



Freelance producer
**SHIRLEY
FELDMANN**

SCREEN

INHERITING HOMEMAKERS

Last month, Shirley Feldmann's heart sank. Her business partner and mentor of nearly a decade, Paul Robinson, had just died.

But the mourning would have to wait. She had to produce five radio promos ASAP for Danny Bonaduce's syndicated TV talk show.

Feldmann is a thorough-going professional, a self-starter, an enthusiastic hard-worker and an involved community activist, who has proved herself as *SCREEN's* Best.

The professional feat of pulling herself together when she wrote and recorded five "Danny!" radio spots in 24 hours that painful day was all in a normal day's work.

The regimen of watching unedited versions of the show in the morning, writing the spots, getting the okay from her client, recording the spots and putting the finishing touches on with two "At X on station Y" taglines for about a dozen outlets, led to 15 to 18 hour days during the November sweeps.

She believes producing organization Buena Vista will renew "Danny!" come



AWESOME!

*That's the choicest way to characterize 30 of *SCREEN's* Best for 1995, a watershed year of radical change. What sets this year's honorees apart? A general profile reveals they are medium young, not puppies but not grizzled cynics, either; passionate about what they do and the industry they're in; visionaries, or they wouldn't be taking stirring financial risks; tolerant, with a sense of humor they have to possess to cope with the goofiness; and they are fierce believers in the strength and future of the market in which they work.*

Unstoppable Ideas and Production Services

BUSINESS **FILM**

FELDMANN'S FLICKS

BROADCAST **TV-RADIO COMMERCIALS**

A strong foundation is built on supportive clients. Thank You!

"Danny!"	
Buena Vista Television	Peter Martin
Weiman Furniture Care Products	
Homemakers/Levitz Corp.	Paul Robinson

And, a heartfelt thank you to Ruth, Maureen & Screen! Shirley Feldmann

January and come February she'll again be producing the radio promos, a field she learned during her 18 months as executive producer for Super Spots, the company that writes and produces TV spots to promote radio stations.

Feldmann has been producing for ten-and-a-half years. She started out in cable and spent "a short stint as an AV technician at AT&T, the most boring job in my life—I was asleep by 11 a.m." She put in 18 months at Video Publishing House handling distributor relations.

December marks her seventh year as an independent producer. Her main account is Homemakers, inherited from Robinson. In 1995 alone, she produced more than 60 TV and 40-plus radio commercials for the store. This week she starts producing 10 Homemaker TV spots

for December and January. Her goal, Feldmann said, "is to create a campaign that will make as much money for the client as possible."



Shirley of Feldmann Flicks.

For two years Feldmann was Women in Film's networking and hotline chairman and volunteers for other WIF jobs—and for distributing packaged goods at the Lakeview Pantry—time permitting.

An independent film she produced in 1993, "The Signing" won a special award in music at the Chicago International Film Festival that year.

While her independent producing career is soaring, Feldmann's loftiest ambition at the moment is to finish the renovation of her new West Lakeview loft by April. Ms. Feldmann can be reached at 312/348-0742.

—Ted Kautson ★