

MINUTES OF THE Senate COMMITTEE ON Economic Development

The meeting was called to order by Senator Dave Kerr at  
Chairperson

12:30 ~~XXX~~ a.m./p.m. on April 25, 1991 in room 123-S of the Capitol.

All members were present except:

Senator Ken Francisco (Excused)  
Senator Lana Oleen (Excused)

Committee staff present:

Bill Edds, Revisor of Statutes' Office  
Lynne Holt, Legislative Research Department  
LaVonne Mumert, Committee Secretary

Conferees appearing before the committee:

Jerry Jones, Kansas Film Commission  
Doug Curtis, Hollywood, California  
Laura Nicholl, Secretary, Department of Commerce

Senator Dave Kerr, Chairman, called the meeting to order and advised that the Committee had been asked by the Ways and Means Committee to hold hearings on an appropriation made during consideration of the omnibus bill earlier this week. The appropriation was for \$750,000 from the Economic Development Initiatives Fund for a loan to assist in financing a sound studio.

Jerry Jones provided written testimony (Attachment 1) along with a Film Location Guide (Attachment 2), an article entitled "Hollywood Discovers Kansas" (Attachment 3) and a news release (Attachment 4). Mr. Jones described the film industry's growth in Kansas and showed an 11-minute promotional video describing what Kansas has to offer film makers. He said that the Centron Studio in Lawrence has been purchased by the University of Kansas and will be used for classes beginning this fall. He talked about the potential for this industry in Kansas. In response to a question from Senator Salisbury, Mr. Jones said the Film Commission receives over 600 inquiries a year, but they haven't tracked which ones particularly relate to the availability of a sound studio. He noted that an added advantage in having a sound studio is that there will be a fully operational technical crew assembled and available as well.

Doug Curtis provided a list and map of independent studios (Attachment 5). He said most of these studios are privately owned but he does not have information on when they began realizing profit. Mr. Curtis described the film and theater advisory board at the University of Kansas and said that with the purchase of Centron, KU will attract first class film students and faculty. He advised that Sam Campbell, with Campbell and Becker of Lawrence, is heading up the effort to put the financing together to build the sound studio. Mr. Curtis explained that the \$750,000 appropriation would provide one-third of the cost, one-third will be raised in private funds and the remaining one-third will be borrowed from local banks. He said that while the state would be in a secondary position to the banks, the building and property alone will be quite valuable. It is anticipated that the University of Kansas would pay about \$45,000 a year to rent space for students to use.

Senator Nancy Parrish (a member of the Ways and Means Committee) was given the opportunity ask questions of Mr. Curtis. She asked whether banks have been approached about their willingness to finance the project. Mr. Curtis said that preliminary inquiries have been made and indications are that banks would be willing to finance one-third of the total cost. Senator Parrish asked if banks had been approached about financing two-thirds of the cost, and Mr. Curtis said it is his opinion that the level of comfort for lending institutions is no more than 50 percent. He said that is is

CONTINUATION SHEET

MINUTES OF THE Senate COMMITTEE ON Economic Development,  
room 123-S, Statehouse, at 12:30 <sup>XXX</sup> a.m./p.m. on April 25, 1991

anticipated that a non-theatrical group will utilize some of the space and their lease would likely cover the debt service of the loan. He also mentioned that plans call for approximately 12,000 square feet of office space which would be available for lease by local industries. Mr. Curtis pointed out that the \$750,000 will only be used when and if the remaining financing package is put together.

Laura Nicholl testified that she supports the Film Commission but wanted to express several concerns about the proposed loan. She noted that a feasibility study has not been done and questioned whether there are sufficient films being made in Kansas to justify having such a studio. She suggested that there should be a review of what other states have done and their successes and failures as well as a review of the importance to producers of having a sound studio in Kansas. She said that a break-even analysis should be done and consideration should be given as to who will be running the studio. Ms. Nicholl stated that investments in the film industry are high risk. She said the state should have first position on the loan. She urged that a feasibility study be done but said the Campbell-Becker firm should not be selected to conduct the study because of their other interests in the project. Ms. Nicholl said that a business plan should be provided and that she would like to have the ability to define the terms of the loan. Senator Salisbury asked about the costs of a feasibility study, and Ms. Nicholl estimated that it would be in the neighborhood of \$10,000.

The meeting was adjourned at 1:30 p.m. The next meeting of the Committee will be Friday, April 26, 1991.

Date 4/25/91

12:30

SENATE ECONOMIC DEVELOPMENT  
VISITOR SHEET

(Please sign)

Name/Company

Name/Company

Name/Company	Name/Company
<u>Judy Bullriggs</u>	<u>Lawrence Convention Bureau &amp; Kanas Film Commission</u>
<u>Jean Barber</u>	<u>Travel Industry Assn. of KS</u>
<u>Betty Simche</u>	<u>Trip Convention &amp; Visitor Bureau &amp; Kansas III Film Commission</u>
<u>Jerry Jones</u>	<u>Kansas Film Commission</u>
<u>Doug Curtis</u>	<u>Oread Entertainment</u>
<u>Laura Richard</u>	<u>KDOC</u>
<u>Dave (Bob)</u>	<u>KDOC</u>
<u>WALT DARLING</u>	<u>DIVISION OF BUDGET</u>

TESTIMONY  
SENATE HEARING  
ECONOMIC DEVELOPMENT APPROPRIATION  
APRIL 25, 1991

My name is Jerry Jones, and I'm director of the Kansas Film Commission. We're part of the Department of Commerce, in the division of travel and tourism.

As you may know, the film commission was formed in 1982 when ABC-Circle Films came to Kansas to make the television movie *The Day After*. I've been with the film commission since 1985, and in that period, sixteen feature films, television movies and mini-series have located all or in part in Kansas. Additionally, there have been numerous national television commercials film in Kansas for companies like IBM, Nike, Hallmark, Pepsi and many others. We have also become a prime area for foreign film and television production. Within the last few years, we have hosted television producers from Japan, documentary filmmakers from Germany, Sweden and Belgium, and commercial producers for South American and British television.

I've included in your packets copies of a story about the film commission which appeared in December in *Kansas!* magazine, and a press release we issued about three weeks ago, which noted that revenues spent by filmmakers in Kansas last year totaled over \$8 million. In fact, over the past five years, producers have spent roughly \$30 million in Kansas, with an economic impact of over \$100 million in the state. This story and press release will provide you with a lot of background information.

I would like to break here and show you an eleven-minute

Attachment 1  
4/25/91  
(12:30 meeting)  
Sen. Eco. Devel.

promotional video that we've just completed and are sending out to the marketplace. **Doug Curtis**, a Dodge City native who is here today, deserves the credit for putting this video together. He directed the interview sequences, and I might add that virtually everyone who worked on this -- and they are Kansans or ex-Kansans -- donated their services, so we were able to put together this piece for a fraction of what it would normally have cost.

Please bear in mind as you watch this video that our target audience is the film industry, but many Kansans who have seen it said that it makes them feel pretty good about themselves and their state, too.

#### *VIDEO PRESENTATION*

**Marj Dusay**, who narrated, is a Russell, Kansas, native. **Mitch Bryan**, who wrote the narration, is from Hutchinson, and **Brian Barkley**, who edited, is from Overland Park.

Incidentally, as you probably know, Michael Landon is very ill right now. He's been a great supporter for us, and our thoughts and best wishes are with him.

Let me give you a brief example of a project we're currently trying to bring to Kansas. This is a feature film with a budget that would be three times the budget of any previous film in Kansas. It's set in the 1930s, and needs a wide variety of locations. Right now, if things work out, the producers anticipate spending eight weeks in eastern Kansas, four weeks in central Kansas, and four weeks in western Kansas. Yesterday, the producer asked about sound stages available in the state. He

wanted pictures of the facilities immediately -- we have Centron in Lawrence with a small stage -- and said that having a stage was a real bonus. He had just worked in North Carolina, and said that he felt Kansas has the potential to be the next North Carolina. That state, incidentally, is a right-to-work state with a soundstage complex, and their film revenues last year topped a quarter-of-a-billion dollars.

My concern now is that Centron was purchased recently and donated to the University of Kansas, with classes scheduled there in the fall, and that they may no longer have the freedom to accommodate film productions.

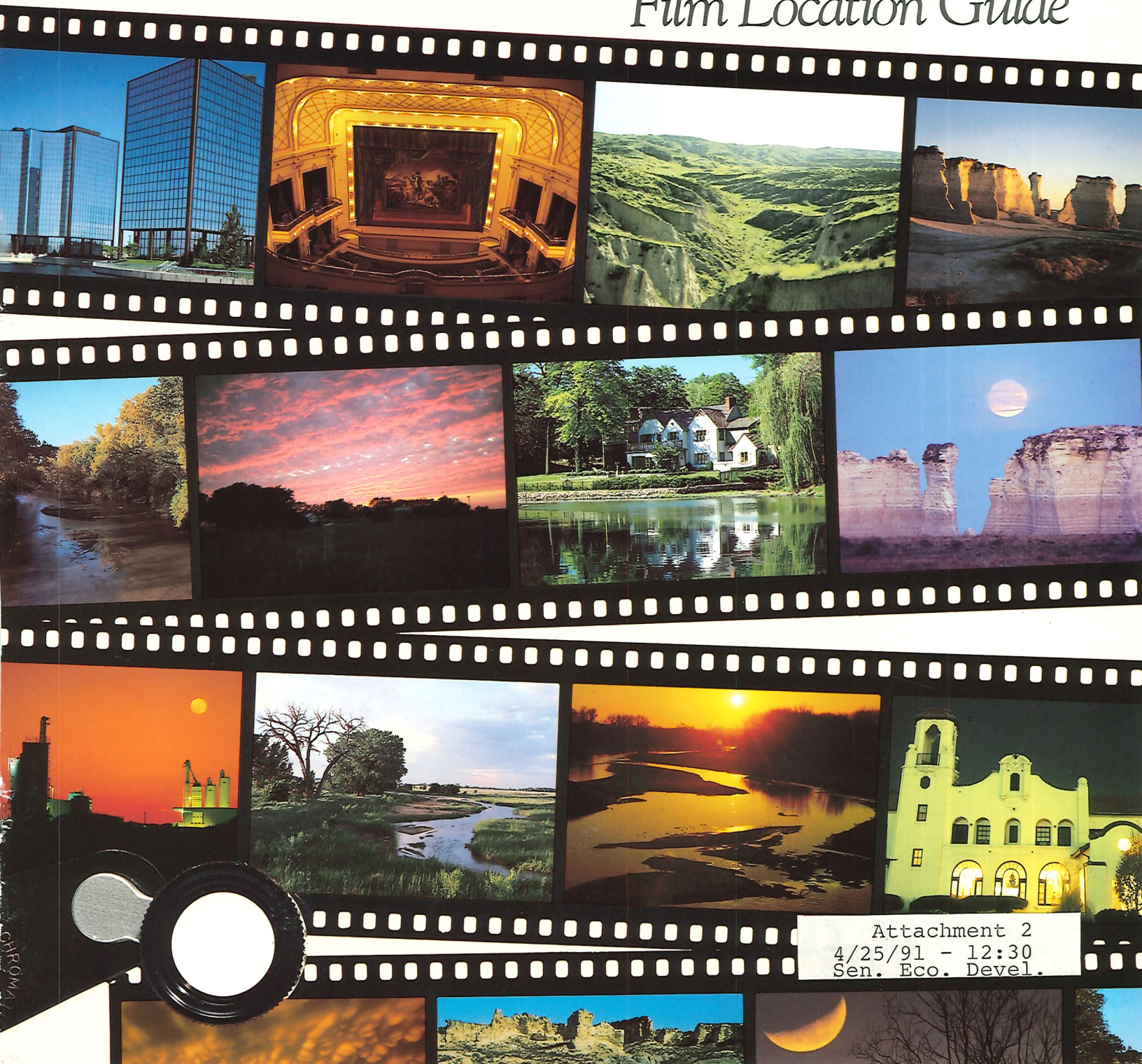
Finally, let me urge you to watch an upcoming television movie that was based in Kansas. *Sometimes They Come Back*, a movie of the week based on a Stephen King story, will air Tuesday night on CBS.

Thank you for your consideration. If you have any questions, I would be happy to answer them.

58 • C L I P S • O F

# KANSAS

*Film Location Guide*



Attachment 2  
4/25/91 - 12:30  
Sen. Eco. Devel.

CHROMA

COVER:

*Left to Right*

- (1) Office Park,  
Overland Park / *Johnson County* . . . . . KFC
- (2) Brown Grand Opera House,  
Concordia / *Cloud County* . . . . . D. DANCER
- (3) High Plains Arroyo / *Cheyenne County* . . . . . G. FINKE
- (4) Chalk Pyramids / *Gove County* . . . . . J. JONES
- (5) Arkansas River . . . . . J. BERTOGLIO
- (6) Western Kansas Sunset / *Ellsworth County* . . . M. LAWSON
- (7) Suburban Home,  
Mission Hills / *Johnson County* . . . . . KFC
- (8) Monument Rocks / *Gove County* . . . . . D. DANCER
- (9) Oil Refinery / *Neosho County* . . . . . M. SPURRIER
- (10) Prairie Stream / *Barber County* . . . . . L. MILLER
- (11) Kansas River / *Douglas County* . . . . . M. YODER
- (12) Mason Hall / *Sedgwick County* . . . . . D. DANCER

PAGE 1:

*Right*

- (1) Gypsum Hills Trail Riders / *Barber County* . . . J. BERTOGLIO
- (2) Rural Church / *Brown County* . . . . . N. HAM
- (3) Campus Building, Winfield / *Cowley County* . . J. LAUPPE
- (4) Sunflower Field / *Seward County* . . . . . M. NORTON
- (5) Victorian Home, Newton / *Harvey County* . . . C. HARPER
- (6) Grain Elevator / *Norton County* . . . . . D. DANCER

4/25/91  
12:30  
2-2



# KANSAS

There *is* a heartland. A place with real town squares, where old brick courthouses preside over gas lamp posts and brick streets. A place where open prairies roll like ocean waves to the horizon, while clouds billow through a sky that stretches beyond sight, and that colors a thousand shades of red every dusk and dawn.

This heartland has wide, sandy rivers snaking through open plains, gouging arroyos here and dodging chalk formations there. The prairie is sheltered by sod and limestone, carved and stacked into forts and houses, barns and fenceposts. Prairie hills cradle roads that sharpen to points in the distance.

But this is also a heartland of rolling green hills and wooded bluffs, of manicured lawns and suburban homes. There are cities here, big and small, with steel-and-glass skylines threaded between ribbons of interstate. There are real seasons here, from autumn red maples to frost-white meadows. Rising over 3,000 feet from the woodlands of the east to the high plains of the west, the stereotypical flatness is glimpsed here and there, but more often the landscape is textured with the Flint Hills, or the Smokey Hills, or the Gyp Hills, or the Chalk Pyramids.

Call the Kansas Film Commission at (913) 296-4927 about any and all of the locations shown in the guide. Or, if you have a site in mind, but don't see it pictured, call and our helpful staff will find it for you.



4/25/11  
12:30  
2-30

# Northeast KANSAS

The Missouri River, shadowed by high wooded bluffs, marks the eastern boundary of this region. Here, forested hills give way to cultivated farmland and, eventually, the grassy prairies of the central plains.

The northeast is a region of big cities and small towns, from Kansas City's sprawling suburbs to Baldwin's brick

streets; from Leavenworth's riverfront to Topeka's Capitol. There are college towns and farming towns, army towns and Indian reservations. Any type of town or city, in any shape, size, or style, can be found in this region.

Period architecture? General Custer's House, 1854, still stands at Fort Riley. The Hays House served travelers on the Santa Fe Trail over a hundred years ago, and it's serving travelers still today. Victorian homes still cluster around town squares throughout the region. In fact, everything from adobe to Frank Lloyd Wright to high tech solar architecture is found here.

With seasons that change the tallgrass prairie to vast white seas, and hardwood forests to crimson palettes,

S. JORDAN



Frame Home, Baldwin City / Douglas County

K. IRISH



Winter Schoolhouse / Riley County

R. WINTER



Morning Fog

T. ROGERS



Pioneer Farmstead / Jefferson County

N. HAM



Rail Yard / Wyandotte County

R. WINTER



Hoarfrost

4/25/91  
12:30  
2-4

Northeast Kansas offers an infinite variety of locations within one easily accessible region.

**Northeast Counties**

- |                |                   |                  |
|----------------|-------------------|------------------|
| (1) Jewell     | (11) Dickinson    | (22) Shawnee     |
| (2) Mitchell   | (12) Marshall     | (23) Osage       |
| (3) Lincoln    | (13) Riley        | (24) Doniphan    |
| (4) Ellsworth  | (14) Geary        | (25) Atchison    |
| (5) Republic   | (15) Morris       | (26) Jefferson   |
| (6) Cloud      | (16) Nemaha       | (27) Douglas     |
| (7) Ottawa     | (17) Pottawatomie | (28) Franklin    |
| (8) Saline     | (18) Wabaunsee    | (29) Leavenworth |
| (9) Washington | (19) Lyon         | (30) Wyandotte   |
| (10) Clay      | (20) Brown        | (31) Johnson     |
|                | (21) Jackson      | (32) Miami       |

*Far right photo: N. HAM*



N. HAM

OVRLND PK, CVB



/ Riley County

Topeka High School / Shawnee County

Office Park / Johnson County

H. AYDOGAN

N. HAM



/ Riley County

Storm Clouds / Saline County

Early Diesel / Wabaunsee County

4/25/91  
12:30  
2-5

# Southeast KANSAS

Southeast Kansas is a "transition zone," marking the change from the Ozark Plateau in the east to the tallgrass prairies and central plains to the west. The heart of this region is the Flint Hills: an undulating, windswept prairie; four million acres etched with deep ravines and draws, the largest segment of true prairie remaining in the United States.

East of the Flint Hills, there are green farmlands and lush woodlands; to the west, waving wheat burnishes the plains gold each June. Throughout the region, lakes and reservoirs attract vast flocks of migratory wildlife, and large herds of buffalo still graze the tallgrass prairies.

Architecture is varied and abundant. Wichita, Kansas' largest city, offers a skyline that blends new and old. Historic courthouses and train depots, graineries and hostleries give town squares the gritty look of earlier, simpler decades. At Fort Scott, buildings from barracks to bakery surround the parade grounds just as they did before the Civil War. Lindsborg, settled by Swedish immigrants in the Smokey Hills, has the look and charm of a Scandinavian village.

T. ROGERS



Stone House / *Kingman County*

B. MANSKE



Quartermasters Storehouse - Historic Fort Scott  
*Bourbon County*

N. HAM



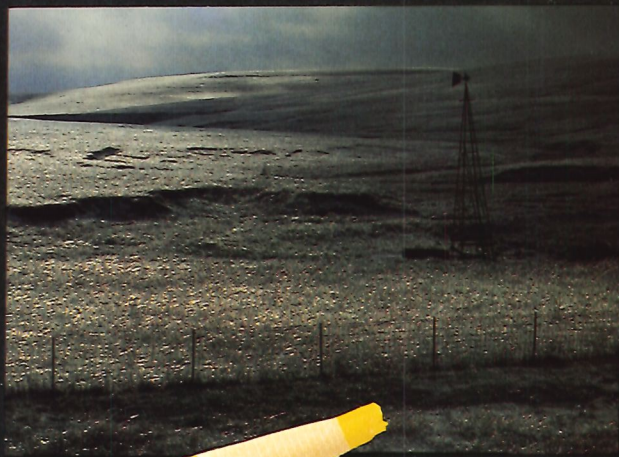
Downtown Wichita, River

D. DANCER



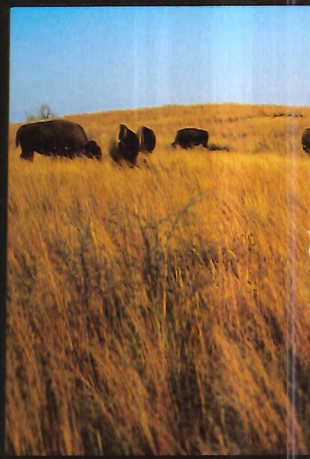
Historic Oxford Mill / *Sumner County*

G. WIENS



Flint Hills / *Butler County*

G. WIENS



Buffalo Herd / *Mc*

4/25/91  
12:30  
2-6



*Picnic* and *The Gypsy Moths* are just two of the many films that have found the locations diverse and plentiful in Southeast Kansas.

**Southeast Counties:**

- |               |                 |                 |
|---------------|-----------------|-----------------|
| (1) Rice      | (10) Butler     | (19) Montgomery |
| (2) Reno      | (11) Cowley     | (20) Anderson   |
| (3) Kingman   | (12) Chase      | (21) Allen      |
| (4) Harper    | (13) Greenwood  | (22) Neosho     |
| (5) McPherson | (14) Elk        | (23) Labette    |
| (6) Harvey    | (15) Chautauqua | (24) Linn       |
| (7) Sedgwick  | (16) Coffey     | (25) Bourbon    |
| (8) Sumner    | (17) Woodson    | (26) Crawford   |
| (9) Marion    | (18) Wilson     | (27) Cherokee   |

*Far right photo:* J. LAUPPE



N. HAM



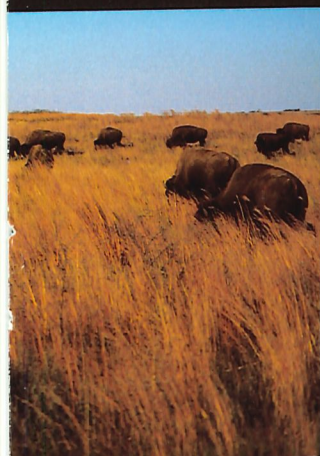
N. HAM



Front / Sedgwick County

Petroleum Refinery, Wichita / Sedgwick County

St. Mary's Cathedral, Wichita / Sedgwick County



M. SPURRIER



N. HAM



Pherson County

Train Depot, Chanute / Neosho County

Brown Mansion / Montgomery County 4/25/91  
12:36  
2-7

Southwest

# KANSAS

“The sky’s the star of this film,” said one director while on location in southwest Kansas. Stretching horizon to horizon, the vast western sky blankets the high plains with foaming white clouds and burnt-orange sunsets. Thunderstorms can be tracked for miles with the naked eye.

Beneath this azure canopy, the terrain looks the same as it did to travelers on the Santa Fe Trail. Buttes and mesas break the red clay prairies of the Gyp Hills, while landmarks like St. Jacob’s Well, Horse Thief Canyon and Wagon Bed Springs now beckon modern wayfarers. Shallow salt marshes are favored harbors on North America’s central waterfowl flyway.

The American West is epitomized here by Dodge City, “Queen of the Cowtowns.” The city’s famed Front Street, once patrolled by legends like Wyatt Earp and Bat Masterson, has been authentically recreated. Huge feedlots, penning thousands of cattle, are still found around Dodge and throughout the region. Fort Larned, a guardian outpost on the Santa Fe Trail, has been fully restored.

M. NORTON



High Plains Harvest / Finney County

J. SHERER



Front Street, Dodge City / Ford County

J. BERTOGLIO



Gypsum Hills Pond

J. JONES



Abandoned Ranchhouse / Kiowa County

D. RUFF



Railroad Depot / Pawnee County

M. NORTON



Grain Elevator

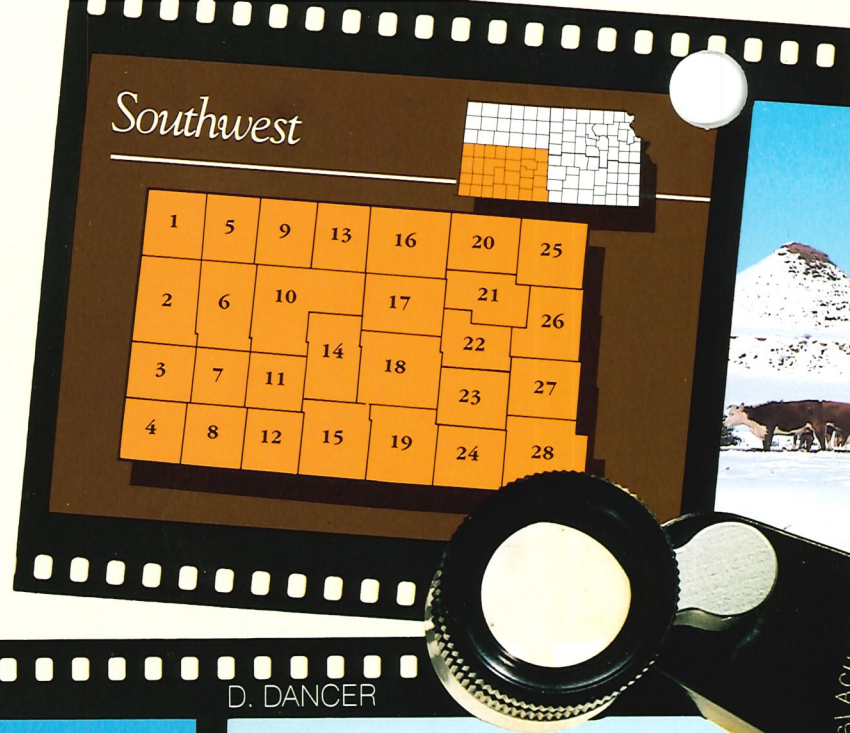
4/25/91  
12:30  
2-8

Crugged and authentic, Southwest Kansas offers unparalleled cinematic vistas. *In Cold Blood* was filmed on location here.

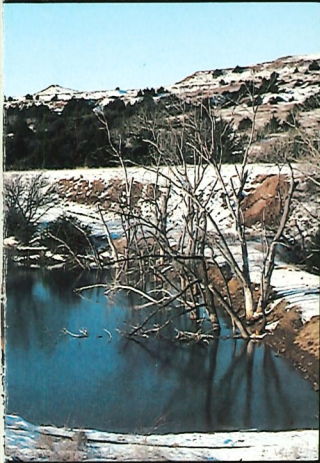
**Southwest Counties:**

- |              |               |               |
|--------------|---------------|---------------|
| (1) Greeley  | (10) Finney   | (19) Clark    |
| (2) Hamilton | (11) Haskell  | (20) Rush     |
| (3) Stanton  | (12) Seward   | (21) Pawnee   |
| (4) Morton   | (13) Lane     | (22) Edwards  |
| (5) Wichita  | (14) Gray     | (23) Kiowa    |
| (6) Kearny   | (15) Meade    | (24) Comanche |
| (7) Grant    | (16) Ness     | (25) Barton   |
| (8) Stevens  | (17) Hodgeman | (26) Stafford |
| (9) Scott    | (18) Ford     | (27) Pratt    |
|              |               | (28) Barber   |

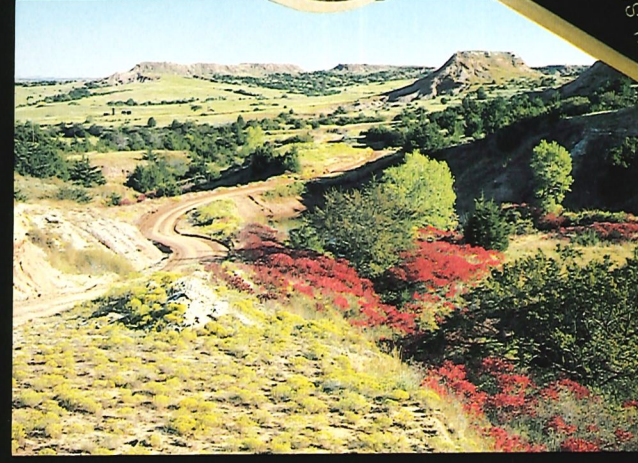
*Far right photo: B. SHEPPARD*



M. NORTON



D. DANCER



/ Barber County

Prairie Farmstead / Meade County

Red Hills / Barber County

J. BERTOGLIO



W. KRUG



/ Seward County

Plains Sunset, Cimarron / Gray County

Winding Winter Road / Barber County 4/25/91

12:30  
2-9

# Northwest KANSAS

The high plains climb a little higher in Northwest Kansas, where the prairie rises from 1500 feet in the east to over 4000 feet in the west. This is a land of huge ranches and vast wheat fields, where six or more giant combines work in tandem to harvest just one field. Here the terrain can be open and flat, with only grain

elevators and church steeples to break the horizon. Or it can be rocky and rough, where steep hills and spine ridges bulge like muscle and veins on the windswept plains. It can be dotted with large and small towns that exude the rugged, independent image of life on the Great Plains.

Limestone formations like Castle Rock and the Chalk Pyramids, rising seventy feet from the prairie floor, stand as sentinels in the Smoky Hill River Valley. Plentiful and easy to cut, limestone became one of the main building blocks on the prairie, used for churches like the historic "Cathedral of the Plains," with its twin 140-foot spires shimmering in the distance, to the *postrock*: squared slabs of stone set as fenceposts and strung with barbed wire.

M. NORTON



Cathedral of The Plains / *Ellis County*

C. WOOFER



Thomas County Courthouse / *Thomas County*

B. SHEPPARD



Sod House /

N. HAM



Prairie Cemetery / *Phillips County*

J. STRECK



Winter at Wilson Lake / *Russell County*

KFC



"Garden of Eden"

4/25/91  
12:30  
2-10



*Paper Moon* is just one of the films that has captured the look and feel of Northwest Kansas.

**Northwest Counties:**

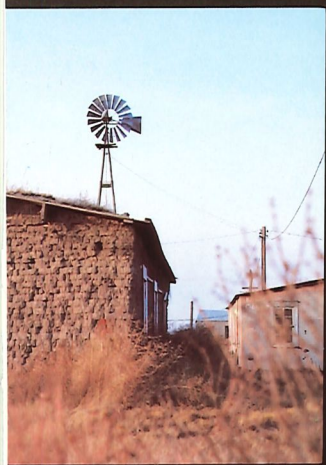
- (1) Cheyenne      (7) Decatur      (13) Phillips
- (2) Sherman      (8) Sheridan      (14) Rooks
- (3) Wallace      (9) Gove      (15) Ellis
- (4) Rawlins      (10) Norton      (16) Smith
- (5) Thomas      (11) Graham      (17) Osborne
- (6) Logan      (12) Trego      (18) Russell

*Northwest*

1	4	7	10	13	16
2	5	8	11	14	17
3	6	9	12	15	18

*Far right photo: M. SPURRIER*

J. ISTAS

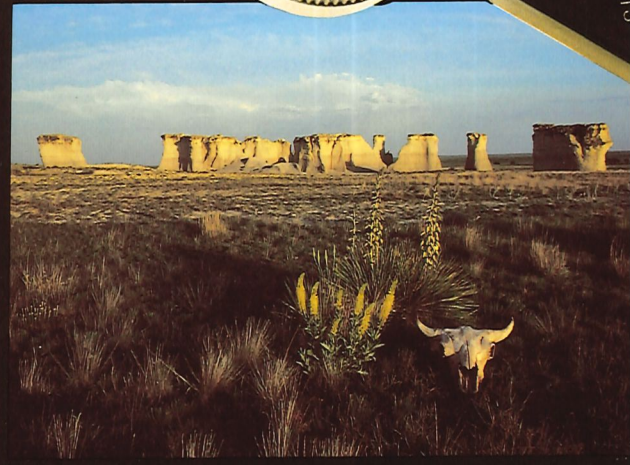


*Thomas County*



*Limestone Farmstead / Cheyenne County*

D. DANCER



*Monument Rocks / Gove County*

M. NORTON



*Park / Russell County*



*Chalk Pyramids / Gove County*

B. SHEPPARD



*Stone Church / Rawlins County*

4/25/91  
12:30  
2-11



400 West 8th Street, Suite 500 / Topeka, Kansas 66603-3957  
(913) 296-4927 / Telex: 4931494 KS / Fax: (913) 296-5055

4/25/91  
12:30  
2-12



# Hollywood



*Michael Landon, shown here on a Chapman crane near Clinton Lake with the director of photography and the camera operator for the television movie "Where Pigeons Go to Die," was producer, director and main star for the film.*

Attachment 3  
4/25/92 12:30  
Sen. Eco. Devel.

# Discovers Kansas

*Film producers are finding the locations and cooperation they need in Kansas.*

*Story and photography by Jerry Jones*

**H**ere's the story: some guy from the midwest — let's say, Kansas — heads to California, buys a 100 acres or so and calls it Hollywood. Before you know it, Hollywood's suddenly the motion picture capital of the world.

But then — how's this for a twist? — after a while, things aren't so rosy in Tinseltown, and filmmakers start looking for new places to make their movies. So they pack up their cameras and go...back to Kansas!

It may sound like a movie script, but this story's for real. In 1888, Topekan Horace Wilcox and his wife bought a 100-acre parcel just east of Los Angeles. There, they founded a conservative, little community called Hollywood. Within 30 years, Hollywood became home to the studios and stars of the silent era. It

became the place to make movies for the next half-century.

But production costs escalated — today, some big budget films cost \$50 million or more to make — and many of the southern California locations were beginning to look stale. Producers started looking for fresh locations and less expensive conditions. Taking Shakespeare's observation that "all the world's a stage," quite literally, producers began exploring other countries and states, including Kansas, for locations.

Although films about Kansas had been around for a long time, the first one to be filmed in Kansas, according to most accounts, was a 1952 20th-Century Fox potboiler called *Wait Til the Sun Shines, Nellie*. Cameras rolled again just two years later, this time around Halstead, when famed director Joshua Logan

brought William Holden and Kim Novak to Kansas to film William Inge's *Picnic* for Paramount Pictures.

Following *Picnic*, filmmakers returned sporadically to the state to make such films as *In Cold Blood* (1967), *The Gypsy Moths* with Burt Lancaster (1968), *Bad Company* with Jeff Bridges (1972), *Paper Moon* with Ryan O'Neal and Tatum O'Neal (1973) and *Mary White* (1976).

State officials decided it was time to have someone ready and able to assist producers coming to Kansas. In 1978, Richard Shank began the state's first film office, assisting with the movie *Up the Academy*, starring Barbara Bach and Tom Poston, and filmed in Salina.

After Shank left the department, the film office was dormant for four years.

Then, in 1982, when ABC-Circle Films came to Lawrence to make the landmark television movie, *The Day After*, the producers needed help for their \$7 million project, and the film office was resurrected, this time through the Travel and Tourism Division of the Department of Economic Development (now the Department of Commerce). *The Day After*, a gritty portrayal of life immediately after a nuclear war, became one of the most watched television movies of all time, and impressed Kansas not only on a public psyche ("This is Lawrence, Kansas," one character radioed. "Is anybody there? Anybody at all?"), but on the film industry as well. *The Day After* told other film producers that Kansas was a viable place to make films.

*The Day After* also impressed Kansans with the economic windfalls of filmmaking on location, spending more than \$2 million of its budget in Lawrence and Kansas City. Other states were experiencing the same windfalls, and there was a tremendous surge in the early 1980's to establish film offices. Recently, an advisory council to the film office, known as the Kansas Film Commission, was established.

Capitalizing on the momentum provided by *The Day After*, the film commission



*"Sarah, Plain and Tall," featuring stars Glenn Close and Christopher Walken and filmed in Osage County, will air on CBS in February.*

*Photography by Mary McCaffrey.*

4/25/91  
12:30  
3-2

# Hollywood Discovers Kansas

landed another television movie, CBS' *The Parade*, filmed in Hutchinson and Halstead in 1983. Cameras rolled again in 1984, this time in Salina, Lindsborg and McPherson for the Warner Bros. feature *American Flyer*, starring Kevin Costner.

Since 1985, 14 feature films, television movies and mini-series have been shot on location in Kansas, with such stars as Glenn Close, Michael Landon, Christopher Walken, Art Carney, Paul Newman, Joanne Woodward, Matt Dillon, Keith Carradine, Lloyd Bridges, John Goodman, JoBeth Williams, Ben Johnson and Andrew McCarthy. During the same period, dozens of television commercials, documentaries, educational and industrial

films and training programs have utilized Kansas locations.

Foreign filmmakers have also discovered Kansas. In recent years, Kansas scenes have appeared in a cracker commercial on South American television, in an airline commercial on the British Broadcasting System, in a documentary on the American educational system for Swedish television, in a snack food commercial for Japanese television and in a documentary about early aviation for German television.

These productions have combined to pump more than \$25 million into the state in the last five years. Since a film production is so diverse, that money is spent in a

variety of ways.

The production of a television commercial for Christmas cards (filmed in late October near Dodge City) illustrates some of the many ways producers spend their money. In addition to the usual things, like hotel rooms and rental vehicles, they also hired about 30 local people, rented a farm location at \$500 a day; rented a windmill, hired workers to dismantle it, move it and set it up; added a loft to the barn; bought \$400 worth of cotton to simulate snow; bought costumes for the actors; built a temporary fence; rented a pizza delivery truck and repainted it to look like a postal service truck; paid two churches \$2,000 to cater lunch for three days and paid oil drillers \$3,000 to water blast all the leaves off the farmyard trees.

Film productions can also bring millions of dollars worth of publicity to a state. Since they are high profile, they generate a lot of media interest.

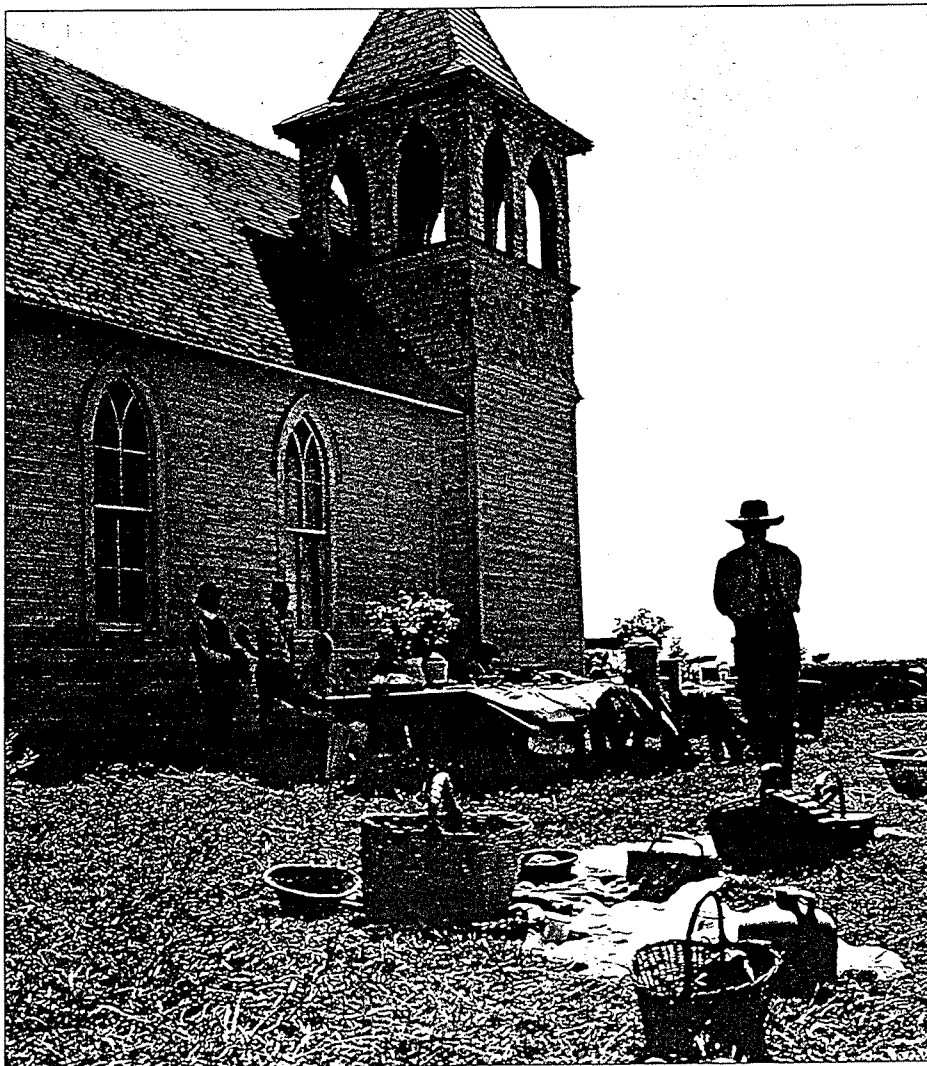
"We actually get a double dose of publicity," Vicky Henley, assistant coordinator for the Kansas Film Services Division, said. "We get coverage when the film is being made, and again when it airs on television or is released in the theatres."

What brings a producer to film in Kansas (or any other state)? Like real estate, the three most important factors in getting a film are location, location and location. Typically, the process to land a production in Kansas can take months or years, beginning first with a call from the producer. Does Kansas have the main locations called for in the script?

After reading the script, film services division staff members determine the key locations. Usually, a script will have two or three locations that are essential to the story. A producer will focus his or her search on those key locations and assume that the film's secondary locations can also be found in the area.

*Cross of Fire*, a 1989 NBC television mini-series based on a true story about the early rise and fall of the Ku Klux Klan, offers a good example of the process. In December, 1988, the producers contacted 11 states and two Canadian provinces for locations that could portray 1920's Indiana. In particular, the producers were interested in finding two key locations: a 1920's courtroom and a mansion that would befit the residence of the wealthiest man in Indiana in 1925.

Kansas' first response was to send photographs of the old Franklin County courtroom in Ottawa (which dates to 1893), and of the governor's mansion in Topeka. Five months later, after several

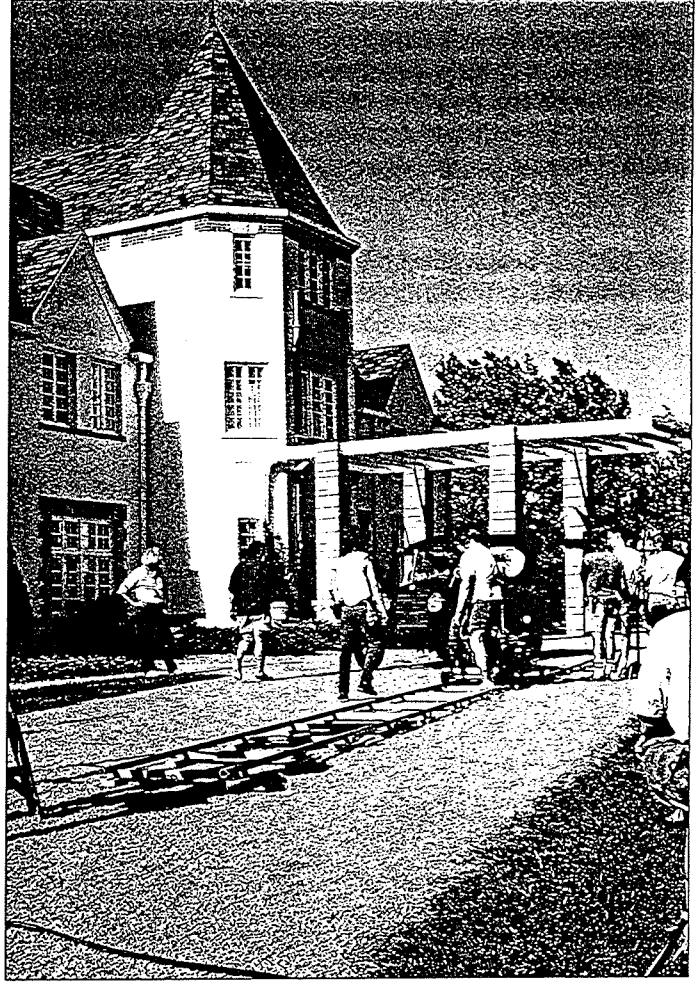


An abandoned church near Lyndon was refurbished and used as part of the set for "Sarah, Plain and Tall." Photography by Mary McCaffrey.

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Michael Landon was impressed both with the locations and the cooperation he found in Kansas. "I'll be back," he said.



A temporary portico, constructed of styrofoam, was added to Cedar Crest, the governor's mansion in Topeka, when it was used as part of the set of "Cross of Fire."

visits from producers, directors, location managers and production designers, Kansas was selected as the location. By that time, the film services division staff was already searching for the 80-plus secondary locations. Finally, in May, 1989, the production began seven weeks of filming, working 12- to 14-hour days, six days a week. In all, 87 different locations would be used, and nearly 5,000 Kansans would appear in the mini-series as extras.

But finding locations is only part of the film services division's job. Once a production comes, the film services division helps find props, wardrobe, production equipment, lodging, vehicles, crew, cast — virtually everything that is required to make a film. During the filming of the CBS television movie *Sarah, Plain and Tall* (scheduled to air the first Sunday in February, 1991) in Lyon and Osage Counties, services performed by the film ser-

vices division included: locating pre-1910 farm implements and wagons; arranging to move a bee hive that was too close to the main location; finding temporary homes for two of the stars; planting and cultivating a 3,000-square foot vegetable garden; locating vintage quilts and helping cast nearly 100 extras.

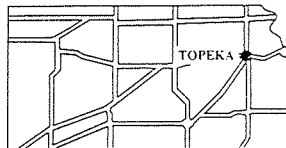
How do filmmakers view Kansas? In 1989, Michael Landon began looking for locations to make the television movie *Where Pigeons Go to Die*, which would star Landon and Art Carney. After a search for quaint towns and autumn colors in northern California and Massachusetts, Landon chose Kansas. He admitted that he had envisioned the state as a flat tabletop, and was surprised to find rolling hills and maple trees. He quickly found all of his locations in Lawrence, Baldwin City and Overland Park. Filming went smoothly, and Landon was impressed both with

the locations and with the cooperation of Kansans.

"I'd like to say there was something wrong with Kansas," Landon said, "but there wasn't. Everything worked.

"I'll be back," he added without hesitation

"No doubt about it." ■



Jerry Jones is the director of the Kansas Film Services Division which is located in the offices of the Division of Travel and Tourism Development of the Kansas Department of Commerce in Topeka. Topeka is in Shawnee County on Interstate 70 and Highways 75 and 24. For further information about the film services division, contact Jerry Jones, Kansas Department of Commerce, 400 W. 8th, 5th Floor, Topeka, KS, 66603.

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# News Release



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**For Immediate Release**

## *Movies Profitable for Kansas; Outlook is Good for More*

Film producers spent \$8 million in Kansas in 1990, Kansas Film Commission officials announced today. That amount is the second highest total ever, behind the top amount of \$8.32 million in 1988.

And 1991 could be even better.

Two television movies, *Sarah, Plain and Tall* and *Sometimes They Come Back*, contributed to the total in 1990.

*Sarah*, which starred Glenn Close and Christopher Walken, aired on CBS in February. *Sometimes They Come Back* is scheduled to air on CBS in April or May.

Also adding to the revenue total was television commercial production, including several spots featuring Bo Jackson.

Overall, more than 25 projects, using locations in 19 Kansas counties (Anderson, Brown, Butler, Chase, Comanche, Douglas, Ford, Franklin, Geary, Johnson, Leavenworth, Lyon, Osage, Riley, Sedgwick, Seward, Shawnee, Wabaunsee, Wyandotte), contributed to the total.

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Projects included three network television series, a program for West German television, a commercial for Japanese television, several documentaries and two industrial film productions.

"It was a good year for us," said **Jerry Jones**, film commission director.

"Television commercial producers are increasingly coming to Kansas, and that really helps."

Another benefit not reflected in the revenue total, according to Jones, is the amount of publicity generated by film productions.

"*Sarah* was the number one-rated program the week that it aired," Jones said. "And it was the most-watched television movie in three years. It was seen by over 50 million people. Virtually every newspaper TV section in the country had a story about *Sarah* . . . and Kansas."

The film commission, part of the Travel and Tourism division of the Kansas Department of Commerce, is gearing up for a potentially big year in 1991. Commission officials just returned from a trade show in Los Angeles with a number of leads.

"Right now, we're trying to track down locations for about 20 different projects," **Vicky Henley**, the commission's assistant director, said. "It's pretty hectic, but pretty exciting, too."

Locations they're looking for include a town with a 1950s look, including a drive-in movie theatre, diner, motel and supermarket; a desolate ranch with a dust bowl-look; and a foreboding, Gothic boarding school.

Since the trade show, a film director has visited Kansas scouting for locations for a television miniseries, and so has a location manager for an upcoming major motion picture.

**Mary McCaffrey**, location coordinator for the film commission, has spent most of her days since the trade show traveling across Kansas in search of location possibilities.

She estimates that she has driven more than 2,000 miles in Kansas in the last three weeks.

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"I try to find as many choices as I can for each location," she said. "Other states are looking for the same things, too, so we want to give ourselves as many chances as possible."

Jones said that the outlook for 1991 is very promising. Although no projects have yet committed to Kansas, he said that he anticipates three or four films shooting in the state before year's end.

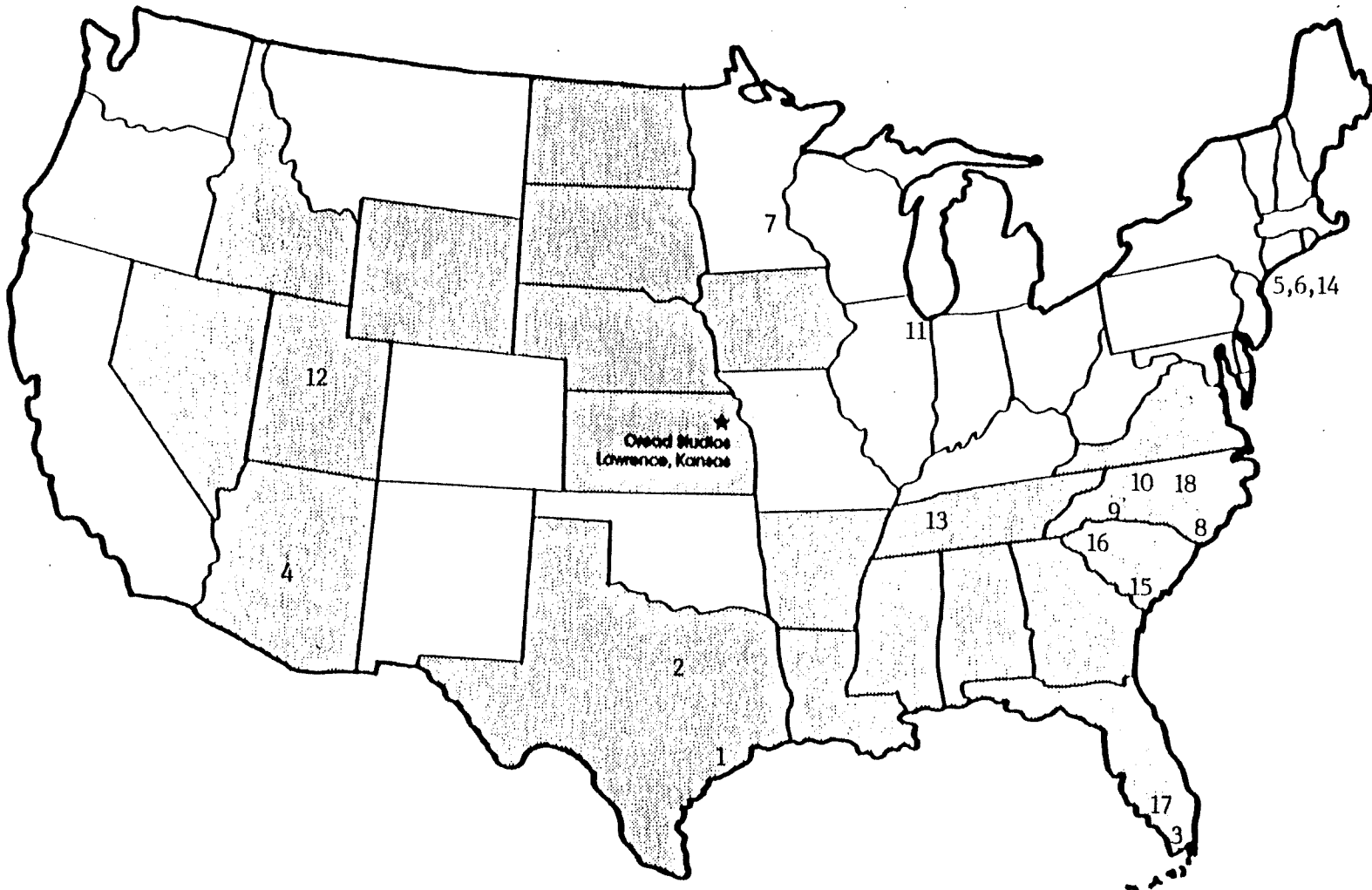
"If I wanted to break into the movie business, I wouldn't go to Hollywood," he said. "I'd stay home. The odds are better."


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INDEPENDENT STUDIOS  
(Outside of California)

1. Houston Studios - Houston, Texas
2. Las Colinas - Dallas, Texas
3. Limelite - Miami, Florida
4. Carefree - Carefree, Arizona
5. Kaufman-Astoria - New York City, New York
6. Silvercup - New York City, New York
7. Paisley - Minneapolis, Minnesota
8. DEG - Wilmington, North Carolina
9. Gwensby - Shelby, North Carolina
10. Carolina Atlantic - Highpoint, North Carolina
11. Metropolitan Chicago - Chicago, Illinois
12. Osmond - Provo, Utah
13. Cintel Productions - Nashville, Tennessee
14. Ferco, Inc. - North Bergen, New Jersey
15. Coastal - Walterboro, South Carolina
16. Gomillion - Pickens, South Carolina
17. Naples International - Naples, Florida
18. Magder Ent. of America - Yanceycille, North Carolina

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