



Film Highlight Report

Special Report No. 3

April 2002

550 W. 7th Avenue, Suite 1770 Anchorage, Alaska 99501-3510 Phone: (907) 269-8110 Fax: (907) 269-8125

On Location

It's normally considered impolite to release wild animals in public places. In California, it was a hit. Sporting a new-look film guide and an oversized Moose mascot, the Alaska Film Program turned more than heads at the Association of Film Commissioners International Locations Trade Show in Santa Monica, California (April 11-13); for three days, it turned the Hollywood spotlight on Alaska.

"This is one of the best opportunities of the year to remind the film industry that Alaska makes a spectacular backdrop for movies and commercials," said Curtis Smith, who oversees the Alaska Film Program. "When producers and directors absolutely have to have snow in July, we don't want them wasting time looking for an alternative, we want them here."

To make the point, the Alaska Film Program put a good part of its booth "on ice." For the second year in a row, members of the Alaska Film Group converged on Lake George to haul off a piece of glacier ice large enough to last for five straight days without refrigeration. Once again, it was the Belle of the ball.

"The ice is a natural magnet," Smith said. "Here we are in Santa Monica where it's at least 75 degrees outside, and inside nearly three thousand visitors to the trade show are getting a good look at a piece of ice that's so dense, it doesn't seem to melt. Throw in the fact that it's thousands of years old, and you have one heck of a good excuse to talk about Alaska."

Smith was not the only one doing the talking. Alaska Film Group President Deborah Schildt was also on hand to represent the film professionals who call Alaska home.

"It's important for producers and directors to know they can use the film group as a resource," Schildt said. "AFG's collective experience offers invaluable insight and access to Alaska's unique locations that might otherwise go overlooked. Because almost all of us have worked on major motion pictures or national commercials, a director can commit to a shoot in



Slippery Slope: Sometimes gearing up for a shoot in Alaska requires a lot more than just a camera and film.

Alaska without bringing an entire crew along. There's great value in that."

There is also great value in attracting these kinds of projects. Even commercial shoots that last only three days can drop tens of thousands of dollars in to the local economy.

- Continued on Reverse Side

**"When producers and directors
absolutely have to have
snow in July, we don't want them
wasting time
looking for an alternative,
we want them here."**

On Location, continued



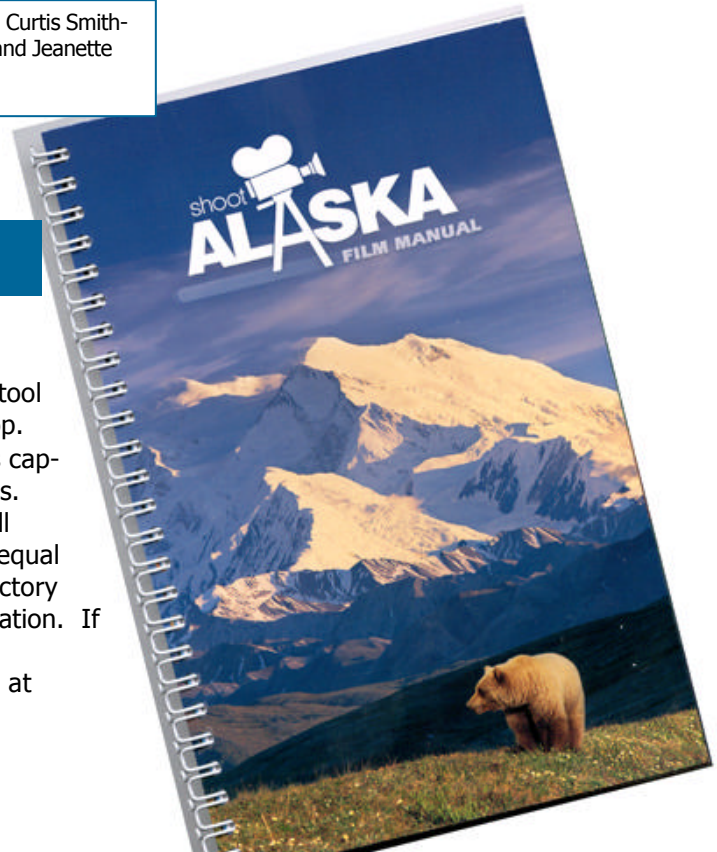
Moose on the Loose: Backrow-Deborah Schildt -AFG President, Curtis Smith-Alaska Film Program. Front: Carolyn Muegge-Vaughan-ACVB and Jeanette Moores Anderson-ACVB

"They have to eat somewhere," Smith said. "Often times an out of town production will hire caterers, location scouts, production facilities, you name it. On top of that they stay in hotels, rent our cars and buy our gas. If it's a major motion picture, the tab can easily run in to the millions of dollars."

Since returning from the AFCI Locations Trade Show, the Alaska Film Program has been in contact with more than a dozen producers who are now considering Alaska for their next shoot.

Film Manual

The new Alaska Film Manual is now in circulation. These manuals are considered an essential survival tool for any professional considering Alaska as a backdrop. Inside you will find hundreds of breathtaking scenes captured by some of Alaska's best known photographers. From the Valley of 10,000 Smokes to the Mendenhall Glacier, the manual makes clear that Alaska has an equal mix of fire and ice. The manual also contains a directory that lists local professionals and their contact information. If you would like a film guide please send an email to: alaskafilm@dced.state.ak.us or contact Curtis Smith at 907.269.8110



Recent National Productions Staged in Alaska

Food Channel
HGTV
Disney Channel
Travel Channel
Prime Time Live (ABC)
Sports Illustrated
Good Morning America

MSNBC
National Geographic
Pepsi
Microsoft
Sierra Mist
Michelin Tires
Sony Handycam

Royal Caribbean
U.S. Postal Service
Armed Forces Eco
Challenge
Fox TV "I want an
Alaskan Husband"

USA Network
Amazing Race (CBS)
Williams Energy
Food Network
Entertainment Tonight

For more information contact Curtis Smith at 907 269-8110 or email him at: Curtis_Smith@dced.state.ak.us