



9TH ANNUAL
SHOOT
NEW DIRECTORS
SEARCH 2011

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The industry is mourning the loss of Chuck Sloan, a respected production house executive who teamed with director/cameraman Eric Saarinen to launch Plum Productions, a shop which had a successful 26-year run. Sloan, 71, died of an apparent heart attack suffered while he was vacationing in Virgin Gorda. He was a mentor to many in the commercialmaking community. In next week's issue, SHOOT will cover his career and share reflections from his colleagues and friends.....

April 08, 2011, --- The industry is mourning the loss of Chuck Sloan, a respected production house executive who teamed with director/cameraman Eric Saarinen to launch Plum Productions, a shop which had a successful 26-year run. Sloan, 71, died of an apparent heart attack suffered while he was vacationing in Virgin Gorda. He was a mentor to many in the commercialmaking community. In next week's issue, *SHOOT* will cover his career and share reflections from his colleagues and friends.....PromaxBDA, a global association for marketing, promotion and design professionals working in the entertainment industry, has named writer, producer, actor and author Spike Lee the recipient of the PromaxBDA Lifetime Achievement Award for creativity. He will be presented the award at the 2011 annual conference taking place June 28-30 in New York City. Los Angeles production company *Pony Show Entertainment*, through which Lee directed recent MSNBC branding campaigns and other commercial work, began their association with the director in 2007, featuring a rebranding Gatorade campaign starring 35 of the world's foremost athletes. Lee's recent spots produced by Pony Show for T-Mobile star Charles Barkley and Dwayne Wade....Minneapolis-based *Splice Here®* has added editor Matt Silver and producer Steve Fait. Silver's career includes tenures at bicoastal *Bug Edit* and New York-based *Go Robot!* He has cut national campaigns for such clients as Dunkin' Donuts, Snickers, Carl's Jr., IBM, American Express, Chevy and Fidelity. Fait joins *Splice* from visual effects studio ILM (Industrial, Light & Magic).....

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