

SCREEN



**SHIRLEY FELDMANN,
PRODUCER
FELDMANN'S FLICKS**

BIRTH DATE: August 7, 1963.

I GREW UP IN: South East side of Chicago ("Pill Hill" area) until 1978 and then Homewood.

YEARS IN THE BUSINESS: 11.

I'M PRESENTLY WORKING ON: All TV and radio spots for John M. Smyth's Homemakers Furniture, from concept through final station dubs, and expanding my client base.

WHAT MY PARENTS WANTED ME TO DO FOR A LIVING: Become a lawyer or marry a doctor.

I REALIZED I WANTED TO BE A PRODUCER WHEN: I was a radio newscaster and laughed at a death story. UPI wrote it "Saturday Night Live-ish," honest!

IF I WEREN'T A PRODUCER, I'D BE: A juggler, psychotherapist or psychic (it all seems to be part of the job sometimes anyway!).

MY FIRST BREAK WAS: Producing syndicated TV commercials promoting radio stations.

I THINK I'M SUCCESSFUL BECAUSE: My father (who died when I was 14) would've been proud of my business ethics. I can go to sleep at night knowing that I did my best that day.

THE HIGHEST POINT OF MY CAREER WAS: Right now. Please hire me so it will continue!

THE LOWEST POINT WAS: Crawling on the floor troubleshooting cables (during a breakfast meeting) as an AV technician for AT&T.

MOST MEMORABLE CLIENT RESPONSE TO A PRESENTATION: "I'm glad you're on our team. You saved me time and money!"

WHO I ADMIRE MOST IN THE BUSINESS AND WHY: My two special mentors. The late Paul Robinson (former Homemakers producer of 30 years) for his kindness, sincerity and integrity. And Carole Darr (SVP, A. Eicoff & Co.) for her wisdom, honesty, friendship and chutzpah.

WHAT PEOPLE IN THE OFFICE SAY ABOUT ME: I'm dependable, a good marketer, "unstoppable" with details, and I could negotiate a car salesman off his lot.

I'M WORKING ON IN MY SPARE TIME: Pitching a made-for-TV movie, memorizing the new area codes, and relaxing in my new loft.

THE WORST JOB I WORKED ON WAS: Shooting interviews of survivors at the Plainfield tornado disaster site for an insurance company spot—it was sad, distasteful and eerie.

THE BEST JOB WAS: Writing and producing national radio promos for the "Danny!" TV show for Buena Vista Television because it was challenging and rewarding.

THE BEST THING ABOUT WORKING IN CHICAGO IS: The friendships I've developed.

ONE THING I WOULD CHANGE ABOUT THIS BUSINESS: The "holier-than-thou" egos and junk mail faxes.

THE NEXT BIG THING IN THE INDUSTRY WILL BE: Disclaimers you can actually read.

MY ADVICE TO SOMEONE BREAKING INTO THE BUSINESS: Don't ever "burn your bridges," be true to your dream, find a mentor to help guide you, persevere and "it's not creative unless it sells."

WHAT I'D LIKE TO BE DOING IN 10 YEARS: Producing features and television series, preferably from Chicago during the summer and Sedona, Arizona, in the winter.

*"UNSTOPPABLE IDEAS AND
PRODUCTION SERVICES"*



- TV & Radio Commercials
- Broadcast
- Film
- Business TV
- Live Shows

*A STRONG FOUNDATION IS
BUILT ON DETAILS.*

- Creative
- Negotiation
- Scheduling
- Project Coordination
- Crew Management
- Post Production Supervision

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