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The Electronic Newsletter of the  
Colorado Film and Video Association

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## Citizen Reports On The Job At The DNC

### News Coverage For TV One and Nickelodeon

Denver's Citizen Pictures is producing the Democratic National Convention coverage for a pair of television networks, TV One and Nickelodeon. Production is taking place on the DNC floor at the Pepsi Center, Comcast Media Center and various happenings around town during the DNC.

For TV One, Citizen Pictures is producing live nightly gavel-to-gavel coverage from the Pepsi Center and a late night after party show originating at the Comcast Digital Media Center.

The nightly TV One convention coverage, anchored by journalists Joe Madison and Arthur Fennell, features commentary and interviews with newsmakers on the convention floor.

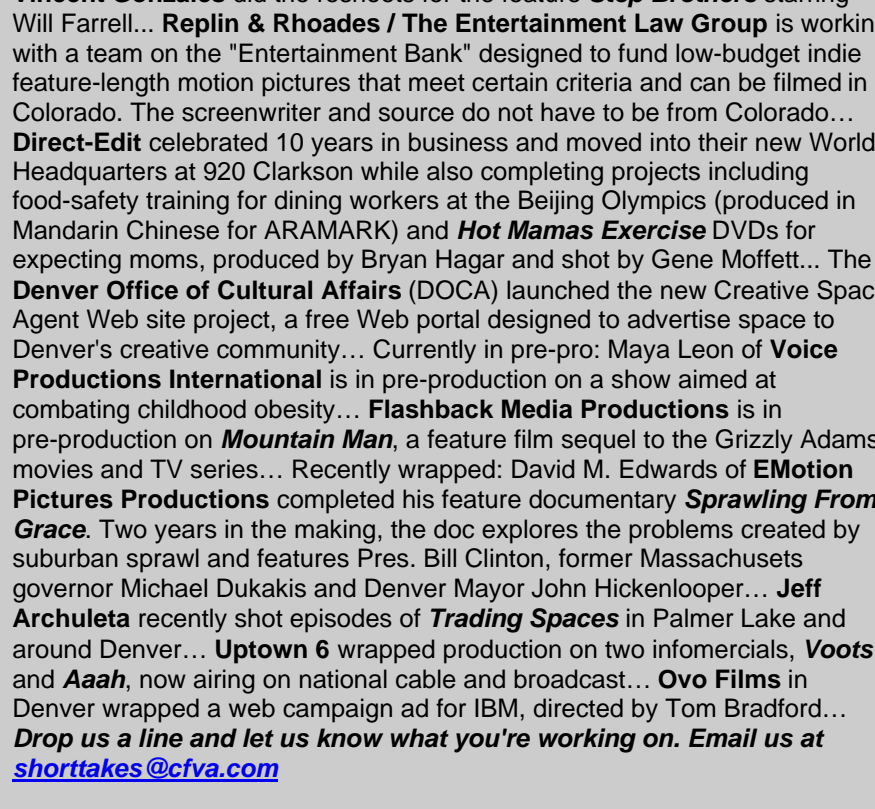
The late-night show, **TV One Live: DNC After Party**, co-hosted by Dr. Michael Eric Dyson and Rev. Marcia Dyson and anchored by Jacques Reid, takes a witty and wildly entertaining look at the day's convention events.

Show regulars include chief political analyst Roland Martin, civil rights activist Rev. Al Sharpton, celebrity chef G. Garvin, actor Hill Harper, comedian Sheryl Underwood, publisher Jamie Foster Brown, fashion expert Paul Wharton, and the celebrity snitch Hugh Lowdown.

Citizen Pictures also teamed up with Nickelodeon for it's "Kids Pick the President" Campaign, designed to excite kids and young teens about the electoral process. The Nickelodeon Election Connection Team of Lil JJ, Pick Boy and Lily Collins are covering the DNC from a kid's perspective. Answers to their many questions will be used in a series of on-air public service spots.

Citizen Pictures' graphics team also designed the "Kids Pick the President" graphic package, which will also be used at the Republican National Convention and throughout this year's campaign season. Citizen's sister company, Base2Studios, is handling most of the post-production and editing for both projects.

## On location with The Fray and Switchfoot



Producer Robin Bond interviews Basic Blade of The Fray and Jerome Fontamillas of Switchfoot for the *Local House Teen Bats of the Bands* (times) for Douglas Co. Television.

### CFVA Short Takes

**"Short Takes" is designed to keep us all posted on the great work going on in our vibrant production community. Please feel free to submit your news to [shorttakes@cfva.com](mailto:shorttakes@cfva.com).**

In our ongoing DNC "coverage-of-the-coverage," here is another of the many DNC-related projects going on around town: **Impossible Pictures** and sister company Flying Saucer Films are producing a Barack Obama documentary with noted biographer David Mendell (**Obama: From Promise to Power**) and comedian George Lopez. (By the way, you've probably heard that "Impossible recently added award-winning Designer, Animator and Director Mike Stane from Los Angeles) ... In non-DNC related events, John Doryk of **Night Sky Music & Sound Design** is working on musical concept cues for Brightline Pictures to compose full orchestral score for the romantic comedy **Take Two** to be recorded with the Kevyn Symphonic later this year. Assistant Director **Vincent Gonzales** did the rehoots for the feature **Step Brothers** starring Will Farrell... **Repin & Rhoades / The Entertainment Law Group** is working with a team on the "Refinement Bank" designed to fund low-budget indie feature-length motion pictures that meet certain criteria and can be filmed in Colorado. The screenwriter and source do not have to be from Colorado... **Direct-Edit** celebrated 10 years in business and moved into their new World Headquarters at 520 Clark Street while also completing projects including food-safety training for dining workers at the Beijing Olympics (produced in Mandarin Chinese for ARAMARK) and **Hot Mamas Exercise DVDs** for expecting moms, produced by Brian Hagar and shot by Gene Moffett... The **Denver Office of Cultural Affairs (DOCA)** launched the new Creative Space Agent Web site project, a free Web portal designed to advertise space to Denver's creative community... Currently in pre-pro: Maya Leon of **Voice Productions International** is in pre-production on a show aimed at combating childhood obesity... **Flashback Media Productions** is in pre-production on **Mountain Man**, a feature film sequel to the Grizzly Adams movies and TV series... Recently wrapped: David M. Edwards of **Emotion Pictures Productions** completed his feature documentary **Sprawling From Grace**. Two years in the making, the doc explores the problems created by suburban sprawl and features Pres. Bill Clinton, former Massachusetts governor Michael Dukakis and Denver Mayor John Hickenlooper... **Jeff Archuleta** recently shot episodes of **Trading Spaces** in Palmer Lake and around Denver... **Uptown 6** wrapped production of two commercials, **Voost** and **Aaah**, now airing on national cable and broadcast... **Two Films** in Denver wrapped a web campaign ad for IBM, directed by Tom Bradford... **Drop us a line and let us know what you're working on. Email us at [shorttakes@cfva.com](mailto:shorttakes@cfva.com)**

-Robin Bond

## Lobbying Your Legislators On Film Incentives - Part One

### The Time To Get Started Is Now

A new proposal to expand the state's film and television tax incentive is going to be submitted to the Colorado Legislature next session, a scant four months from now. You may want to contact your state representative and state senator to express your support for it.

The Colorado Film and Video Association (CFVA) encourages you to do so. In fact, we recommend that you don't wait until next year. There is plenty you can do right now to help build the grassroots support needed to pass a new incentive bill.

Colorado has a modest film and television production incentive program, but industry experts say it's too small to compete effectively with other states. A bill to substantially expand the current program was introduced during the 2009 session of the Colorado Legislature. It was killed on a narrow vote in the House Finance Committee. Plans are underway to introduce a new measure during the 2009 legislative session.

### Communicating With Your State Representative and Senator

Every member of the CFVA in Colorado is represented in the Colorado General Assembly by one member of the state House of Representatives and one member of the state Senate. If you are not sure who your representative or senator is, just check with your local county clerk or look it up on <http://www.leg.state.co.us/>.

Your first task is to make sure you know who your legislators are. Once you've nailed that down, guess what?

They want to hear from you!

Imagine trying to represent tens of thousands of people your district. How do you determine what your constituents want you to do? It's not an easy task.

One useful way a legislator can gauge public opinion is to actually hear from their constituents. That's where you come in. Simply by contacting your representative, you become the face of the CFVA and the entire film, television and video production industry in Colorado -- for your representative and senator. Feel powerful, like a Hollywood mogul?

In the eyes of your legislators you are that mogul, because you work in the industry, you know the industry, and you know that the production community creates permanent jobs in Colorado. That last item, by the way - permanent jobs in Colorado -- is the kind of thing state legislators like to hear. In essence you can become the expert on the production industry for your representative and senator.

Contacting your legislators is important because they know that for every person who actually takes the time to write, call or visit them, there are hundreds and perhaps thousands of people in their districts who feel the same way you do. That's the reason that people in the industry is the essence of grassroots politics.

The message you convey to your legislators is equally important, followed closely by just how you contact them. If you come off like a raging bull demanding passage of a bigger incentive program and claiming that anyone who didn't vote for it was a complete idiot, you might want to consider some other avenue of pursuit. You won't make it as a grassroots lobbyist.

Legislators need good, solid, accurate information about the production industry from CFVA members all around Colorado.

Just so you know, Colorado legislators serve part time. They make about 30,000 bucks a year. All of them have other jobs, careers, businesses to run and families to take care of. Each legislative session is limited to 120 days and they have hundreds of bills, many of them complicated, to consider each session. Their in-house resources are limited and for all practical purposes, they have no staff. As a result, legislators are very dependent on information from lobbyists, outside industry experts, state employees, cabinet officials and the governor's office to help them make decisions.

As the industry experts, you are a key component to conveying accurate information on production incentives to your legislators. So how do you do that?

### Timing Is Everything

Let's start with timing. At this writing, your legislators are not in Denver at the Statehouse. They are back in their districts catching up on their jobs and careers, running their businesses, getting their kids ready to start school, and running their re-election campaigns. Your legislator may be at home right down the street from you.

The planned legislation to expand Colorado's film incentive is currently being drafted, discussed, tweaked and analyzed. It won't be introduced until the next legislative session starts in January. But this is a perfect time to touch base with your legislators, while they are home and not caught up in the frenzy of the session. In fact, if you wait until the bill is introduced next year, it's almost too late - except for a short message reiterating your support for the measure.

### First Contact

A wise judge once told this writer that the three best ways to communicate with someone - from most effective to least effective - is 1) face-to-face, 2) by phone, and 3) in writing. That was before the internet. E-mail is commonly used now for follow-ups - after the initial contact. For the initial meeting, however, go for face-to-face or by phone. Still, you probably will have to send a letter or an email, however, to schedule a first encounter.

If you already are on a first name basis with your representative or senator, give him/her a call to find a time to discuss film incentives over a cup of coffee or tea. If you don't know your legislator personally, write or call to schedule an appointment.

If you have a business, always use your business stationary. Small business is BIG business in Colorado. Otherwise use personal stationary. Don't just send a hand-scratched note or a post-it. Be professional. This is about your livelihood after all.

Clearly state your reason for the meeting, the subject you want to cover, and suggest several possible dates and times. In other words, flex YOUR time to accommodate the legislator's schedule. Also, indicate how much time you need. Keep it short. Fifteen minutes is typical.

Follow up if you don't hear back within a week, but don't morph into an angry stalker if you seem to be ignored. Just be politely persistent, but be persistent. These are your representatives who are communicating with.

When you meet with your legislator, be prepared. Download and read the articles the CFVA has posted about film incentives from the CFVA website - <http://www.cfva.com>. Do a little internet research on your own. Write a short one or two paragraph summary of your business.

Don't lecture. You may be surprised how much your representative or senator knows about incentive programs of all sorts, even the film incentive program. If your legislator happens to be on top of the film incentive issues, he/she will be grateful to know that someone like you, a constituent, supports him/her on this issue. It works both ways.

### Adopt a Legislator

When you meet with your legislators make sure you have solid facts and can back them up. If you seem to be up against a brick wall, don't bother getting angry. Not everyone will agree with your position, no matter how logical it seems to you.

Also, you won't always get a definite answer. Your legislator may want to give you a definite maybe, providing some leeway to change position. That's the name of the game. If you're dealing with a politician.

Be polite. Thank them for their offering work in the Legislature and their work to follow up with additional information as the issue develops. Include your representative and senator in YOUR circle of friends and professional associations. Adopt them.

In other words, be their pal!

Legislators love pals.

-Dick Schneider

**Part Two:** In the next issue of the CFVA E-Bulletin, we'll cover ways to help your legislators get elected or re-elected to office. Plus, we'll hear from a few legislators and former legislators themselves on how best to influence legislation.

### Remember: It's About Jobs and Economic Development

Always emphasize these two key issues about film incentive programs: 1) they create permanent jobs in Colorado, and 2) they generate important economic development in the state (just like Biotech, alternative energy, and other industries that receive incentives).

Don't use words like "subsidy" or "subsidize." To lawmakers, and the public, this sounds like an industry handout.

And don't bother with the glitter of Hollywood in Colorado. State legislators do not care about the glam and the bling, even though most of them would drop everything to get their pictures taken with any of the celebs that have second, third or fifth homes in Colorado.

Film incentives are about creating permanent jobs and economic development, and that's it.

The secondary benefits include the fact that film and television production is a Green industry and it's another way to boost Colorado tourism and business relocation. But keep saying over and over in your head: **JOBS and ECONOMIC DEVELOPMENT.**

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## Acronyms-R-Uss

A glossary of abbreviations)

**CFVA**  
Colorado Film and Video Association (Colorado's oldest production industry trade association)

**CPBG**  
The Colorado Production Resource Guide (The yellow pages of production people in our state. Used by film and television producers everywhere. If you're not in it, you're missing out on work! Not available on DVD, but available online at [cpbgonline.com](http://cpbgonline.com))

## The Colorado Film Commission

bringing new projects to Colorado

## We need your stories and pictures.

The CFVA eBulletin needs to hear from you!

Submit your events, calendar items, and job postings to the CFVA website.

You can also email us story ideas, production stills (with a short write-up on the production), awards, news releases, new products, or new services - anything related to Colorado's exciting film and video industry.

If you don't have time to develop the story, just send us the basic information, a contact person, and we'll follow up. This is your association, and we want to hear from you.

Send any information here and put "CFVA" somewhere in the subject line.



CFVA continues to collect Firms for the Troops. Non-members who bring a DVD for our troops get into the next schmoozer FREE!



Film in Colorado Bumper Sticker Photo Contest!

**\$250 PRIZE!**

We're still looking for a bunch of great pictures - from anywhere in the world - highlighting the CFVA's Film in Colorado bumper sticker. **And the best one is going to win \$250!**

The rules are simple: shoot a picture of the bumper sticker on a bumper. But let's get creative, gang. Any of you off to East Timbuktu for a shoot? Take a bumper sticker along, slip it onto the bumper of a, well, local vehicle, park it in front of a pyramid or something and snap the shot! Get the idea?

Send CFVA your digital photo via [shorttakes@cfva.com](mailto:shorttakes@cfva.com)

Submissions are due to the CFVA by **November 1, 2008.**

The CFVA Board will select the Top Ten Finalists.

The winner will be selected by CFVA Members at the Holiday Schmoozer, and we'll award the \$250 winning prize.

## Job Listings

There are no job listings at this time.

## News and Events

### TriMedia Film Festival Lineup

The lineup at the 3rd-annual **TriMedia Film Festival** ([www.trimediatelevision.org](http://www.trimediatelevision.org)) includes more than 50 independent short and feature films; documentaries; original theatre performances; and television specials and pilots. More than 25 producers, writers, actors, directors, cinematographers, and others will be on hand to show and discuss their work. The opening premiere film is "Coyote," an action-thriller by some of the same people who produced "Napolean Dynamite." The three-day event runs Sept. 5-7 in venues across Old Town Fort Collins. Tickets are on sale now, and discounts are available.

The festival will feature award-winning films from major international film festivals; a family fun fest with programming for children; student films; and a showcase of original theater work by Colorado writers and actors. Many featured producers, producers and actors (such as Ron Noble of "Rugrats") fame, and special effects master Dan Trezise) will make appearances at the festival, and audiences will have opportunities to meet them and ask questions. Venues for the 2008 festival include the Lincoln Center, Everyday Joe's Coffee House, the Sunset Event Center, the Bas Bleu Theatre and the Lyric Cinema Café.

The festival's opening film, "Coyote," is a fast-paced action thriller centered on two friends who go into business as "kinder, gentler people smugglers." At first it seems like any other startup business, but they discover there's a price to pay for stepping over the line. Special appearances by the production team of writers, actors, and producers of "Coyote" highlight the evening. The film starts at 7 p.m. Sept. 5 at the Lincoln Center with a gala party following.

Ticket prices start at \$10, and special group, senior and student discounts are available. Tickets and passes are available at the door or in advance at the Lincoln Center and the Lyric Cinema Café. Complete ticketing information and the event schedule are available at [www.trimediatelevision.org](http://www.trimediatelevision.org) or by calling the Lincoln Center at (970) 221-6730.