

For Immediate Release:

On Saturday, April 20, the sixth California Locations Conference took place in Santa Monica, California. The Conference is for Location Managers and Producers of film, television, and commercials to learn more about California locations. Cassandra Hesseltine, the Humboldt-Del Norte County Film Commissioner, not only had a table at the conference to share information about what the area has to offer for filming, but also spoke on a four person panel discussing the experience of having the movie *After Earth* (starring Will and Jaden Smith and directed by M. Knight Shyamalan) film in Humboldt County in April of 2012.

Moderator Frank Mottek, from News Radio KNX 1070, asked questions such as “Did they have privacy issues” and “Was permitting difficult to obtain for the old growth redwoods.” Hesseltine answered with the hopes of enlightening the audience that rural areas can handle a large production. Other participants on the panel were Trish Hofmann, Executive Producer of *Hemingway & Gellhorn* for HBO (starring Clive Owen and Nicole Kidman); Geoff Juckes, Location Manager for feature films, commercial and fashion; and Mark Indig, Unit Production Manager for *Titanic*, *The Village* and *The Lone Ranger*.

While in Los Angeles, Hesseltine was also able to attend the premiere of *Love in the Time of Monsters* (an indie movie that shot in Del Norte County last summer). “Overall, it was a very productive weekend,” Hesseltine said, “several location managers showed interest in our area.”

After Earth opens May 31st across the nation.

Photo Credit: Courtesy of the Humboldt-Del Norte County Film Commission

Picture #1 (left to right): Geoff Juckes, Trish Hoffman, Mark Indig, and Cassandra Hesseltine at the California Locations Conference

Picture #2 (left to right): Cassandra Hesseltine and Dow Griffith (the location manager who brought the idea of filming *After Earth* here to Humboldt) at the California Locations Conference

Picture #3: Cassandra Hesseltine giving away baby redwoods to promote filming in Humboldt and Del Norte at the California Locations Conference.

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