

Madea's Family Reunion Box Office Success



Photo Credit: Alfeo Dixon

Photo: (L-R) Maya Angelou, Tyler Perry and Cicely Tyson

Atlanta lensed-*Madea's Family Reunion* opened nationwide on February 23 and for two consecutive weekends, captured the number one ranking in the country. The

Lionsgate film marks writer/director/actor Tyler Perry's follow-up to his debut hit *Diary of a Mad Black Woman*, which also filmed in metropolitan Atlanta.

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Warner Bros.' *We Are Marshall* Begins Photography

We Are Marshall, an inspirational drama based on a true story of one town's efforts to rebuild after a devastating plane crash, began filming in Atlanta, Georgia in late April for Warner Bros. Pictures in association with Legendary Pictures. The film stars Matthew McConaughey (*Failure to Launch*), Matthew Fox (*Lost*) and Oscar nominee David Strathairn (*Good Night, and Good Luck*).

McConaughey stars as Jack Lengyel, the coach who leads Marshall University and the Huntington West Virginia community from tragedy to triumph. Fox is assistant coach



Photo: Matthew McConaughey

We Are Marshall... continued on page 6

2006 Georgia Music Hall of Fame



Photo Credit: Jack Pierson

Photo: R.E.M. (L-R) Mike Mills, Michael Stipe and Peter Buck

On September 16 five artists who have made significant contributions to Georgia's music industry will be inducted into the Georgia Music Hall of Fame during the 28th Annual Awards Banquet. The inductees are Athens-based alternative rock group R.E.M., Savannah resident Gregg Allman, Columbus-born Dallas Austin, Atlanta-based Jermaine Dupri and Moultrie songwriter Felice Bryant. The event is sponsored by the Friends of Georgia Music Festival, Inc. and the Senate Music Industry Committee.

This year's banquet promises to be one of the most exciting ever because of the amazing lineup of honorees," said Dr. M. Bobbie Bailey, chairman of the Friends of Georgia Music Festival, Inc. "This annual event allows us to shine the spotlight on our state's wonderful music industry and the talented and creative people who have made Georgia a hub for music of all types."

Hall of Fame... continued on page 3



Photo: (L-R) Mark Hall, Chris Huffman, Commissioner Craig Lesser, Melodee DeVevo, Juan DeVevo and Megan Garrett



Photo: (L-R) Jermaine Dupri and Governor Sonny Perdue

Governor Commends GRAMMY® Noms

On March 8, Governor Sonny Perdue and First Lady Mary Perdue hosted an event at the Governor’s Mansion to “Celebrate Georgia Music” and honor Georgia’s GRAMMY® Nominees.

Nominees and winners in attendance to accept commendations from Governor Perdue included members of the gospel music group Casting Crowns: Melodee DeVevo, Mark Hall, Megan Garrett, Juan DeVevo, Chris Huffman and Andrew Williams; producer/songwriter Jermaine Dupri; songwriters: Manuel Seal Jr., Bryan Michael Cox, LRoc; graphic designer Susan Archie and engineers Phil Tan and John Horesco IV. Also in attendance were members of the state’s billion dollar music industry.

Creative Digital Launches Basketball Site

The Naismith Memorial Basketball Hall of Fame engaged Creative Digital Group, an Atlanta-based interactive marketing agency, to design and build an interactive presence for the Magic32 Hoop Hall Classic, which showcases the nation’s high school basketball talent. Creative Digital Group worked with the Basketball Hall of Fame leadership team to design a media site utilizing video, audio and flash to capture the energy of the tournament.

According to David Elkins, director of marketing partnerships, “We needed to create a portal that would allow fans to experience the events from their own home towns. Creative Digital Group showed us how to approach the customer experience by

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Hollis and Rae Wraps in Savannah

Filming of the *Hollis and Rae* television pilot produced by Bochco Media, LLC for Touchstone Television, which included various interior and exterior locations of Savannah, Georgia wrapped on March 30.

Hollis and Rae, co-created by Steven Bochco and Callie Khouri for the ABC Network, is a one hour drama pilot that revolves around two lifetime female best friends. Hollis, a prosecuting attorney and Rae, a cop, investigate and try criminal cases in the South. Cast in the title roles are Jaime Ray Newman (*E Ring*) as Hollis and Laura Harris (*24*) as Rae. Additionally, Frank Grillo (*Blind Justice*) is cast

as Henry Lorenzo, Rae’s partner.

Bochco, has produced a roster of award-winning hit series including *NYPD Blue*, *L.A. Law* and *Hill Street Blues*. Most recently, he took over the reins of *Commander in Chief* for ABC Network/ Touchstone Television.

In 1991, Khouri made her screenwriting debut with *Thelma and Louise* for which she received an Oscar. In 1995 she wrote *Something to Talk About*, starring Julia Roberts, which was filmed in Savannah. In 2002, she wrote the screenplay for *Divine Secrets of the Ya-Ya Sisterhood*, which was also the vehicle for her directorial debut. Khouri directed the *Hollis and Rae* television pilot says, “I love Savannah and have been looking for an opportunity to work there again.”



Photo credit: Guy D'Alena

Photo: Tip "T.I." Harris



ATL Has Strong Opening at Box Office

Warner Bros.' *ATL*, shot primarily in the Atlanta area, opened strongly at the U.S. box office in its first weekend of release. The hip-hop themed roller skating film earned \$12.5 million, a healthy \$7,831 per theater at 1,602 locations.

Starring popular hip-hop artist Tip "T.I." Harris, Lauren London and Evan Ross, *ATL* is the coming of age tale of two brothers from an urban neighborhood who must grow up fast after their parents die

in a car accident. Their social lives revolve around weekend nights at the local roller rink, where they match their skills against rival skating gangs.

ATL is based on a story by Antwone Fisher that was inspired by the childhoods of famed Atlanta music producer Dallas Austin and Tionne "T-Boz" Watkins of TLC. The screenplay was written by Tina Gordon Chism. *ATL* marks the feature film directing debut of music video director Chris Robinson.

ATL is a Warner Bros. release of an Overbrook Entertainment production. It is produced by James Lassiter, Will Smith, Jody Gerson and Dallas Austin, and executive produced by Timothy M. Bourne and Tionne Watkins.

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Red Dawson and Strathairn stars as the university's president. The film co-stars Anthony Mackie (*Million Dollar Baby*) and Kate Mara (*Brokeback Mountain*).

We Are Marshall is directed by McG (*Charlie's Angels*) from a screenplay by Jaime Linden, based on a story by Cory Helms and Jaime Linden. The film is produced by Basil Iwanyk (*Firewall*) and McG. The executive producers are Brent O'Connor (*Firewall*), Thomas Tull (*Superman Returns*), Scott Mednick (*Superman Returns*) and Jeanne Allgood. DP is Shane Hurlbut (*Drumline*) and the production designer is Tom Meyer (*Blue Crush*). Film sports coordinator Mark Ellis (*The Longest Yard*) will choreograph the movie's football action.

Rainforest & Sony Partner for Stepshow

Sony Pictures, the Hollywood studio that brought audiences *You Got Served*, *The Gospel* and *Two Can Play That Game* reunites with Atlanta-based production company Rainforest Films, to bring to the big screen a film that focuses on the art of stepping. The project, currently entitled *Stepshow*, focuses on DJ, a troubled youth from L.A who joins a struggling fraternity in an attempt to help it win a coveted Step Show Championship.

Stepshow stars a number of young rising talents, including Meagan Good (*Roll Bounce*), Brian J. White (*The Family Stone*) and chart

topping musical sensation Ne-Yo. The production has employed the efforts of director Sylvain White and choreographer Dave Scott to effectively communicate the dance infused storyline through choreography that showcases traditional fraternity stepping, while simultaneously incorporating the more contemporary styles of street dancing.

Stepshow began shooting at the end of March, marking Rainforest Films' eighth feature film production, six of which were filmed in Georgia.

Music Hall of Fame... from page 1

The Thomas B. Murphy Ballroom of the Georgia World Congress Center is the venue for the Georgia Music Hall of Fame Awards Show which will open with the Governor's Reception,

followed by dinner and an evening of musical entertainment. For ticket information please call 770.934.0906. The Georgia Music of Hall of Fame is a division of the Georgia Department of Economic Development (GDEcD). For more information, visit www.georgia.org.



Photo: Divine Faith Ministries Choir

Inertia Films' PGA Promo

PGA Tour Productions tapped Inertia Films to shoot a promo for the TOUR Championship Golf Tournament at East Lake Golf Club in Atlanta, Georgia. DP, A. Troy Thomas worked with PGATP producer Seth Fader to produce the show opening that was broadcast on ABC Sports as a lead-in to late round coverage of the Tour Championship and as bumpers on the USA Network's program *PGA Tour Sunday*.

On location in Jonesboro, Georgia Inertia Films shot the Divine Faith Ministries Choir performing "Georgia On My Mind" which was then cut together with footage of the PGA's top players from the 2005 season. Inertia Films lensed the project on the DVCPRO50 format utilizing Panasonic's SDX900 cameras. Thomas shot the handheld footage while Mark DeJeanette operated the 30' CamMate jib. Soundman Darryl Mitchell coordinated the wiring of the soloists, instruments and choir.

Inertia Films shot several stand-ups for PGA Tour Productions with ABC/ESPN's Mike Tirico. The Tirico recap aired nationally on ABC Sports as a lead-in to their coverage of the Tour Championship event.

Positive Promotions' Safety Campaign

Atlanta-based Positive Promotions, Ltd., Television & Video Productions recently completed production of the first in a series of Public Service Announcements (PSA), in conjunction with Mayor Shirley Franklin's Metropolitan Urban Demonstration Project. The PSAs are airing locally through various television and radio outlets.

Statistics show that automobile accidents are the number one cause of death for African-Americans and Latinos between birth and age 14. Over 25% of at-risk youth do not buckle up. Nearly 69% of 21-34 year olds killed in automobile crashes were not

Second Touchstone Pilot Shot in Georgia

Touchstone Television's pilot *October Road* recently wrapped production in Atlanta. The pilot was shot in and around metro Atlanta locations with smaller town scenes shot in Madison and Newnan, Georgia.

October Road is the story of a novelist who returns home to teach at a local university and reunites with friends and family. The cast includes Tom Berenger (*Into the West*); Geoff Stults (*Wedding Crashers*); Brad William Henke (*North Country*); Evan Jones (*Mr. 3000*); Jay Paulson (*The West Wing*); Warren Christie (*Battlestar Galactica*); Odette Yustman (*South Beach*); Slade Pearce (*Crossing Jordan*); Laura Prepon (*That '70's Show*) and Bryan Greenberg (*One Tree Hill*).

October Road is directed by Gary Fleder (*Blind Justice*), produced by Scott Schiffman (*CSI: Miami*) and executive produced by Fleder, Scott Rosenberg (*Kangaroo Jack*), Josh Appelbaum (*Alias*) and Andre Nemeč (*Alias*). The pilot was scripted by Rosenberg, Appelbaum and Nemeč.



Photo: (L-R) Deneise Dominick (BBDO - Atlanta), Brian Jordan (Atlanta Braves), Josetta Shropshire Howard and Jasper Wilder III (Positive Promotions Ltd).

wearing safety belts.

Positive Promotions' president/CEO Josetta Shropshire Howard reached out to nationally recognized celebrities Brian Jordan of the Atlanta Braves, music producer Bryan-Michael Cox and NFL veteran Chuck Wiley to make guest appearances in the television spot. For more information, please visit www.positivepromotionsltd.com.



Photo: (L-R) Mike Bettes and Stephanie Abrams



TUBE Shoots TWC in HD

TUBE had its first opportunity to break in their new Panasonic AG-HVX200 camera during a shoot for The Weather Channel in TUBE's stage. Shot in 720p DVCPRO HD on green screen, The Weather Channel hosts Stephanie Abrams and Mike Bettes were rotated together on a human Lazy Susan. To achieve a smooth, slow motion effect, they were filmed in Varicam mode at 60 frames per second. Chris Downs of TUBE was behind the camera, while The Weather Channel's Pat Piper served as director. The footage is being used for inclusion in promos for The Weather Channel's marketing and advertising department.

TUBE recently completed a series of on-air promos for Weatherscan, a 24-hour all-local-weather cable network powered by The Weather Channel. Working with producer Lily Li TUBE provided editorial, sound and motion graphics for the promos including 21 versions for major markets nationwide. Fueled by energetic music, the Weatherscan screen is spun around and divided into quadrants accenting various information provided across the screen, ranging from neighborhood forecasts, traffic updates and Doppler radar to skiing, boating and golfing weather reports.

AFF to screen *The Cole Nobody Knows*

The Cole Nobody Knows, produced by Clay Walker of Atlanta-based Plan B Productions, has been selected as an official short documentary entry for the 2006 Atlanta Film Festival. The documentary tells the story of Freddy Cole, the younger brother of Nat King Cole. At age 74, Freddy Cole is now being recognized for his musical talent.

Photographed in Atlanta, New York City, New Jersey, Los Angeles, Switzerland and France, *The Cole Nobody Knows* features live performance material with Freddy Cole and his quartet. The film includes interviews with music legends Monty Alexander, Clark Terry, David Fathead Newman, John

di Martino, H Johnson and Carl Anthony.

The Cole Nobody Knows' recent awards include a 2005 CINE Golden Eagle Award, the 2006 Director's Choice Award Black Maria Film & Video Festival and the 2006 Audience Choice Award for Best Music Documentary at the Park City Film Music Festival. For more information visit

www.planbproductions.com/Freddy_Cole.

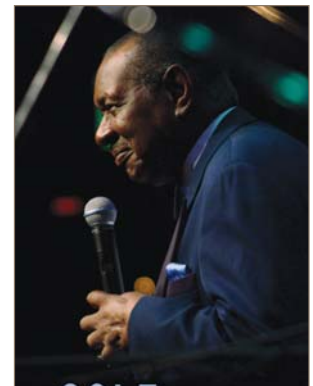


Photo: Freddy Cole

Photo Credit: Clay Walker

Association Announcements:

- **Atlanta Urban MediaMakers Association, Inc. (AUMAI)** reflects the new generation of mediamaking. AUMAI's mission is to empower people through cultural diversity in animation, film and video. For more information on AUMAI's monthly meetings, visit www.urbanmediamakers.com or call 770.345.8048.
- **The Georgia Production Partnership (GPP)** is a statewide organization of filmmakers and film industry executives committed to keeping Georgia a film-friendly and competitive force in the film and video community. Meetings are generally held the first Tuesday of each month at noon. For membership information email info@georgiaproduction.org. Visit their website at www.georgiaproduction.org.
- **IMAGE Film & Video Center** offers filmmaking workshops and screenings. For more information, contact IMAGE at 404.352.4225 or check the website at www.imagefv.org.
- **National Academy of Recording Arts & Sciences (The Recording Academy):** Established in 1957, the National Academy of Recording Arts & Sciences, Inc. is dedicated to providing educational opportunities and improving the cultural environment and quality of life for music and its makers. For more information, please visit www.grammy.com/atlanta.aspx.
- **NATAS/Atlanta**, the local chapter of the National Academy of Television Arts & Sciences. For information please call 770.414.8777.
- **Women in Film/Atlanta (WIF/A)**, a non-profit organization founded in 1974, is dedicated to the education, promotion, support and unification of women working in or studying film, video and related creative and business fields. For information check the website at www.wifa.org.

New Media Boots Up in Georgia

Georgia's commitment to film, television and interactive entertainment benefits even non-Georgia-based companies. Many states encourage film and television pre-production, production and post-production work, but the Georgia General Assembly revised the state's tax code to provide tax credits for development of interactive entertainment, like computer games. Both Georgia and non-Georgia-based companies can transfer the tax credit to a Georgia company, as long as the transferor recoups at least \$.60 on the dollar. The Georgia tax code qualifies expenditures on editing, animation, coding, special effects, sound and more. The primary caveat is that these production expenses must be used in an entertainment product with commercial distribution beyond Georgia's borders.

The actual incentive is a tax credit of nine percent of the base investment on in-state production. Eligibility is determined on a "per project" basis and each project can count toward the \$500,000 minimum investment per filing year. If the project employs Georgia residents the company can get a credit for three percent of the aggregate payroll of all Georgia residents thus employed. Contract labor is eligible for only the nine percent based investment credit. Companies that make the investment in designated Tier 1 and Tier 2 counties are eligible for an additional three percent credit. A Tier 1 and Tier 2 county map is available from the Georgia Department of Economic Development upon request.

Georgia is home to Blue Heat, a developer of mobile phone games; GameTap, a network providing video games through streaming technology; Kaneva, a 3D-game engine builder; Persuasive Games, a producer of public policy games; RoosterTeeth Productions, a production company at the forefront of Machinema; and Studiocom, developer of advertiser-subsidized game and entertainment environments on the Internet. 

WaveGuide Takes Telly® for Animated Spot

WaveGuide Studios received a Telly® award for a recent television spot produced for Cole Henderson Drake's new *Like a Tree* campaign for Rockdale Medical Center (RMC). The Telly Awards honor outstanding local, regional and cable television commercials and programs and the finest video and film production. The winning entry is completely animated, illustrating features of RMC's new East Tower, new technologies and new approaches to medicine. Illustrations appear as brush strokes on rice paper that

WaveGuide... continued on page 7



Photo: Boomerang Latin America

Boomerang Returns with a New Look

Boomerang Latin America decided to launch a brand new look and feel for the network - including new programming and a complete graphics overhaul. They chose RGBtv and Guillotine Post to help design and implement their updated identity.

Promoting the reface and repositioning of the channel, Boomerang Latin America associate creative director Craig Adams and writer/producer Ana Leyva worked with RGBtv's Jonathan Sargent to design fresh packaging for BMLA's new promotional campaign. Adams, Leyva and BMLA associate producer Susan Carroll then edited new spots at Guillotine Post with editors Michael Koepenick, Christo Harris and Linda Harding to promote the new shows, which include *Foreign Exchange*, *Blue Water High*, *Franny's Feet* and *Peppa Pig*.

Combining live action shots with custom built pages, the new spots are currently airing on Boomerang Latin America to promote the new roster of programming that began April 3rd.

WaveGuide... from page 6

eventually grows into a citrus tree, filling the screen with blossoms and oranges. WaveGuide Studios provided the complete suite of services for the spot: illustration, animation and video post as well as a custom score, sound design, voiceover recording, sound editing and final mix.

Animation and visual effects for the campaign were carried out in WaveGuide Studios' Digital Vision Laboratory, using Maya Unlimited for 3D and Adobe AfterEffects for 2D and compositing. The scoring



It's a Wrap for IBFF

The Third Annual Independent Black Film Festival (IBFF) concluded on Saturday, March 18 after six days, 66 independent films, panel discussions, a special screening of Academy® Award winning film *Tsotsi* and a closing night Awards Gala. The IBFF attempts to expand the borders of the typical film festival by exploring technological advances occurring within the film, music and gaming industries. IBFF showcases computer animation, film scoring techniques and screenwriting workshops in tribute to the emerging opportunities for independent filmmakers and writers.

On the festival's closing day filmmakers, actors, gamers and guests attended the Awards Gala at the Carter Center. Hosted by *America's Top Model* Eva Pigford presenters including Robert Townsend and Leon announced the Juried and Audience Awards. Nichol Bradford was honored with the Special Achievement in Gaming for her contributions to the industry. For a complete list of the 2006 Independent Black Film Festival Awards visit www.indieblackfilm.com or call 404.249.9529.

Basketball Hall of Fame... from page 2

designing the site that featured content that was relevant and organized intuitively. By offering innovative rich media features like a webcast and game recaps that were updated daily, we gave fans reasons to visit numerous times."

To experience the Naismith Memorial Basketball Hall of Fame website log onto www.hoophall.com. For information on Creative Digital Group please visit www.creativedigitalgroup.com.

and sound design were performed in WaveGuide Studios' Pro Tools HD recording and mixing facility, Studio A.

"Rockdale and Cole Henderson Drake were looking for a completely new look to go with their 'Fresh Approach/Healthy Approach' tag line," according to WaveGuide Studios graphic designer Seth Plockelman. To view Waveguide's Telly®-winning spot please visit: www.waveguidestudios.com/updates/mar2006/Telly.html.



Photo: (L-R) Bruce Burch, Patterson Hood and Steve Dancz

UGA's New Music Business Program

Patterson Hood, songwriter and frontman for Southern rock band Drive-By Truckers, looked a little nervous standing in front of a group of college students without a guitar or microphone between him and his audience. As a guest lecturer for the University of Georgia's (UGA) new music business certificate program, Hood began by summing up both the reason he's a musician and the reason for the program.

"There's no reason to do this for a living except it being the only thing you can do," Hood said. "Then you gotta figure out a way to make it a viable thing."

Giving students the tools to make a career in the music business "a viable thing" is what the UGA's Terry College of Business and Hodgson School of Music had in mind in cooperatively launching the new two-year Music Business Certificate Program

in January 2006. With the mission of developing business leaders to support the music industry the program will integrate content from a variety of disciplines to create an intellectual synergy beyond what students can achieve separately in either the current business or music programs.

Program co-directors Bruce Burch and Steve Dancz were on hand for Hood's visit, which was on the first day of class for the new program. Burch graduated from UGA with a business education degree, but knew nothing about the music business before moving to Nashville in the 1970s to become a songwriter. Burch wrote number one hits for Reba McEntire, but not before running afoul of many of the hazards of which he hopes to warn his students. Dancz started thinking about a music business course back in the early 1990s, when he returned to Athens to teach at UGA after working as a composer and musician on the West Coast scoring movies and television shows.

Course guest lecturers include: Bertis Downs, general counsel for Athens band R.E.M. and adjunct professor at UGA's School of Law; Buck Williams, co-manager and agent for Athens band Widespread Panic; Veleno Vego, booking agent for Athens music venue The 40 Watt Club and general manager of Pitch-A-Tent Records and manager Charlie Brusco.

For additional information regarding UGA's Music Business Certificate please contact Burch at bburch@terry.uga.edu or 706.542.7668.

Madea's Family Reunion... from page 1

The cast includes Tyler Perry, Blair Underwood, Lynn Whitfield, Boris Kodjoe, Maya Angelou and Cicely

Tyson. *Madea's Family Reunion* was scripted and directed by Tyler Perry. The film is produced by Tyler Perry and Reuben Cannon. By April, box office receipts for *Madea's Family Reunion* had exceeded \$64 million.

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TL: (404) 962-4106 / FX: (404) 962-4098 / TDD: 1-800-255-0056

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