

THE MINNESOTA FILM & TV BOARD'S NEW ONLINE PRODUCTION GUIDE BOOSTS PRODUCTION COMMUNITY'S VIRTUAL VISIBILITY

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The Minnesota Film & TV Board recently launched a completely redesigned online Minnesota Production Guide. The new guide, MPG Online (<http://crew.mnfilmtv.org>), marks a dramatic departure from the print version, which has been published annually since the mid-80s. Instead of a printed version of the Guide, with corresponding text-only online listings, MPG Online offers a dynamic site with an ever-expanding group of professionals and businesses for hire. The new site makes it much easier for production companies looking to work in Minnesota to find the personnel and support services they need.

"The time had come for a major upgrade in the marketing platform we provide to Minnesota crew and production services companies," said Lucinda Winter, Executive Director of the Minnesota Film & TV Board. "The new MPG Online was designed to allow users to control their marketing message and use just about any tool to showcase their talents and experience. Minnesota is competing for business in a climate driven by the Web and social media," Winter added. "The MPG Online helps keep us in the game."

Content can be added and managed by subscribers through a user log-in and password system. Depending on the level of listing purchased, subscribers can post videos, photos and illustrations, as well resumes, credits and links to their social networking profiles on sites like Facebook and LinkedIn.

A "My Crew" page serves as a place for producers to store lists of the people and businesses they're interested in hiring for a production. This, in addition to other media enhancements, make Minnesota's Production Guide unique among guides produced by U.S. film commissions.

"As a producer who works primarily in L.A., the new online Production Guide will serve as a powerful, 21st century, environmentally responsible, one-stop shopping site for locating human and material resources throughout Minnesota," said Van Hayden, co-producer of the Minnesota-made feature *My Place In the Horror*.

In addition, MPG Online reflects MFTVB's desire for a more environmentally conscious approach to providing information. Listing information is offered in PDF format and will be available in November in a special, pocket-sized directory for those who may need a book format for location work.

About Minnesota Film & TV Board

The Minnesota Film & TV Board is a full-service film commission, incorporated in 1983, dedicated to creating jobs and economic growth by promoting and supporting the state's production industry. The Board is a nonprofit public-private partnership funded by the State of Minnesota through Explore Minnesota Tourism and private contributions. For more information, visit the MFTVB website at www.mnfilmtv.org

FOR FURTHER INFORMATION PLEASE CONTACT

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The Minnesota Film and Television Board is a 501(c)3 non-profit corporation. Our mission is to build and promote the art and commerce of the moving image industry in Minnesota as a force for economic growth.