

## Torre Named Director SBI



Photo Credit: Cara Pastore GDEcD

Photo: (L-R) Greg Torre, producer Tim Bourne & Lee Thomas

Greg Torre, director of the Georgia Film, Video & Music Office for the Georgia Department of Economic Development (GDEcD) since 1998, has been named division director for the department's Small Business

and Innovation (SBI) team within Global Commerce. He is now responsible for the Regional Project Manager Program (RPM-ESB), the Governor's Entrepreneur & Small Business Office (ESBO) as well as the state's Innovation and Technology Office.

In 1987, Torre joined the film office as a field representative and later served as project director and assistant director before being named director in 1998. As director, Torre promoted the motion

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## Music Mourns Loss of "Southern Rock" Pioneer

Photo: (L-R) Phil Walden and Gregg Allman

Phil Walden, 66, founder of Capricorn Records, died on April 23, 2006 after a long battle with cancer. Walden is best known for heading Capricorn Records and putting Macon, Georgia on the map as a major "southern rock" hub. Capricorn Records was home to artists such as the Allman Brothers Band,



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## Governor Makes Acting Debut



Photo Credit: Cara Pastore GDEcD

Photo: Governor Sonny Perdue

Governor Sonny Perdue visited the set of *We Are Marshall* to play the role of an East Carolina football coach whose team played Marshall just hours before the 1970 plane crash that claimed the lives of 75 football players, coaches, staff and other team supporters.

"The tragic story of Marshall University's loss is being told through the terrific work of the film's producers, directors, actors and crew," said Governor Sonny Perdue. "I'm proud that Georgia could serve as the backdrop for this movie."

*We Are Marshall* began production in April for Warner Bros. Pictures in association with Legendary Pictures. The drama based on a true story is directed by McG (*Charlie's Angels*) and

*Governor... continued on page 2*



Photo Credit: Cara Pastore GDECD

Photo: (L-R) LAB 601 owners Dave Ballard, Pete Ballard with producer Roger Bobb

## Lab 601 Helps Tyler Build House

The new sitcom from writer/director Tyler Perry, *House Of Payne*, began its broadcast run on May 8 on New York's UPN Channel 9 and Houston's UPN Channel 20. Lab 601 provided all post-production services, including editorial, HD conform, color correction, sound design and mix, for the Atlanta-lensed syndicated hi-definition series.

Written and directed by Tyler Perry, *House Of Payne* is produced by Reuben Cannon and Roger Bobb and is being distributed in first run syndication by Debmar-Mercury. Other syndicated Debmar-Mercury properties include the television series *South Park* and *Farscape* and the Revolution Studios and Lions Gate Entertainment libraries.

In addition to New York and Houston, *House Of Payne* began airing in Atlanta, Chicago, Philadelphia, Washington, DC and other major markets in June 2006. For more information on *House Of Payne*, including a complete broadcast schedule, visit [www.tylerperry.com](http://www.tylerperry.com). 

## Screenwriters Try for "Perfect Pitch"

The eighth annual "Perfect Pitch" competition, held during the Atlanta Film Festival, was sponsored by the Georgia Film, Video & Music Office, a division of the Georgia Department of Economic Development (GDECD). Ultimately the competition gives local screenwriters the opportunity to pitch their scripts to Hollywood executives. The three finalists of the 2006 competition are: 'Best Town on Earth' by Mary Branson; 'The Plaster Man' by Andy Rusk and Patrick Franklin and 'The Prom King' by Rachel Stamper.

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## Georgia Film Garners Marketing Awards

The Georgia Film, Video & Music Office (GFVMO) was honored with four awards this year at the Association of Film Commissions International Marketing Awards presented during the Locations Trade Show. The GFVMO received two first place awards for Specialty Items: a winter skullcap designed for guests attending a marketing event held during the Sundance Film Festival, and a luggage tag used in a direct mail piece. GFVMO received two third place awards, one for the Georgia Film & Video SourceBook and another for the ever-popular tee shirt.

The Association of Film Commissions International (AFCI) held its annual Locations Trade Show April 2006 in Santa Monica, CA. In addition to more than 200 exhibitors and over 1000 attendees, the AFCI presents its Marketing Awards to film commissions that demonstrate imagination and creativity in their marketing to the entertainment industry. The Marketing Awards winners are displayed at the AFCI website at [www.afci.org](http://www.afci.org). 

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stars Matthew McConaughey (*Failure to Launch*), Matthew Fox (*Lost*), Golden Globe winner Ian McShane (*Deadwood*) and Oscar® nominee David Strathairn (*Good Night, and Good Luck*).

In 2005 Governor Perdue signed into law the Georgia Entertainment Industry Investment Act. While Georgia had been a popular destination for film productions for years due to its natural advantages, some producers chose places like Ontario and Louisiana for filming due to tax credit programs. Georgia's Act put the state back on the

minds of film producers who had seen great success filming movies in the state such as *Driving Miss Daisy*, *Glory*, *Forrest Gump*, *Remember the Titans* and *Drumline*.


"Georgia has always had distinct advantages that make it attractive to filmmakers such as our warm climate, diverse locations and talented crew base," said Governor Sonny Perdue. "I'm pleased that with the help of the General Assembly, we were able to devise a sensible tax credit program making Georgia a preferred location for the film industry." 



Photo: Lisa Love


## Love To Direct Music Hall of Fame

Georgia Department of Economic Development Commissioner Craig Lesser recently announced that Lisa Love will serve as director of the Georgia Music Hall of Fame and Museum in Macon. Love has over 15 years of experience in tourism,

music and marketing. She most recently served as communications director at the Macon-Bibb County Convention and Visitors Bureau.

"We are confident that with Lisa's background

and passion she is the person who can move the Georgia Music Hall of Fame forward, enhancing the visitor experience, expanding the range of services and implementing an active development program," Commissioner Lesser said. "This is a very exciting time for the Hall of Fame with the 10th Anniversary celebration coming up and an impressive group of Georgians who will be inducted into the Hall this year."

Love co-founded the statewide entertainment quarterly Georgia Music Magazine. She has been involved in planning the Soul of the South music heritage trail, an initiative of Governor Sonny Perdue during his term as chair of the Southern Governor's Association. Love served two terms on the Board of Governors for the Atlanta chapter of the National Academy of Recording Arts and Sciences and is a member of the Southeastern Museums Conference. 

### Torre... from page 1

picture, television production, music and new media industries in Georgia through state-based marketing efforts and by serving as a liaison balancing the needs of clients with those of statewide communities, businesses, vendors, governments, unions and educational organizations.

During his tenure, Torre assisted in the recruitment of motion picture projects, commercials and music videos in Georgia with an economic value of over \$1 billion. Recent major projects include: Warner Bros. Pictures' *We Are Marshall* and *ATL*; HBO's *Warm Springs*; Lions Gate Entertainment's *Madea's Family Reunion*, Touchstone's *Sweet Home Alabama*; Paramount's *The Fighting Temptations* and 20th Century Fox's *Drumline*.

Together with the GDEcD team and community leaders, Torre was instrumental in successfully developing and implementing Georgia's two major tax-based incentives targeting the motion picture, television, music and game development industries. In 2001 Torre developed the public and private sector strategy for introduction and passage of HB 610. This was Georgia's first sales and use tax exemption targeting the television and motion

picture industries. The passage of the legislation prompted the state's most successful year in a decade for production of feature films, television movies, commercials and music videos.

Again in 2005, Torre developed the public and private sector strategy for introduction and passage of HB 539 (Georgia Entertainment Industry Investment Act), Georgia's first transferable tax credit targeting the television, motion picture and multimedia industries. The signed legislation reflected the cooperative efforts of the Office of the Governor, the Georgia General Assembly, the Georgia Department of Revenue, The Georgia Department of Economic Development, the Georgia Film, Video & Music Office Advisory Commission and community stakeholders from across the state.

Originally from Columbia, South Carolina, Torre graduated with a Bachelor of Arts in Journalism from the University of South Carolina. Prior to joining the department, he served in various capacities as a film industry freelancer in Georgia, South Carolina, Arkansas and New York.

Georgia Film, Video & Music Office location liaison Lee Thomas has been named interim director. 

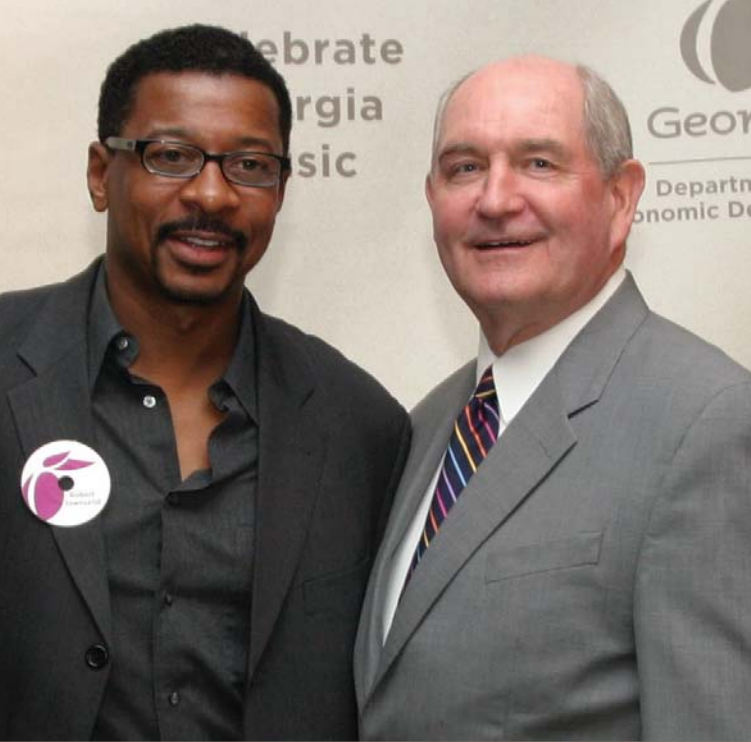


Photo Credit: Celli Musselman

Photo: (L-R) Robert Townsend and Governor Sonny Perdue

## Townsend Creates Industry Model

Writer/producer/director/actor Robert Townsend is creating an all Georgia movie project, from pre-production through post, to serve as a business model for the state's film industry. Townsend serves as Artist in Residence at the Digital Arts Entertainment Lab at Georgia State University through funding by the Georgia Research Alliance under its Venture Fellows program.

"There is no need for a state with such diverse locations, crew depth, international transportation, acting talent, sound stages, visual effects and post facilities to depend upon film projects coming from outside," says Townsend. "Of all the states in the nation, Georgia is the logical place for a truly indigenous industry to grow and flourish, it's all already here, not to mention the fact that Atlanta is the international center for popular music and now there are the tax incentives to boot!"

The high concept commercial project will showcase the state's talent and locations as well as establish a new model for creating content. Townsend plans for the film to generate ancillary products, such as a multi-player game, an IP-distributed series and short segments for mobile specific media such as cell phones.

Georgia-based production resources including Crawford Communications and Riverwood Studios have joined in Townsend's effort, through special rates and in-kind investment in Georgia productions. 

## Guillotine Posts *Race & Hollywood*

Turner Classic Movies (TCM) returned to Guillotine Post to create programming for their May featured spotlight entitled *Race & Hollywood*. Writer/producer Jeannie Franz worked with senior editor Michael Koepenick and editor Michael Tew to edit 13 interstitials that highlight African Americans' perspectives on their roles and performances throughout the history of Hollywood cinema.


*Race & Hollywood* features behind the scenes discussions in which Forest Whitaker, Charles Dutton, Bill Cosby, Cicely Tyson, James Earl Jones, Richard Roundtree, Donald Bogle and others share their views and perspectives. They can be viewed on TCM and on the web at [www.blackvoices.aol.com](http://www.blackvoices.aol.com). 



Photo: Peter Siaggas

## Lots of Spots from Spots Films

Comedy/dialogue director Peter Siaggas of Spots Films ([www.spotsfilms.com](http://www.spotsfilms.com)) has been shooting commercials for SouthernLINC, Nickelodeon with Jack Black, Cobb Energy, Moe's Southwest Grill, HDTV, Ford and Cliff's Theme Park.

Most recently Siaggas shot three commercials for Moe's Southwest Grill for Blue Sky creatives Tim Smith & Mike Schatz. The national comedy spots "A Moe's Burrito in Every Hand" show a chorus of singers singing about burritos.

Siaggas was awarded a Cobb Energy job for Blue Sky with Tim Smith. The spot shows a married couple frozen in their living room with subtle comedy as they try to formulate an escape plan from an owl that has somehow gotten into their home and staring at them. "Peter is great with this sort of comedy," said Eddie Kessler, Avid editor at BT Post. "He finds the little facial reactions that have the perfect timing for the spot."

Working for J. Walter Thompson, Siaggas and Bill Burton shot "Beep Beep Mustang" for Ford. Burton has now stepped up to DP/director for Spots Films. 



Photo Credit: Thompson McClellan

Photo: (L-R) Roger Ebert and Kaira Whitehead

## A Golden Thumbs Up

Atlanta actress Kaira Whitehead was presented with a Golden Thumb Award from film critic Roger Ebert at his Eighth Annual Overlooked Film Festival in Champaign, IL. Whitehead received the award for her performance in the independent film *Somebodies*. The Athens-lensed *Somebodies* was among the 12 films, including David Mamet's *Spartan* and *Ripley's Game* starring John Malkovich, selected to screen at Ebert's festival.

"Kaira is a natural talent with amazing comedic ability. I see a great future ahead for her," Ebert said just prior to the award presentation.

*Somebodies* marks the South DeKalb resident's first starring role in a feature length film. Nominated for the Grand Jury Prize at the 2006 Sundance Film Festival, the movie is a coming-of-

age comedy about a college student named Scottie (played by writer/director/actor Hadjii) as he maneuvers his way through life surrounded by a wild group of friends, wacky family members and an eccentric love interest named Diva, played by Whitehead. *Somebodies* is currently under consideration for theatrical distribution and development as a television series.

Whitehead has appeared on Atlanta stages in *Peachtree Battle*, *Blues for An Alabama Sky*, *Vagina Monologues* and *Settling Sophia*. She continues to travel in promotion of *Somebodies*. For more information on Whitehead's upcoming performances, visit [www.kairawhitehead.com](http://www.kairawhitehead.com).

## A Decade of AthFest

Modern Skirts, Now It's Overhead and Drivin'n'Cryin' were all headlining artists during AthFest 2006. Presented by Verizon Wireless, the 10th anniversary of the annual music and arts festival was held this summer in the downtown area of historic Athens, Georgia.

Over 150 artists performed during the course of the weekend on the two outdoor stages and through the evening's "club crawl" at music venues in town, including: The 40 Watt, Georgia Theater, Tasty World and Lunch Paper. Performers include: The Whigs, The Fountains (reunion show), Dubconscious, The Dexter Romweber Duo, Cinemechanica, Love Tractor, The High Caliber, Packway Handle Band, Hope For A Golden Summer, We Vs. The Shark, Ken Will Morton & The Wholly Ghosts, Hero Severum, Casper & The Cookies, eLeM.N.O.P., Gonzalez, Ginger Envelope, Venice Is Sinking and more.

The mission of AthFest is to educate citizens and visitors about the music and arts scene of

Athens, GA. Since 1997, AthFest has organized an annual festival to showcase the musicians, artists, businesses and residents of the Athens community.



Photo Credit: Kelli Guinn

Photo: Modern Skirts (L-R): JoJo Glidewell, John Swint, Phillip Brantley and Jay Gulley

## 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](http://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](mailto:info@georgiaproduction.org). Visit their website at [www.georgiaproduction.org](http://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](http://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](http://www.grammy.com/atlanta).
- **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](http://www.wifa.org).



Photo: Valdosta State University

## Featured Location: Valdosta State University

Located near coastal resorts in South Georgia, Valdosta State University (VSU) will celebrate its centennial year in August. Nationally recognized for its beauty, the Main Campus buildings feature Spanish-Mission style architecture, while those on the North Campus are a modified Georgian style.

Palm trees, moss laden live oaks and tall pines are spaced throughout the grounds along with a variety of flowering plants that include azaleas, camellias, redbuds and dogwoods. The two campuses, located less than a mile apart, are situated on 168 acres.

For a closer look at VSU, please visit [www.valdosta.edu](http://www.valdosta.edu).

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Wet Willie, Elvin Bishop, the Marshall Tucker Band and many others. Phil Walden was recognized for his historic contributions to popular music with his induction to the Georgia Music Hall of Fame in 1986.

Walden's first endeavor into the music world began while he was an undergrad at Mercer University. Phil Walden Artists and Promotions represented soul singers that included Otis Redding, Clarence Carter and Percy Sledge. Walden moved on from artist management to head Capricorn Records hitting the masses with a new genre dubbed "southern rock." From 1969 to 1979 Capricorn Records produced

some of rock and country's most groundbreaking music.

In the 1980's, Walden returned to artist management, representing actors Jim Varney and Billy Bob Thornton. The Capricorn label made a comeback in the 1990s releasing albums by Widespread Panic, Cake and 311. By 2001 Walden said a final goodbye to Capricorn Records, selling the label to focus on starting up Atlanta's Velocette Records with his children Philip and Amantha. Walden had recently delved into the world of film with his new production company Capricorn Pictures, shooting the yet-to-be released Georgia-lensed feature *Randy and the Mob*.



Photo: Cicely Tyson

Photo Credit: Cara Pastore GDECD

## AFF Celebrates 30 Years

The 30th Annual Atlanta Film Festival (AFF) was held June 9-17, 2006 in downtown and midtown Atlanta. Presented by Turner Broadcasting, the nine-day film festival featured over 150 films from around the world, seminars about video and filmmaking, panels and guest appearances by filmmakers, video artists and media professionals. The festival also included the Academy Award® qualifying narrative shorts competition.

On June 7th the 2006 IMAGE Film Awards Gala kicked off the festival. Now in its sixth year, the event held in the Egyptian Ballroom at Atlanta's Fox Theatre recognizes achievement in Southeastern media arts. Academy Award®-winning actress Cicely Tyson received the Ossie Davis Award presented by Ruby Dee. Gala honorees included Georgia State University Associate Professor of Communications, Dr. Kay Beck; Atlanta Art House Pioneer/Owner of Lefont Theatres, George Lefont and the Post Production Facility, Lab 601.

AFF opened with *Quinceañera*, the double-winner

of the 2006 Sundance Film Festival Grand Jury Prize and Audience Award as Best Narrative Film. The Closing Night Film was the World Premiere of *the little Death*. The festival featured the "Perfect Pitch," a forum where 10 aspiring screenwriters presented their ideas in a 3-minute pitch that will send one of them to Los Angeles to meet with major studio reps for development

Announced during the Atlanta Film Festival's closing ceremony were the awards for all categories, including the Southeastern Media Award which provides the winner "*Keesha's House*" with \$100,000 of in-kind production services. List of all the honor recipients can be found at [www.atlantafilmfestival.com](http://www.atlantafilmfestival.com).



Photo: Commissioner Craig Lesser and Ruby Dee

## Sheehan Climbs Turner's Ladder



Photo: Veronica Sheehan

Veronica Sheehan has been named senior vice president of network operations for Turner Broadcasting System, Inc.'s (TBS, Inc.) Turner Entertainment Group. In her new role, Sheehan is responsible for leading technical, operational, administrative and financial activities of the Network

Operations division.

The Network Operations unit provides wide-ranging 24-hour functional support for 25 broadcast

feeds, including the Turner entertainment networks TBS, WTBS-17, TNT, Cartoon Network, Turner Classic Movies and Boomerang, as well as Turner networks originating in Latin America. Network Operations is housed in a 193,000-square-foot, state-of-the-art facility located on Turner's Techwood Campus in midtown Atlanta.

Sheehan joined Turner Broadcasting in 1999 as director of broadcast operations and later that year moved to TBS, Inc.'s in-house production division, Turner Studios, where she has since served as vice president of operations and original programming. Previously, she was director of operations for National Video Center's post-production division in New York.

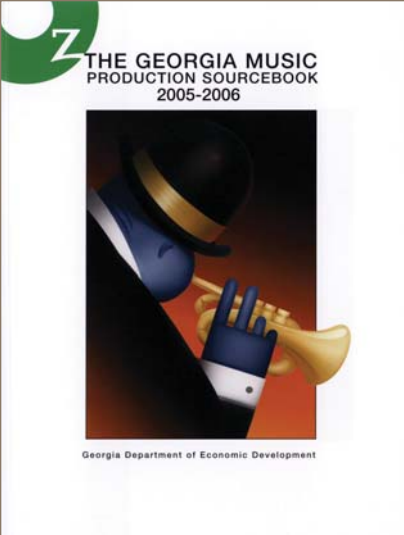


Photo: 2005-2006 Georgia Music Production SourceBook

## Award Winning SourceBook

The GAMMA Award competition held by the Magazine Association of the Southeast (MAGS) recently recognized the 2005-2006 Georgia Music Production SourceBook in three categories.

The SourceBook, a joint venture of Oz Publishing, Inc. and GDEcD's Film, Video & Music Office, is a resource guide to Georgia's music industry assets.

## Yellow Wallpaper Films in Eatonton

Nostromo Entertainment recently filmed the period feature *The Yellow Wallpaper* in Eatonton, Georgia. The production based on Charlotte Perkins' gothic short story of the same name is filming in Georgia with additional scenes shot at El Tejon Ranch in California, San Bernardino County and Lake Arrowhead. Set in 1894, the independent film will be directed by Logan Thomas (*AnaKata* 5881-A). *The Yellow Wallpaper* is produced by Aric Cushing and associate produced by Greg Beaton.

In the film, the main characters, John and Charlotte Weiland, and Charlotte's sister, Jennie Gaskell move West after their home is destroyed in a sudden fire. Plagued by strange occurrences and isolated from the rest of the town, Charlotte and John decide to stay in their new home to try to cope with the death of their daughter.

For more information please visit [www.theyellowwallpaper.net](http://www.theyellowwallpaper.net).

The silver GAMMA for Best Single Issue and a bronze for General Excellence in the Business to Business (less than \$1 million) category were awarded to the SourceBook. Also in the latter category, the article "Pioneers Build R-E-S-P-E-C-T for Georgia's Music Industry" took a gold award for best design. Judges noted that "cool typography and photography, both vintage and contemporary, combine to create a record album feel that perfectly reflects the subject."

### *Perfect Pitch... continued from page 2*

During the "Perfect Pitch" competition, each screenwriter delivered a three-minute pitch of their script. Judges chose the three finalist scripts, based solely on the screenwriters' pitches. The three scripts will then be read by a panel of industry representatives who will choose one winning script. The 10 semi-finalists who actually pitched their scripts to the judges during the "Perfect Pitch" competition were selected from more than 40 applicants, based on a one-page abstract of their scripts.

The "Perfect Pitch" winning screenwriter will receive an expenses-paid trip to Los Angeles this winter for the opportunity to pitch the script to Hollywood industry representatives.

Disabled individuals requiring assistance with this information should contact: ADA Coordinator - GDEcD / P. O. Box 1776, Atlanta, GA 30301-1776  
TL: (404) 962-4106 / FX: (404) 962-4098 / TDD: 1-800-255-0056

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