

**FOR IMMEDIATE RELEASE:**

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**MN Film & TV Board Names Lucinda Winter Executive Director**

Minneapolis/St. Paul Minnesota - The Minnesota Film and Television Board today announced that Lucinda Winter has been hired as its executive director, effective November 1, 2005.

“Lucinda is a woman of great integrity, creativity and professionalism,” said Victoria Wozniak, President of the MFTVB’s volunteer board of directors. “Her passion and commitment to the Minnesota production community are evident in the tireless energy she has put forth on the MFTVB board as vice president and chair of its operations committee.”

Winter has been a member of the Minnesota production community for 17 years, first as a freelance writer/producer and then in creative and management positions for Blue Earth Pictures, Inc. a Minneapolis-based production company. These are challenging times for our industry,” Winter noted, “with watershed technological changes and increasingly tough international competition. Location decisions are made based on incentive packages and exchange rates, resulting in the migration of both creative and economic opportunities from state to state and country to country.”

“As the executive director, one of my most important jobs is to support an active and open dialog between the creative community, state government officials, business leaders and Minnesota residents. The MFTVB will work hard to communicate the positive impact that television, film, corporate and commercial production has on our state and local economies. Our goal is to be able to compete internationally with the right combination of incentives and production services so we can bring more production dollars to Minnesota and retain the state’s outstanding creative workforce.”

“Lucinda has walked in many shoes within the production community,” said former Executive Director Craig Rice. “She has expertise in film production and has worked successfully within the business community. Her peers have great respect for her because she provides leadership and understands their needs, demonstrating she can meet the unique challenges of this business in a positive way.”

ADVANCE \d4Winter is a past board chair of the St. Paul Chapter of the American Red Cross and past president of the MCAI-MN (formerly known as the ITVA). She holds a bachelor’s degree from Michigan State University and was awarded the Herbert Berridge Elliston Fellowship while studying for her M.A. in Broadcast Journalism from the University of Minnesota.

The Minnesota Film & TV Board’s mission is to promote the art and commerce of the moving image industry in Minnesota. For more information, visit the MFTVB website at [www.mnfilmandtv.org](http://www.mnfilmandtv.org).

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