FILM WORKS: Marketing Plan Launched By FilmLA to Support Local Productions

Filming in the Sun: LA Wins ‘Law and Order’
Use Your Health Benefits Wisely

Message from the Secretary-Treasurer
By Leo T. Reed

Union members are among the fortunate working Americans to have job-based health care coverage. Protecting your health care benefits is of the highest priority, but one that gets harder to negotiate each year. The staggering cost of medical care is an enormous financial burden affecting everyone, but your union has the strength to bargain for preservation of your benefits.

There is no question that huge challenges continue to plague the nation’s health care system, particularly during these difficult economic times when more and more workers are losing their job-based health insurance. Your union is your protection!

Whether you enjoy good health or are currently under a doctor’s care, it is imperative that you use your benefits wisely in order to control costs. Health care costs continue to rise at an alarming rate -- and while each of us can’t stop these increases, we can work together to protect this premium benefit.

Your health plan includes contracted rates with outstanding medical professionals and facilities, and in many cases, programs that can help you manage a chronic medical problem or assist you in making positive lifestyle changes.

Using these benefits responsibly is the job of each member. Staying within the network of providers and taking advantage of offered programs will help you save out-of-pocket expenses. More important, you will be doing your part to help preserve your benefits in the future.

By working together, and being diligent in our cost-saving efforts, we can help safeguard and protect one of the most important benefits you and your covered dependents have come to count on -- your health care coverage.

To put it simply, here are some ways you can make the most of the benefits your union has negotiated on your behalf:

Take Charge of Your Health
Remember what you have been hearing in the media and from others: you can make lifestyle changes now to help you feel better and avoid preventable diseases like high blood pressure and heart problems, diabetes and circulatory problems.

It may be as simple as losing weight, getting more exercise, or quitting smoking. These goals can be reached through wellness programs and information from your doctor’s office. Change comes slowly, but the benefits are well worth the effort on your part.

Stay Within Your Network
You can save out-of-pocket expenses and help keep plan costs down by staying within your network. You may use preferred or non-preferred providers, but your out-of-pocket costs will be much higher if you use non-preferred providers.

Understand Your Coverage
Understanding what is, and what is not covered under your health insurance can save you both money and frustration when you are trying to schedule necessary medical procedures. Your plan administration staff members are willing to explain your coverage and they welcome your calls. They are there to serve you.

Avoid Expensive Emergency Room Visits
In a true emergency, the best action you can take is to call 9-1-1 immediately or go to the nearest medical facility. However, for non-emergency treatment, it is most important to call your primary care physician first. Emergency Room visits are extremely expensive. Avoiding them whenever possible can save you significant out-of-pocket expenses.

Your Local 399 union always is committed to helping members stay healthy and keeping costs down, so that we can preserve your quality health care benefits in the future. We hope you will understand and follow the guidelines above, and of course, call the office if you have any questions about your health coverage.
Industry leaders, city officials and representatives of the major media outlets gathered in downtown Los Angeles to mark the unveiling of FilmLA and the City and County of Los Angeles’ new marketing plan, “Film Works.”

The goal of the public relations effort is to make city residents aware of all the benefits that come with filming locally. “Film Works… keep jobs in Los Angeles” is a standout plan that can make everyone aware of the negative impact that runaway productions have on the regional economy. At the same time it will thank communities where filming takes place for their support and cooperation.

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The news conference, which was held at Los Angeles Center Studios, was themed to look like an oldtime movie shoot. Classic movie production equipment, including a vintage movie camera truck owned by Local 399 member Ken Reed, flanked the stage. To add to the To add to the ambiance, a camera assistant performed the familiar movements to ‘slate a take’ before the speakers took the microphone, and a Steadicam operator weaved between the attendees while capturing footage.

Local 399 helped organize the event and will maintain a strong and supportive involvement with FilmLA. Business Agent Ed Duffy currently serves as the First Vice Chair of the FilmLA Board of Directors, and will assume the position of Chairman in 2011.

“It has been almost 20 years since runaway productions began to affect not just our industry, but our city,” explained Duffy after the press conference. “We need to continue fighting to keep productions local, which is what we are trying to accomplish through the “Film Works” campaign. It’s our goal to make the citizens of Los Angeles and this region understand that the benefits of filming in their neighborhoods are tremendous. The economic benefits are more than worth a street closure or temporary disruption in a community. Filming brings jobs and economic growth to the entire area. That is what we hope to accomplish with our new plan, Film Works.”

The two-year marketing campaign will use billboards, print advertising, the internet, bumper stickers, decals, and public service announcements at movie theaters to help deliver a positive message to the public. There is an interactive website, www.filmworksla.com, that allows all to participate. Production vehicles will also have messages printed on their sides, thanking residents for keeping productions at home.

“This new marketing plan is a very important step that will help keep our members working,” said Secretary Treasurer Leo Reed, who attended the event. “Local 399 members have marched on Sacramento and demonstrated at Century City to force our politicians

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to listen. We are honored to be a part of this new coalition that will ask Los Angelenos to listen. It has been a long road since runaway productions started to affect us, but we are still fighting.”
Filming in the Sun: LA Wins ‘Law and Order’

After a 20-year run in New York City, the popular NBC television crime drama Law and Order has chosen Los Angeles as the setting for its newest series. Currently shooting its first season, Law and Order: Los Angeles has been scheduled for 22 episodes. It is the first time that a show in the Law and Order series – which includes the original and four spinoffs – has been filmed outside New York.

Coordinator Rod Bearden, a 16-year Teamster member, reported that his crew is enjoying being part of the new series. “The show is taking an interesting new direction now that they are in LA,” explained Bearden. “They are really showcasing how bright and beautiful this city is year-round.”

The scope of the production – which includes an alternating cast and about four days per episode on location – means a lot of Teamster trucks are involved. “As far as equipment is concerned, this is one of the biggest television shows in LA at the moment,” said Bearden, who started his career as a driver in Dallas, Texas, and remains a driver at heart. “We have 16 trailers just for base camp; it’s really impressive.”

The large amount of equipment translates into Teamster jobs, and Bearden is pleased that members are benefiting from the show’s relocation to Los Angeles. “For this show to come here is great because it’s a long-term production that creates jobs in the LA area.” The downtown Los Angeles Center Studios, where indoor filming takes place, was the scene of a recent press conference showcasing LA as a resource for TV and movie production. (See story in this issue.)

Secretary-Treasurer Leo Reed praised Bearden and his crew for the hard work they have been putting in on the new series. “It doesn’t surprise me that Law and Order decided to film their new series in Los Angeles,” said Reed. “This is a win situation for all of the people involved and the TV audience will love it. Not only do we have the best weather, but we have the hardest working drivers in the industry.”

Evan Sklov, Mike Moreno, Dan Duffy, Business Agent Shanda Laurent, Coordinator Rod Bearden, Michael Buenfil and Rodrigo Dorame
Filming in the Sun: LA Wins ‘Law and Order’

Top photo:
Captain Rob Morton,
Dan Collier,
Carlos De La Torre,
Steve Brill,
Galo Diaz De Tuesta and
Captain Manny Demello

Bottom photo:
Darryl Hayes

For additional photos visit www.ht399.org and visit Gallery.
Longtime coordinator and Teamsters Local 399 member James C. Taylor passed away recently. He was 66 years old.

Stewart worked in the movie industry for over 40 years, first as a driver and then as a coordinator with his company NAE Studio Rentals. His list of films includes the classics American Graffiti, Get Shorty, Mrs. Doubtfire and Hoffa.

Throughout his long career, however, he always made time for his family. He would not miss his children’s school or sports events, and often took them camping in his RV.

“He was a great example to all of us by the way he loved our Mom and led his kids and drivers through the ups and downs of life,” said his son, Cliff. “His perfect day involved time with friends and family on the golf course, camping or just watching an old Western on TV.”

It was about 20 years ago when Taylor discovered golf, and he began playing as much as possible. “He basically ‘lived’ golf,” explained Cliff, who also worked as a coordinator. “He even moved so that he could live next to a course.”

As a coordinator he always cared about his drivers. “He loved to teach and help them whenever possible,” added Niki Grosso, his associate at NAE. “He was tough when things weren’t going well, but he was one of the most caring people in the business.”

He is survived by his wife, Gail Taylor, daughter Gabrielle Shirley, sons Clifton, Clayton and Clinton Taylor, and thirteen grandchildren.