



Production Group

QUICK TAKES

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Universal Studios Florida Production Group

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Mercury Insurance Films New Ad Campaign in Universal Studios Florida Sound Stages

The advertising and public relations team for [Mercury Insurance](#) was recently back in Central Florida to film seven television spots for their new ad campaign "The Smarter Way," which began airing in June and will continue through March of 2020 in California and digitally in 11 other states.

Three of the spots were filmed on the [Universal Studios Florida](#) sound stages and the exterior shots, featuring Florida alligators, were filmed at Gatorland.

"One of the spots focused on a customer who wanted to protect his home, so he built a mote with alligators," said Erik Thompson, Mercury Insurance's vice president, advertising and PR. "We filmed our previous ad campaign at Universal and had a great experience. Since we needed alligators, it just made sense to film our new campaign in Central Florida, too."

Thompson worked with advertising agency [Kovel/Fuller](#) and line producer Chris Stoerchle of [Working Concepts](#) to create and produce the ad campaign. The director, director of photography, assistant director,



(One of the Mercury Insurance sets.)

props and wardrobe leads were flown in from Los Angeles, but the rest of the 60-plus cast and crew were Central Florida hires.

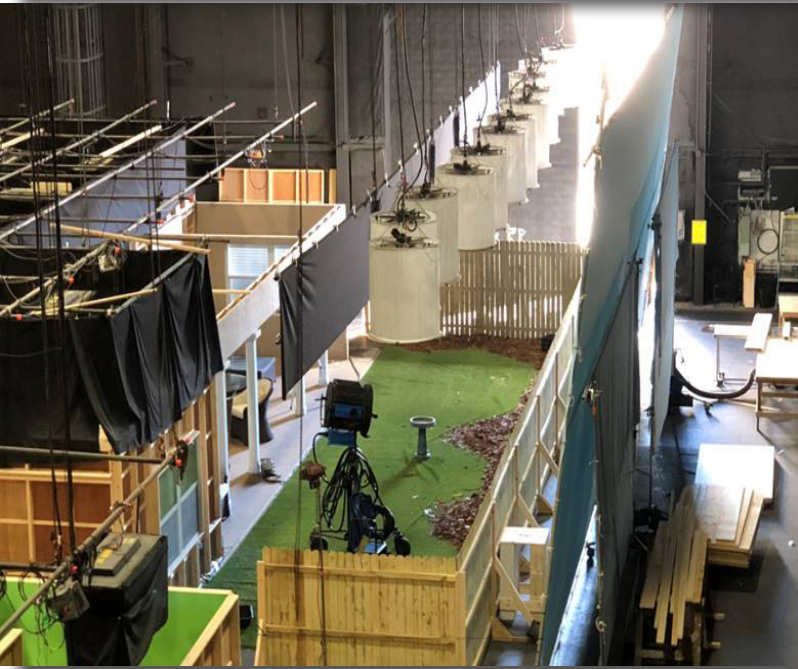
"Everyone on the crew was so efficient, quick, and nice," said Stoerchle. "I could tell everyone loved what they were doing."

"Universal makes it easy," said Thompson. "The facilities are top notch, the stages are beautiful, and the support from Universal is outstanding. We'll come back again because we enjoyed the experience."

We look forward to seeing you again, Erik and Chris. We'll keep the elephant doors open for you.

"Universal makes it easy. The facilities are top notch, the stages are beautiful, and the support from Universal is outstanding." -- Erik Thompson

Behind The Scenes on the Set of *David Makes Man*



We are excited to finally be able to share some of the behind the scenes photos on the Universal sound stages of the new scripted television series from the OWN network, [*David Makes Man*](#).

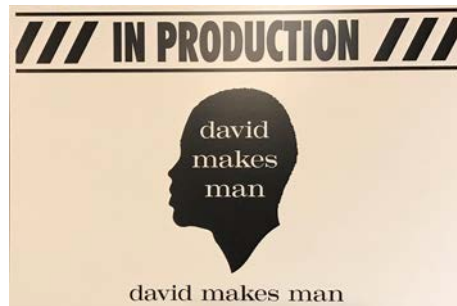
In these photos you can see the lighting grid above the interior sets and some of the work in progress.

While the story takes place in Miami, the pilot and the first nine episodes of the series were filmed in the Universal Studios Florida sound stages and the surrounding Orlando area.

The pilot for this highly anticipated new scripted television series will air on Wednesday, August 14, at 10 p.m., on the OWN network.

Academy Award®-winning

(Production photos courtesy of Wayne Morris.)



writer/producer Tarell Alvin McRaney (*Moonlight*) created and executive produced this coming-of-age drama, alongside fellow executive producers Mike Kelley & Melissa Loy (*Revenge*) and Michael B. Jordan (*Creed*). Orlando-based Wayne Morris was both producer and production manager on the series.

The story is about a 14-year-old prodigy from the projects who is haunted by the death of his closest friend and

relied on by his hardworking mother to find a way out of poverty. He must choose between the streets that raised him or the higher education that may offer him a way out. Set in South Florida at the end of the Obama legacy, this lyrical drama, inspired by events in McRaney's own life, explores the precarious balance needed for the making of a man.

"It was our pleasure hosting this television show in our facilities," said Pamela Tuscany, vice president and general manager of the Universal Studios Florida Production Group. "We're looking forward to watching what this incredibly talented team of writers, producers, actors, and crew produced in our sound stages."

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USFPG Featured in *Variety* Ad

A full page, four-color ad announcing availability in 2020 for Universal's sound stages, backlot locations, and facilities ran on April 30 in *Variety*'s weekly edition that was focused on the Daytime Emmy Awards.

The magazine was also distributed at the Daytime Emmy Awards and the Bentonville Film Festival.

A special thanks to Universal's Brand Communications and Integrated Media teams who orchestrated the creative and placement on USFPG's behalf.

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USFPG Welcomes Three Production Assistants to Its Staff

As a result of increased production activity this past year and the current bookings through 2019, the Production Group hired three talented, new production assistants to help out with the numerous productions happening on the backlot and in the sound stages.

USFPG is happy to welcome Nora Marimon, Hannah Page, and Katherine Vethencourth to its production family.

We wish them great luck in their new position at USFPG.



Production Manager Jack Somerville Celebrates 20 Years at Universal

Jack Somerville started working at Universal back in April of 1999 when he was hired as a technical supervisor in the Entertainment department. This year he is celebrating 20 years with Universal.

Jack's first project was overseeing all of the haunted houses on Halloween Horror Nights. The next year, he was hired by USFPG as a production supervisor and in 2014 was promoted to a production manager.

"I have the best job at Universal," said Jack. "I love what I do and I look forward to coming to work everyday." Some of his favorite projects

so far have been the cooking shows with Emeril Lagasse, mainly because of the huge footprint requirement, including big production trucks in CityWalk. Although challenging, he had great memories working on the scripted TV show *The Unbreakable Kimmy Schmidt*.

"There were a lot of moving parts, including camera mounts on attractions and taking over huge areas of the resort for their locations, but we had the support of the entire company to make sure it was successful."

Jack feels great satisfaction after preproduction is done on a show, the sets are built,



rehearsals are over, and it's time for the show. "If you've done everything right, you can take a step back and watch it all unfold, knowing you had a hand in its success."

Did You Know Universal Studios Florida Has a Media Broadcast Center?



Universal's world-class, state of the art Media Broadcast Center (aka RBC) is a special place to record or live broadcast your latest creative project.

Whether it's a radio show, podcast, radio press tour, or recording a voice over artist, we invite you to experience all that this unique studio has to offer.



This comfortable, furnished facility is located on Hollywood Boulevard in the heart of Universal Studios Florida.

Media Broadcast Center



Media Broadcast Center equipment includes:

- Axia Consoles
- Neumann Microphones and Studio Monitors
- Touchscreen SFX & Beds
- Sennheiser Headphones
- Yellowtch Mic Arms
- Vox Pro

Other amenities include:

- Toll-free phone lines
- ISDN & IP Codecs for Broadcast Connectivity
- Wi-Fi, Printer & Fax
- Call Screening available for the Minion Studio
- Stocked Private Greenroom
- Private Bathroom

A staff engineer and marketing professional are on site for all broadcasts.

(Pictured (from left to right): Julie Gibson, Bob Page, Pamela Tuscany, Jason Mecurio, Julie Dietz, Mike Melendez, Katrinka Vandeventer, Chris Silveira, and Earfield Rowe.)

ABOUT USFPG

The Universal Studios Florida Production Group (USFPG) provides sound stages (8,300 sf to 22,000 sf), hundreds of backlot locations, production offices, a media broadcast center, and support space (a screening room, makeup and hair rooms, green rooms, kitchens, etc.) totaling more than 395,000 sf.

USFPG is a team of production professionals who provide production oversight and logistics' management for all film, television, radio, and commercial (print and video) production that takes place on the Universal Resort properties.

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