Name of Speaker: Marshall Moore

Title of Lecture: Utah Film Commission

Date of Lecture: 10/31/2013

Introduction

Marshall Moore, the director of the Utah Film Commission, has been in that position since 2007. He first came to Utah nearly 20 years ago to work on a television mini-series. He then worked on “Touched by an Angel”, which stayed on television for 8 years. Under his direction the film commission has received several awards, with Moore, personally receiving the 2011 Utah Entertainment & Choice Award for Contribution to the Arts.

Summary

The lecture began with a short video presentation to show how many major films have been filmed in Utah. Some of those major motion pictures include, Pirates of the Caribbean, Forest Gump, Mission Impossible, Indiana Jones and Thelma and Louise. Moore, mainly pointed out that the diverse regions of Utah provide great opportunities for not only film makers, but also, major television producers and major brands.

He then moved on to point out that the Utah Film Commission is involved with more than just finding filming locations. He began to talk about the role that they play in promotion and marketing of the state of Utah. Since the Utah Film Commission is regulated by the Utah Governor’s Office of Economic Development, it is important to show that they bring valuable revenue and incentives for those companies that want to film in Utah.

The major things that they use to attract potential companies are the website, and Utah Hues, an online and print magazine. The website provides a location library of not only previous sites used for filming, but also potential sites that could be used. Utah Hues is a magazine that acts like a brochure for those who may be attracted to the state.

He then began to show how, the change to marketing in a digital age has helped attract potential customers. In the past, they would have to send printed materials to potential clients. This was cumbersome and time consuming to have to do things manually, for each individual request. Now with technology a company can find this information online, and move more quickly in making decisions.

He spent some time then talking about the film 127 Hours, and how they build up through the floor to replicate the set in a warehouse. This was all done in Utah and provided a large amount of business. He also spoke about how the most requested place for a filming permit was the Salt Flats.

He concluded his presentation with a summary of what they do at the Sundance Film Festival, as well as the contest for commercials to represent the state of Utah.

Reflection

This presentation was informative about filming in Utah, it was well presented and provided a different perspective on the motion picture industry. The tie to technology and how it has influenced the industry was pretty weak, and at times I felt he was making a sales pitch of their importance to the board of the Utah Governor’s Office of Economic Development, to keep their funding.

His final point about the contest that promotes Utah was very interesting. It was nice to know that they are promoting the interest of new film makers by having them compete on a large scale. However, I was considering how much those commercials help the state of Utah, and if the prize is worth effort.

For the most part, I feel like his presentation spent a lot of time informing us about what they do. I cannot say that I agree or disagree with the tasks that they are assigned. Because this presentation was so informative, I didn’t feel that he provided many insights that could be used to promote my career.

One insight that may have been derived is that it is important to justify your contribution. In other words he spent a lot of time talking about the positive economics of what the film commission was able to bring to the state. It showed that what they do is valuable to the state of Utah and is of worth.

Conclusion

In conclusion the speaker provided new ideas that showed how the motion picture industry is doing in Utah.