

Many locations, large cast for UAL HD corporate video

In true jet-set fashion, Chicago-based United Airlines' Minneapolis agency hired an L.A. writer/director and a Chicago crew, sending them to the San Diego and San Francisco airports to capture footage for a short corporate UAL video.

Furthermore, the HD/steadicam operator came from Madison and the gaffer from San Francisco.

And for the first time, agency Fallon McElligott took advantage of UAL's in-house Creative Services Department for production.

Shirley Feldmann was production manager on the short video presenting UAL's future time-saving technology currently in development.

The \$150,000 corporate video is aimed at the airlines' board of directors and customer focus groups.

Committed to shooting HD and owner of HD equipment, the UAL crew with HD steadicam expert James Ewing of Madison, shot at the San Francisco International terminal that officially



Production manager Shirley Feldmann and UAL producer Mary Lynn Sedlack at the new San Francisco airport.

opens in mid-December. To make it look like an operational airport, some 40 actors and extras were brought in, coordinated with the 75-plus UAL employee talent pool. Extras were hired in all cities.

Other Chicago locations were the interior of a 777 aircraft mockup and the Herman Miller showroom in the Merchandise Mart.

Writer/director was Mark Carter. UAL's Mary Lynn Sedlack produced; DP/cameraman was Tom McCosky; AC/tech, Johnny Walker; sound, Bruno Strapko; gaffer, Frank Strzalkowski. John Kedzuch edited on an Avid at United Creative Services facilities in Elk Grove Village.—Cody Block ★

Seman, Feldmann pair on projects

"Big Brother" is watching producer Shirley Feldmann and director/cameraman David Seman.

They are on their third "Big Brother" segment, taping segments in the home towns of "Big Brother" housemates.

One segment was taped in Minnesota at a surprise party for popular Brittany, who was voted off the show, and two segments were shot in Winnebago, Ill., George's home town outside of Rockford. One segment was the mock vote staged by George's wife, and a second was "George Day," a rally of Winnebago's 300 residents showing their support of George as "Big Brother" survivor.

Seman, of Folding Pictures, was recommended to Orwell Productions, "Brother's" production company, for the location shoots and, needing "a good producer," he said, he hired Feldmann.

"Big Brother" aside, Seman and Feldmann also worked together on a \$75,000 six-minute promotional CD-ROM for a new wireless technology known as "#333." It allows commuters to immediately respond to a radio commercial as it airs by dialing "#333" on their wireless phones.

Developed by ewireless of Highland Park, "#333" should appeal to an estimated 92 million wireless phone owners trapped in expressway traffic jams. Calls responding to the radio ads are free.

The CD-ROM was developed by ewireless' River North agency, LKH&S, in a fast three weeks prior to a push to sign 250-plus retailers prior to the launch of the Chicago area Aug. 1 tests.

The agency's creative director Sam Kirshenbaum, ACD/art director Joe D'Adamo and senior writer David Howell developed the concept akin to the futuristic look of "The Matrix," which was based around telephone technology.

On the CD, actor Mark Montgomery on-camera explains the service amid a pulsating stream of special effects. Up to four Post Effects suites at a time were utilized to create the illusion of an army of automobiles rushing into the frame and freezing as CGI placed Montgomery walking among them.

Shirley Feldmann
p r o d u c e r

www.FeldmannsFlicks.com



Producer Shirley Feldmann and audio man John Mathie shoot a "George" segment for "Big Brother."

Actress Helen O'Brien imitates "Matrix" co-star Carrie Ann Moss as she conducts real people interviews with Michigan Avenue shoppers, asking them to remember a full 11-digit phone number before showing how easy it is to simply remember three-digit "#333."

Seman directed and Pete Biagi was the cameraman on the studio portion, taped at Essanay; Seman directed and lensed the on-the-street interviews.

October marks Feldmann's 11th year as Feldmann's Flicks freelance production.

Folding Pictures' phone number is 312/382-1111; Feldmann's Flicks, 773/348-0742; LKH&S, 312/629-5547.—Ruth L Ratny ★

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