY/DIRECTION

Shirley Feldmann

WRITER/PRODUCER/DIRECTOR

Shirley Feldmann

DIRECTOR OF PHOTOGRAPHY

David Seman, Folding Pictures

CASTING DIRECTOR

Kate Mattson

TALENT

Sandi Litt
Robert Buscemi
John O'Lecky
Kimm Beavers

SMOKE EDITOR

Robert Thompson, WBBM-TV

ANIMATION DESIGN/DIRECTION

Abel Sanchez, WBBM-TV

GRAPHIC ARTIST

Michael Knott, WBBM-TV

HDTV EQUIPMENT

Fletcher Chicago

MUSIC

Jon Lindenberg

VOICE OVER

Bill Cochran

Channel Surfing... from Twinkies to Exorcisms

Through the Crew Company, I was hired as Field Producer for a variety of broadcast shows this year: New Wave Entertainment for the **History Channel's** "Lindbergh Flies Again;" Kaos Entertainment for the **Travel Channel's** "Secret's of RV's," and, Michael Hoff Productions for the **Travel Channel's** "World's Best: Top 10 Fun Food Factories" (Twinkie & Tootsie Pop Segments). These segments took us from secret fac-

tory processes to interviewing key people to shooting fun—and tasty—footage. Marc Gerke, J7 Pictures, provided camera and sound.

And, through GRB Entertainment for the **Learning Channel's** "Mysterious Worlds," I was Field Producer for an episode on Protestant Exorcisms with Augie Augenstein, camera and Steve Robbins, sound.



please note new address

Shirley Feldmann
producer

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TEL 773/348-0742 FAX 773/348-0799
WWW.FELDMANNSFLICKS.COM

Pesche's Grows Sales SEEDS OF CREATIVITY

For Pesche's Flower Shop, Garden Center, Greenhouses & Nursery, Inc., I developed the creative strategy, writing, producing and directing for a six-spot TV package teaming with CBS 2 Chicago's talented production staff. The campaign showcased the six-acre "gardener's paradise" promoting the spring, fall and holiday seasons.

Shirley took the time to understand our business to ensure we were accurately targeting our viewers with commercials they would want to watch. In addition to her exceptional skills as director/producer, her knowledge and insight took our commercials further than we had expected.

Chris Pesche, owner

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

TELEVISION & RADIO COMMERCIALS

American Mattress/CBS 2 Chicago

Creative Director/Writer/Producer/Director • Annual Branding & Promotional Campaign (26-spot package; HDTV)

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 4:30/10:00 p.m. News & Cross Promotions (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)

Folding Pictures

Production Manager • Britney Spears Sony PS2 (TV)

Publicis & Hal Riney

Producer • Office Max (Radio)

Ammirati Puris Lintas-Chicago

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

A. Eicoff & Company

Producer • GTE (DRTV revisions)

Northern Trust Bank

Producer (Radio)

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)

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 wireless (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)

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 • Sales/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)

Association Advocates, Inc.

Producer • AssociationAdvocatesInc.com (Website)

BROADCAST SHOWS & SEGMENTS

Orwell Productions/CBS

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

Crew Company/TV Show Segments

Field Producer • CBS News Productions for A&E's "Biography-Jerry Orbach" • New Wave Productions for History Channel's "Lindbergh Flies Again" • Kaos Entertainment for Travel Channel's "Secrets of RV's" • Michael Hoff Productions for Travel Channel's "World's Best: Top 10 Fun Food Factories"

GRB Entertainment

Field Producer • The Learning Channel's "Mysterious Worlds-Protestant Exorcisms"

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 Coord. • PBS/Video Publishing House

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

ITVA Annual Awards Show

1993 • *Assistant Producer, Floor Director*
1991 • *Equipment Coordinator*
1990 • *Assistant Director*
1989 • *Segment Producer*

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



"UNSTOPPABLE IDEAS AND PRODUCTION SERVICES"

♦ Award Winner

please note new address