

A network system could 'reel' in dollars

By Lori Steinhauer

Of the Emerald

Looking back on such locally made films as "Animal House," "How to Beat the High Cost of Living," "Personal Best" and "Sometimes a Great Notion," some Lane County business people see great opportunities in promoting the area's film, video and audio/recording industries.

A non-profit network for people in these industries could reel in big dollars, create many jobs and develop Lane County's economy, says Nancy Willard, a Eugene lawyer who is on the steering committee to establish such a network.

"The networking concept is the concept of the future. An entrepreneur cannot survive really without a network," Willard says.

Over 100 people showed up at the Hult Center's Studio One in February, to attend a public interest meeting about forming such a network, Willard says, and she hopes the turnout will be even larger at the March 27 formation meeting at the same place. The public is invited to attend the 7:00 p.m. meeting.

The film industry brought job openings and cash flow into Astoria during the shooting of the Steven Spielberg film, "Goonies," from August to October of

1984. Film-makers spent \$3,000 per day on hotels, and among their purchases were a \$60,000 movie set, a \$55,000 house-remodeling job, a new boat to wreck in the film and, on one day, \$78 worth of carmel corn. Not only did Astoria businesses gain during the making of the movie, but the city should see an increase in tourism profits after the movie appears in theaters later this year, says Laura Pryor, manager of the Film and Video Recruitment Program of Oregon's Economic Development Department.

The film and tape industry brought between \$18 million and \$20 million dollars into Florida's economy in 1978, and that figure increased to \$78.5 million in 1982, after the Commerce Department boosted its efforts to promote that industry in the state.

Willard says that Lane County is a promising area because it offers an array of local talent, cultural centers such as the Hult Center and the University and towns that are modern as well as small, old-fashioned towns. Landscapes in the county range from mountains to shorelines, and from sand dunes to tropical rain forests. Every kind of setting is available in the county except for a large city, Willard says.

"We're Lane County oriented, but our member-

ship is wide open," both in the regions and the professions that can enhance the network," Willard says. A lawyer might be able to help a producer have a road rezoned so the producer can legally film there. An actor may be able to find a job with a producer. A cinematographer might be able to help an employment agency shoot an educational video on how to interview for a job. People in the audio/recording profession may be seeking computers for synthesized music.

"That's the way the entrepreneurial businesses work. You get involved in the networks and you make the contacts," Willard says. Through a directory that will list the names and specialties of network members, these people can hook up, he adds.

At the March 27 meeting a seven-member board of directors will be elected, special projects will be discussed, a name for the network will be chosen and the list will be compiled for the membership directory.

Monthly meeting activities will vary from working on special projects to presentations by professionals in different fields. Attendance is voluntary, Willard says.

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