

FOR IMMEDIATE RELEASE: Film School Workshop #2

So you want to make a movie film? Do you know what it takes to direct it? What to do during production and post-production? Do you know the “Do’s & Don’ts” of digital filmmaking?

The Production Services Association of Northwest Florida (www.PSANWF.com) is holding the second of four “Film School” workshops this month on Saturday, April 4, 2009 from 12-5pm in the upstairs banquet room of Fokker’s Sports Pub, located in Fountain Square in downtown Fort Walton Beach, Florida. These are facilitated workshops based on a 2-day Film School DVD series produced by Dov “S-S” Simems (www.WebFilmSchool.com).



This second Film School workshop will cover:

- Directing Your Film – Casting actors, rehearsals, shot selections, directing the camera, preparation, interpreting the script, securing a performance, master shot, medium shot, cutaways, reaction shot, close-up, maximizing coverage, and understanding shooting ratio.
- Production Basics – Daily shooting setups, first shot, final shot, wrap, department heads, cinematographer, production manager, production designer, production coordinator, who to hire, what to pay, permits & insurance, synchronization & edge code, and the crew.
- Post-Production – Film editing, hiring an editor, rough cut, assemble edit, post-production sound, ADR, Foley, M&E, optical track, cutting the negative, color correcting, lip syncing, looping, music & score, and securing an answer print inexpensively.
- Digital Filmmaking – Canon vs Sony, HD vs 24p, miniDV vs DVCam, buying or renting, 1-day or 1-week shoot, best 3-chip cameras, microphone do’s & don’t, digital lighting, non-linear editing, digital distribution, streaming, archiving, and digital film festivals.

The third Film School workshop will be on April 19, 2009 and will cover: 1) budgeting your film, 2) publicity, marketing, and film festivals, 3) cable & video deals, & 4) receiving revenues for your film.

The fourth and final Film School workshop will be on May 2, 2009 and will cover: 1) financing for film, 2) distribution, 3) being organized, & 4) developing your filmmaking game plan.

After each workshop, attendees can hang out at Fokker’s Sports Pub for pizza and networking with fellow filmmaking enthusiast.

These workshops (a \$400 value) are free to all Production Services Association members or \$30 annual membership fee for new members. For more information about this Members’ Workshop series, contact RJ Murdock at 850-244-7100. For more information about the Production Services Association, go to their website at www.PSANWF.com.

WHO ARE WE? The Production Services Association of NW Florida (PSA-NWF) is FIRST & FOREMOST a networking organization for individuals on the Emerald Coast involved the “Behind the Scenes” aspect of film, television, videography, photography, recording, and lives performance productions. The meetings and website forum (www.psanwf.com) allow members and non-members alike to learn about what's happening in our neck of the woods. It also provides opportunities to advertise upcoming production jobs and share experiences and accolades about past productions. The SECOND TENET of the PSA-NWF is to market our production and various location capabilities to outside productions considering our area for their latest project. It is our goal to nurture a friendly and useful production infrastructure for outside crews to take advantage of. We also want to market to our local business community to consider seeking local resources for their production needs before going to out-of-state agencies. AND LAST BUT NOT LEAST, the PSA-NWF is an educational resource for those people interested in our field and wants to learn more about it. Through the use of workshops, guest speakers, and internship opportunities, students of the craft can gain valuable knowledge and insight into the world of production. The PSA-NWF members meet every 2nd Wed of the month @ 6pm in the upstairs banquet room of Fokker’s Sports Pub (850-244-6666) in Fountain Square in downtown Fort Walton Beach, FL. This meeting is open to the public interested in PSA-NWF.