



## **Activity Report** **February – March 2012**

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### **Points of Interest**

#### **Oklahoma Film Rebate Queue:**

**Cowgirls 'N Angels:** FY11 Final Rebate Application received by OF&MO February 2, 2012. Processing and payment complete

**Yellow:** FY12 Final Rebate Application received by OF&MO March 19, 2012 and currently under review

**August Osage County:** Prequalified in January 2012. Location scouting scheduled for mid-April

NOTE: No new rebate applications are being accepted until results of the 2012 Legislative Session are known.

#### **2012 Legislative Session:**

The following is an update on the two bills filed this session with language affecting the Oklahoma Film Enhancement Rebate Program:

1. **Senate Bill (SB) 1435** which would've repealed the Oklahoma Film Enhancement Rebate Program immediately upon passage did not make it out of committee and is therefore dead.
2. **Senate Bill (SB) 1623**, (Section 33, Page 176 of this 186-page bill) recommends, among other things, **reducing the current 35-37% rebate to 17.5%** as of **January 1, 2013**. The bill further sets forth that no rebate be payable on or after January 1, 2014, **shortening the sunset date by six months**.

#### **Bill Updates:**

- **2/21/12**                      **Passed** Senate Finance Committee by a vote of **12-3**
- **3/13/12**                      **Passed** the full Senate by a vote of **27-16**
- **3/28/12**                      **Passed** House Appropriations and Budget Committee by a vote of **13-5**

Bill currently awaiting a vote on the floor of the House of Representatives. The title has been removed from the bill, which means that if it passes the House, it will likely become a part of bigger state budget negotiations during Conference Committee during the last week of legislative session. You may contact us for more information at [filminfo@oklahomafilm.org](mailto:filminfo@oklahomafilm.org) or 405/230-8440.

#### **Oklahoma Music Guide:**

OF&MO is excited to announce that the official launch of the Oklahoma Music Guide will take place at a special reception during the Norman Music Festival Saturday, April 28. Just as the Oklahoma Production Guide is a database for all Oklahoma film crew, the Music Guide will be an all-inclusive, fully searchable online source for Oklahoma musicians, support services, and venues. Bands, venues, performers, and music businesses can register to be listed at no cost, and users will be able to browse the database to find artists of all genres, live music locations, and other music related companies. It will be the first comprehensive music database of its type in Oklahoma.

#### **Oklahoma's Buffalo Lounge at South By Southwest 2012:**

OF&MO, along with the Idea Collective, and the Greater Oklahoma City Chamber, once again spearheaded Oklahoma's involvement at SXSW. The Buffalo Lounge returned this year to Austin, Texas March 9-18 during the 10-day conference and festival.

Jill Simpson, Abby Kurin, Yousef Kazemi, and Julie Porter represented OF&MO this year at SXSW. From March 12-15, The Buffalo Lounge hosted music, film and interactive events throughout the four-day schedule at *Friends*, located at 208 East Sixth Street in the heart of downtown Austin. Oklahoma's presence at SXSW did not

stop there. Oklahoma also hosted a booth at the SXSW trade show to provide exposure for participating companies and talent to a global audience.

In addition to the events at *Friends* and the Oklahoma booth at the SXSW tradeshow, sponsor CNGnow.com presented “The Park at 2<sup>nd</sup> and Congress,” an outdoor event space in downtown Austin March 12-15. It provided festival attendees a chance to relax, recharge, and enjoy free snacks and beverages in the shadow of Big Blue, CNGnow’s natural gas-powered RV. “The Park” also hosted the CNGnow Backyard Bash on Wednesday evening, March 14. The mixer included free food and an acoustic set by Graham Colton.

The 2012 SXSW Oklahoma sponsors included: OF&MO, the Idea Collective, Greater Oklahoma City Chamber, deadCENTER Film Festival, Oklahoma Business Roundtable, CNGnow.com, ACM@UCO, OKPOP Museum, the Woody Guthrie Center and Archive, Oklahoma City Convention and Visitors Bureau, Visit Tulsa, Gray Hour Productions, Creative Oklahoma, QuiBids, Fowler Volkswagen of Norman, idefi Music Group, the University of Oklahoma’s Center for the Creation of Economic Wealth, Phillips Murrah P.C., ONEsite, Dwelling Spaces, iThemes, The Div, This Land Press, New Spin 360, Made By Wheat, Always Greener, and Chad Grubbs Studio.

The Oklahoma film party, The Red Dirt Reel, was held on Monday evening, March 12 and featured participating sponsors representing their companies that support the Oklahoma film industry. The goal of this event was to showcase to SXSW film attendees that Oklahoma has everything for independent filmmakers: locations, nationally renowned film festivals, production and post-production facilities, and art house and indie exhibitors.

Following the film event on March 12 was Oklahoma’s Interactive Event lasting until 2 a.m. The event featured participating sponsors interacting with attendees and speaking about their products and companies. This event was an opportunity for people to network with interactive companies and learn more about the industry in Oklahoma.

The Oklahoma Film + Interactive + Music Event was held on Tuesday evening, March 13. This one-of-kind event was hosted by the OKPOP Museum and the Woody Guthrie Center and Archive, and allowed all three industries to come together to network. The event featured three musical groups: Modern Rock Diaries, Desi and Cody, and Wink Burcham with Jesse Aycock.

The music portion of SXSW officially started on Tuesday night, March 13 with The Okie Soundcheck presented by CNGnow.com. Performing was O Fidelis, Black Canyon, Mont Lyons, Pretty Black Chains, DEERPEOPLE, Josh Sallee, Daniel(s), and Chrome Pony.

The 4<sup>th</sup> Annual Sax, Clogs, & Rock-N-Roll music event took place Wednesday evening, March 14. This event featured music by Damn Quails, Scales of Motion, the Panda Resistance, BrotherBear, Feathered Rabbit, S/Awesome, and Denver Duncan with Jabee. Later Wednesday night, The ACM@UCO SXSW Showcase featured Defining Times, The Boom Bang, The Non, Horse Thief, Broncho, and Stardeath & White Dwarfs. On Thursday, March 15, the Oklahoma SXSW Showcase featured Green Corn Revival, JuneBug Spade, Fiawna Forte, Jacob Abello, JD McPherson, and OK Sweetheart.

The ACM@UCO music day event took place Thursday, March 15. Performing was Painted Wolfe, Fos, Day One, Brianna Gaither, Gum, paperscissor, The Rockettops, and Of the Tower.

Oklahoma’s Buffalo Lounge once again featured a pop-up retail store stocked with Oklahoma merchandise provided by Mary Beth Babcock of Tulsa’s Dwelling Spaces. The space also provided filmmakers and musicians the opportunity to sell their DVDs and CDs.

OF&MO wishes to thank our sponsors for this year’s successful endeavor. It couldn’t have been accomplished without their involvement. We would also like to thank Ty Carlson of Made By Wheat who donated his time and efforts to create the website, [www.thebuffalolounge.com](http://www.thebuffalolounge.com), providing a complete list of sponsors and events.

To learn more about the Buffalo Lounge, please e-mail Abby Kurin at [abby.kurin@travelok.com](mailto:abby.kurin@travelok.com).

## **Public Relations & Industry Development**

- Conducted internal Oklahoma Music Guide training session in preparation for its launch in April
- Provided a list of Oklahoma Talent Agencies to Drew Smith, James Hawkins, Marshall Danzy, Ramey Deweese, and Julie Yeabower
- Met with Jeff Moore to discuss the Oklahoma Film + Interactive + Music Event, hosted by the OKPOP Museum and Woody Guthrie Center and Archive, at The Buffalo Lounge at SXSW 2012
- Met with Quentin Bomgardner of Norman Music Festival to discuss OF&MO potential sponsorship for 2012
- Met with Blake Jackson and Chad Osko regarding the Okie Soundcheck hosted by CNGnow event at The Buffalo Lounge at SXSW 2012
- Attended the Oklahoma Restaurant Association's annual legislative reception
- Met with Josh O'Brien of i2E and Sandy Price of the OKCCVB regarding SXSW 2012
- Met with Phil Bacharach, Matt Carney, and Rod Lott of the Oklahoma Gazette about Oklahoma's involvement at SXSW 2012
- Met with Josh O'Brien of i2E and Nate Fisher of the Greater Oklahoma City Chamber regarding Oklahoma's SXSW trade show booth
- Attended SXSW in Austin, Texas to promote the film and music industries in Oklahoma
- Participated in a conference call with Steven White of Norman Music Festival and Kim Haywood of deadCENTER Film Festival about an upcoming event
- Attended a Street Cred meeting in Tulsa with members of the Tulsa Young Professionals Organization
- Attended a lunch in Tulsa with the Street Cred Entertainment Committee about the artists to be featured during the upcoming event in April
- Interview with Paula Burkes of *The Oklahoman* for piece she was writing on legislation impacting film industry
- Phone interview with Megan Moore of *Oklahoma Magazine* for upcoming article on Oklahoma film
- Met with Tom Borrop and Shirley Sneve regarding study on arts industries by Cultural Development Corporation
- Met with Robbie Kienzle of OKC Planning regarding film and music industry development
- Attended February 21 Senate Finance Committee Hearing on SB 1623
- Met with Phil Helman regarding industry concerns
- Met with Jon Shryock regarding industry concerns
- Met with John Tempereau of Los Angeles-based Soundtrack Music Associates and Beth Krakower of New York-based CineMedia Promotions at SXSW in Austin regarding music industry artist development
- Attended March 28 House Appropriations and Budget hearing on SB 1623
- Traveled to Ardmore to speak to Kiwanis Club about Oklahoma's film and music industries
- Interview with Kim Benedict, Publisher of the *Ardmore Ardmorite*, regarding film incentives
- On-camera interview to Courtney Clevenger of News9 for upcoming story
- Met with Chris Freihofer regarding media coordination
- Met with author John Mullins about potential film adaptation of one of his novels
- Worked with LA-based producer/entertainment executive Marco Weber on potential Oklahoma venture
- Went through bidding process for new print ads for film publications and trade shows
- Finalized new print ad concept with Idea Collective
- Finalized OF&MO promotional video update

## **Industry Services and Technology Development**

Website Update: [www.oklahomafilm.org](http://www.oklahomafilm.org)

- February 2012 13,024 (total visitors)
- March 2012 12,341 (total visitors)
- Most popular pages
  - Jobs & Internships
  - Filming in Oklahoma
  - Production Guide

***This Week in Film & Music:*** To sign up for our weekly e-newsletter, *This Week in Film & Music*, please visit the Website subscriptions page at: <http://www.ok.gov/triton/modules/oknotify/index.php?id=200>. Current circulation is 2,370.

**OF&MO Internship Program:** The OF&MO Spring Semester interns have continued to significantly contribute to the office. Stuart Downey, Larissa Lynn, Laron Chapman, Courtney Cunniff, and Adam Wright have been very helpful in writing for the Events calendar on the Website and the weekly e-newsletter, *This Week in Film & Music*. Additionally, they have assisted with updating our locations photo database as well as organizing and gathering marketing materials for OF&MO sponsored events including The Buffalo Lounge at SXSW.

## **Production**

### **Recent/Current Film/TV Production**

- Provided Aideen O’Driscoll of Beyond Productions with locations, permitting, and contact information for the filming of the documentary television series, *Deadly Women*
- Provided Brad Scott of Snake Oil Productions with locations, permitting, and contact information for the filming of the documentary television series, *Finding Bigfoot 2.5*
- Provided Luke Seile of Red Bull with locations, permitting, and contact information for the filming of the web commercial, *Red Bull Ride & Seek*

### **Upcoming Film/TV Production**

- Provided Jeff Keller of John Brown University with locations, permitting, and contact information regarding an upcoming music video, *The Ballad of Rebirth*
- Provided Jodi Beale of Nigel Lythgoe Productions with locations information for an upcoming television production
- Provided Project Information Form A to documentary filmmaker Larissa Bills for her upcoming DCTV/HBO shoot *Special Education and Incarceration* in cooperation with the Oklahoma Office of Juvenile Affairs

### **Potential Film/TV Production**

- Extensive locations research and pre-scouting continued for the producers and director of *August Osage County*
- Sent locations information to Josh Leonard of Refuge Road Productions, Inc. regarding an upcoming short film production
- Sent locations information to Lakesha Harrison of Cirius Entertainment Group, LLC regarding an upcoming music video production
- Sent locations information to Kyle Ripton of Millennium Force Productions, LLC regarding an upcoming film production
- Provided a Project Information Form A to Johanna Jeffrey and Kelvin Rector for their project *Genocide*

## **Media/Press/Ads**

### **Newspaper, Magazine and Online Articles:**

**January 31 *StateImpact.npr.org*:** “Oklahoma Film Incentives: Too Small to Cut?” an article discussing the Oklahoma Film Enhancement Rebate Program and its position among other tax credits targeted for elimination by the Oklahoma legislature

**February 1 *Look@OKC*:** “Rachel McAdams Takes A ‘Vow’” an article about actress Rachel McAdams with quotes from her about the time she spent in Oklahoma last year while filming Terrance Malick’s upcoming yet-to-be-titled feature film

**February 2 *Cinemablend.com*:** “Pulitzer-Winning Play Heads For The Screen” an article about the Oklahoma originated play, *August: Osage County* and the plans to turn it into a film

**February 2 *Cinemablend.com*:** “*August: Osage County* Movie Finally Ready to Shoot This Fall” an article about the Oklahoma originated play, *August: Osage County* and the plans to turn it into a film

**February 4 *Professionalactorsguide.com*:** “Saturday Film Incentive News Wrap-Up” an article about Oklahoma’s film incentive program and how it compares to other states

**February 6 *Usatoday.com*:** “Rachel McAdams Torn Between Two Directors” an article about actress Rachel McAdams with mention of her positive experience in Oklahoma last year while filming Terrance Malick’s upcoming yet-to-be-titled feature film

**February 7 *Tulsaworld.com*:** “Fallin Proposes New Spending, Income Tax Cuts for Oklahoma” an article about Governor Mary Fallin’s budget proposal with mention of the Oklahoma Film Enhancement Rebate Program

**February 7 *Tulsatoday.com*:** “Conservatives Cheer Gov Fallin’s Income Tax Reduction/Phaseout Plan” an article about tax credits targeted for elimination in the Governor’s proposal to reduce and simplify taxes, including the Oklahoma Film Enhancement Rebate Program

**February 10 *Newsok.com*:** “Oklahoma Makes Positive Impression on ‘Vow’ Star Rachel McAdams” an article about actress Rachel McAdams’ positive experience working on filming Terrance Malick’s upcoming yet-to-be-titled feature film shot in Bartlesville

**February 10 *Huffingtonpost.com*:** “‘*Mudcats*’ Series Premiere: Marion Wrestles A Massive Catfish Oklahoma-Style” a video about *Mudcats*, a TV show about hand-fisherman competing in Oklahoma’s Okie Noodling Competition

**February 13 *Newsok.com*:** “Film Industry in Oklahoma Threatened” a video about the state’s legislative push to lower personal income taxes and how it could affect the Oklahoma film industry, through the possible elimination of the Oklahoma Film Enhancement Rebate Program

**February 16 *PRweb.com*:** “‘*The Lamp*’ Walks Away with 3 Awards at 2012 Trail Dance Film Festival” an article about Oklahoma produced feature film *The Lamp*, director Tracy Trost and the Trail Dance Film Festival

**February 16 *Broadway.com*:** “Oscar Winners Meryl Streep & Julia Roberts Confirmed for *August: Osage County*” an article announcing two of the stars of the film adaptation of the Oklahoma originated play, *August: Osage County*

**February 16 *Playbill.com*:** “Meryl Streep and Julia Roberts Set to Star in Film of *August: Osage County*” an article announcing two of the stars of the film adaptation of the Oklahoma originated play, *August: Osage County*

**February 17 *Online.wsj.com*:** “Muddying the Water” an article about Oklahoma-shot television shows, *Mudcats* and *Hillbilly Handfishin’*

**February 17 *Tulsaworld.com*:** “‘*August: Osage County*’ Movie Starring Meryl Streep and Julia Roberts Could Come to Oklahoma” an article announcing two of the stars of the film adaptation of the Oklahoma originated play, *August: Osage County*, and the possibility of it filming in Oklahoma

**February 17 *Telegraph.co.uk*:** “Meryl Streep to Play Julia Roberts’ Mother in *August: Osage County* Film” an article announcing two of the stars of the film adaptation of the Oklahoma originated play, *August: Osage County*

**February 18 *The Oklahoman*:** “Award-winning Play Set in State will Become Film” an article about Oklahoma native Tracy Letts and his award-winning play, *August: Osage County*, which has been adapted for film

**February 19 *The Oklahoman*:** “Proposed Cuts Could Gut the State’s Film Industry” an article about the proposed tax cuts and a profile of Oklahomans in the film industry

**February 19 *Tulsaworld.com*:** “Coming Monday: Mayor, Councilor Want City to be Hub for Movies, Music” an article about Tulsa’s plan to capitalize on the film and music industries

**February 22 *Tulsaworld.com*:** “Oklahoma Income-Tax-Cut Bill Gets Senate Panel’s OK” an article about Senate Bill 1623 passing in the Senate and how this bill suggests the elimination of the Film Enhancement Rebate

**February 22 *Blog.newsok.com*:** “Wednesday Video Spotlight: Proposed Budget Cuts for Oklahoma Could Gut State’s Film Industry” a video featuring Hollywood stars Famke Janssen, Milla Jovovich and Oscar winner Louis Gossett Jr. discussing their positive experiences in Oklahoma

**February 27 *Koco.com*:** “Pawhuska Could Be Scene Of New Hollywood Film” an article about Pawhuska and the town’s potential role in the upcoming film *August: Osage County*

**February 27 *Blog.newsok.com*:** “Buffalo Lounge to Showcase Oklahoma Bands at South by Southwest” an article about the Oklahoma Film & Music Office’s endeavor, the Buffalo Lounge, and the exposure it provides for Oklahoma’s artists and industries

**February 27 *Rockvillemusicmagazine.com*:** “Oklahoma to Make ‘Buffalo Sized’ Impression at South By Southwest 2012” official OF&MO press release regarding programming and announcement of sponsors for the Buffalo Lounge at SXSW

**February 27 *OklahomaRock.com*:** “Oklahoma to Make ‘Buffalo Sized’ Impression at SXSW” blog posting of the official OF&MO press release regarding programming and announcement of sponsors for the Buffalo Lounge at SXSW

**February 28 *Newsok.com*:** “Buffalo Lounge to Showcase Oklahoma Bands at South by Southwest” blog posting of the official OF&MO press release regarding programming and announcement of sponsors

**February 29 *Urbantulsa.com*:** “Stop the Chop: Kill the Oklahoma Music and Film Rebate Hit” an article about the pending Bill to lower taxes and its detrimental effect on the Oklahoma film industry

**March 2 *Tulsaworld.com*:** “Oklahoma Musicians, Industry Pros Prep for South by Southwest” an article about The Oklahoma Film & Music Office’s endeavor, The Buffalo Lounge, and its showcases at South by Southwest

**March 2 *Newsok.com*:** “Buffalo Lounge to Feature Oklahoma Acts at SXSW” an article about The Buffalo Lounge

**March 3 *Newsok.com*:** “ScissorTales: Hacking Your Way through the Political Jungle” an article about state film incentives on the cutting room floor and the politics that surround the issue

**March 4 *Tennessean.com*:** “TN Trails Other States in Money to Lure Filmmakers” an article about the Tennessee film fund with mention of Joseph Henchman’s recommendation to eliminate Oklahoma’s film incentives

**March 6 *Omaha.com*:** “Actress Tries Out a New Role” an article about Oklahoma-shot feature film *Bringing Up Bobby* and the director, Famke Janssen

**March 6 *Facebook.com/365 Things to do in Oklahoma City*:** “Check Out Our Good Friends at the Buffalo Lounge” a post giving the Buffalo Lounge Twitter Handle and the website address

**March 6-16 *Okgazette.com*:** Beginning March 6, periodic blog posts with The Buffalo Lounge schedule for SXSW, video recordings of performances and background information on some of the performers

**March 7 *Oklahoma Gazette*:** “Buffa-loaded” an article about the Oklahoma Film & Music Office’s development of the Buffalo Lounge, also providing details about the music showcases

**March 7 *Okgazette.com*:** “Fade Out: A Senate Bill Phases Out Incentives that Lure Filmmakers to the State” an article about Senate Bill 1623 and its possible detrimental effect on the Oklahoma film industry

**March 7 *Ardmoreite*:** “Lights, Camera, Action?” an article about Senate Bill 1623 and how it affects the Oklahoma film industry and the city of Ardmore

**March 9 *Newsok.com*:** “SXSW: Take the Great Endurance Test at the Buffalo Lounge” an article about the coverage of this year’s Buffalo Lounge at South by Southwest

**March 9 *Newsok.com*:** “Local Band Q&A: Horse Thief” an online article about the band and their appearance at the Buffalo Lounge

**March 9 *Newsok.com*:** “Local Band Q&A: O Fidelis” an online article about the band and their appearance at the Buffalo Lounge

**March 11 *Normantranscript.com*:** “Senate Bill Could Stunt Oklahoma Film Industry” an article about Senate Bill 1623 and its potential detrimental effect on the Oklahoma film industry

**March 11 *Billboard.com*:** “SXSW Film: ‘Sunset Strip’ Screens; a Flaming Lip Scores; Goh Nakamura Performs” an article about the South by Southwest Film Festival and Oklahoma City native Lance McDaniel’s upcoming Oklahoma-produced film, *Just Crazy Enough*

**March 12 *Oklahomarock.com*:** “Oklahomans Invade SXSW 2012” an online article with list of musicians performing at the Buffalo Lounge at South by Southwest and the schedule of the performances

**March 13 *Blog.newsok.com*:** “Oklahoma Music Acts Playing South by Southwest” an article about the multitude of Oklahoma musicians performing at The Buffalo Lounge at South by Southwest

**March 13 *Bringingdesignhome.com*:** “GCD: Okie Charm SWAG at SXSW Buffalo Lounge” an article about Oklahoma charm necklaces being featured as part of the Buffalo Lounge’s “swag bag” at South by Southwest

**March 13 *Espn.go.com*:** “Kevin Durant Hopes Fans will Love ‘Thunderstruck’” an article about the production of *Thunderstruck*, which shot for three days in Oklahoma City and Durant’s hopes for the film

**March 13-20 *sxswbuffalo.tumblr.com*:** numerous blog posts on Tumblr, sponsored by Fowler VW of Norman

**March 13 *Thislandpress.com*:** “Okies Invade: Oklahoma Bands at The Buffalo Lounge at SXSW” an article giving the schedule of performers at the Buffalo Lounge at SXSW

**March 14 *Okgazette.com*:** “Keeping an Industry from Fading to Black” an Op Ed piece written by Jill Simpson about the Oklahoma Film Enhancement Rebate Program and how it positively impacts Oklahomans’ jobs and the state’s economy

**March 14 *Newsok.com*:** “Static at SXSW: Another Successful Year for Oklahoma Film & Music Office at SXSW” an online video interview with OF&MO Development Coordinator Abby Kurin about the behind the scenes work involved in the Buffalo Lounge

**March 14 *Pitch.com*:** “SXSW Tuesday: The Hunt for Free Things” a blog posting journaling the author’s SXSW experience, including positive comments about the Buffalo Lounge

**March 15 *Flickr.com*:** Images of performances at the Buffalo Lounge South by Southwest

**March 15 *Okcchamber.com*:** “Oklahoman Musicians Go South by Southwest” an online article with information about the formation and branding of the Buffalo Lounge

**March 15 *Newsok.com*:** “Oklahoman Musicians Head South by Southwest” an article providing details of the Buffalo Lounge at SXSW, featuring a quote from OF&MO Development Coordinator Abby Kurin

**March 15 *Avionics Intelligence*:** “Tax Credits the Talk of Oklahoma Capitol” an article discussing the various tax credits up for elimination, including the Film Enhancement Rebate

**March 15 *Variety.com*:** “Samuel Goldwyn Acquires ‘Cowgirls ‘N Angels’” an article announcing Samuel Goldwyn Films has acquired the rights to Oklahoma-shot *Cowgirls ‘N Angels* and set a release date of May 25

**March 14 *Okgazette.com*:** “SXSW: Buffalo Lounge: Broncho” a blog post reviewing the band Broncho’s performance at the Buffalo Lounge at South by Southwest

**March 15 *Thislandpress.com*:** “The Okie Weekly Reader, SXSW Edition” an online article reviewing all of the South by Southwest Festival including the Buffalo Lounge  
**March 15 *Thetulsaegotist.com*:** “ SXSW: Oklahoma Buffalo Lounge” a post encouraging people to visit the Buffalo Lounge at South by Southwest with a link to thebuffalolounge.com  
**March 16 *Theokcegotist.com*:** “ SXSW: Oklahoma Buffalo Lounge” a post encouraging people to visit the Buffalo Lounge at South by Southwest with a link to thebuffalolounge.com  
**March 16 *Newsok.com*:** “Oklahoma-made Film “*Cowgirls ‘N Angels*” to be Released in Theaters March 25[sic]” an article announcing the Oklahoma-shot *Cowgirls ‘N Angels* will be released May 25  
**March 20 *The Winfield Daily Courier*:** “Newkirk Main Street Celebrates Another Successful Year with Awards” an article providing details of the Newkirk Main Street Awards, including mention of the Oklahoma Film & Music Office buffalo-shaped stress relievers that were donated to the event  
**March 22 *OKC.net*:** “Don’t Yell ‘Cut’ on the Film Office” a posting citing the reasons the Film Enhancement Rebate Program is vital to the Oklahoma film industry and how the film industry benefits the state financially

**TV Coverage**

**February 13 *KSBI Oklahoma Live!*:** Live performance by official SXSW band, Defining Times  
**February 16 *KSBI Oklahoma Live!*:** Live performance by Chrome Pony to promote the Buffalo Lounge at SXSW  
**February 17 *KSBI Oklahoma Live!*:** In-studio appearance by Abby Kurin to discuss the Buffalo Lounge at SXSW  
**March 5-9 *Fox 23 Great Day Green Country*:** Live performances by the Buffalo Lounge at SXSW bands: Panda Resistance, Scales of Motion, Desi & Cody, OK Sweetheart and Green Corn Revival  
**March 12 *Ustream.tv*:** “*This Land Live* with Abby Kurin” a live interview with OF&MO Development Coordinator, Abby Kurin, about the Buffalo Lounge at SXSW  
**March 14-16 *Newsok.com*:** “Static at SXSW” numerous video posts of Buffalo Lounge at SXSW performances and interviews of band members and staff  
**March 13-19 *Youtube.com*:** numerous video posts of performances at the Buffalo Lounge at South by Southwest

**Press Releases/Special Announcements/Website Postings:**

**February 10:** “Oklahoma Arts Institute Films to Screen This Sunday, February 12” an e-blast announcing the Oklahoma Arts Institute hosting screenings of six short films  
**February 14:** “Film Independent Now Accepting Applications for 2012 Fast Track Film Financing Market” a homepage posting and newsroom article announcing a call for applications for the Film Independent Fast Track Film Financing Market  
**February 24:** “Oklahoma to Make ‘Buffalo Sized’ Impression at South by Southwest 2012” a press release, e-blast, homepage posting and newsroom article announcing details for Oklahoma’s Buffalo Lounge events held at the 2012 South by Southwest Conference and Festival in Austin, TX

**Upcoming Oklahoma Film & Music Office Activities/Sponsorships**

Oklahoma Tourism Dept. Road Show with Devon Energy	April 12
The Buffalo Lounge at Tulsa’s Street Cred/Tulsa Young Professionals Org.	April 13, 14
Oklahoma Tourism Dept. Road Show with Farmers Insurance	April 16
Film & Music Advisory Board Meeting	April 17, 9:30A, State Capitol
OK History Center Annual Meeting focusing on film and music	April 18-20, Miami, OK
Tourism Commission Meeting	April 25, OKC
Music Guide Official Launch/Norman Music Festival	April 26-28
Produced By, annual Producers Guild of America Conference	June 8-10, Los Angeles
deadCENTER Film Festival	June 6-10
American Heritage Music Festival	June 7-9
OK Mozart	June 8-17
AFCI Locations Trade Show	June 14-16, Los Angeles