

06 | Lights, Camera, Georgia: The Peach State's Booming Film Industry - TRANSCRIPT

[00:00:00] **Erin Riney:** From the New Media Institute at the University of Georgia, hello and welcome to the Georgia On Your Mind Podcast, a series that explores the relationship between the state of Georgia and the university that lives within the heart of it. Each week, a new episode will die into an area that the state excels in and how the University of Georgia acts as a major contributor to that success.

[00:00:20] **MONTAGE:** Georgia has produced some of the biggest movies and series of our generation. A lot of television is produced here. They are just breaking down the sets for Ozark, and a lot gets filmed in the Peach State.

[00:00:30] In 2019, the state filmed 399 productions, including movies, series, and music-

[00:00:36] **Erin Riney:** hi everyone. I'm your host, Erin Riney, and welcome to the final episode of season one of the Georgia On Your Mind Podcast.

[00:00:42] Bailey is joining me once again this week to talk about the film industry in the state of Georgia and the guests we got insight from for this topic.

[00:00:48] **Bailey Pelletier:** Hey guys. It's hard to believe that we're already at the end of season one, but we are so excited to share our final topic with you all, and that's film production.

[00:00:57] For this episode, we got to interview Daniel Sattelmeyer from the Georgia perspective, and Dr. Jay Hamilton from the UGA perspective.

[00:01:04] **Erin Riney:** Over the past decade or so, Georgia has become a leading film destination for a variety of reasons, including ideal weather conditions, a variety of locations ranging from big cities to small towns, Hartsfield-Jackson Airport, and much more.

[00:01:16] According to the Savannah Area Chamber of Commerce, Georgia's film industry ranks number one globally in the production of top grossing feature films followed by the United Kingdom and Canada. It's also home to

some iconic shows like Ozark and Lake Alatoona and Chateau Elan, Stranger Things in Jackson and Douglasville, and The Walking Dead in Atlanta, and Senoia.

[00:01:35] It is also home at Trillith Studios in Fayetteville, which serves as the home base for Marvel Productions filmed in Georgia.

[00:01:41] **Bailey Pelletier:** So our first guest is Daniel Sattelmeyer, who graduated from U G A in 2008 with a degree in telecommunications, which has changed and evolved to be the entertainment and media studies major, commonly referred to as E M S T.

[00:01:55] He's currently a partner and head of Creative at Bark Bark and Entertainment and Content Studio right in the heart of Atlanta. Our next guest is Dr. Jay Hamilton, who graduated from the University of Washington with two degrees in communications and English, then a master's in communications. He then went on to earn a PhD from the University of Iowa in Mass Communications.

[00:02:15] He's currently the department head of the Entertainment Media Studies major here at uga, and he was also a professor of one or two of my classes since my major in undergrad was E M S T. So let's start by hearing what Daniel has to say about his career thus far. And how he's seen the growth of the film industry in Georgia firsthand.

[00:02:34] **Daniel Sattelmeyer:** Hi guys. Thanks for having me. I'm very, very honored to be a voice on your podcast and be here with all the other great individuals who are talking about Georgia. Um, and also I'm getting a lot of street cred with my eight-year-old daughter. Just as a side note, uh, she's very into podcasters and YouTubers right now.

[00:02:53] Uh, really like Mr. Beast and guys who play Pokemon. Um, But the fact that I'm on a podcast was very exciting for her. So just don't tell her the difference.

[00:03:02] **Bailey Pelletier:** That's awesome too. Love that. Yeah.

[00:03:04] **Daniel Sattelmeyer:** I'm a UGA- proud UGA grad, uh, from Grady College in '08, and I'm the head of creative here at Bark Bark, uh, and one of the three owners.

[00:03:13] We are an entertainment studio and production company headquartered here in Atlanta. Uh, we have staff in LA and New York as well. And, uh, we really specialize in making content for networks, streamers, brands, movie studios. And that takes the form of full-length episodic series, like we have some on espn, Disney plus amc, and also documentaries, short form branded content, commercials, trailers, key art and promo campaigns.

[00:03:42] Uh, there's a lot of diverse spaces that we play in.

[00:03:46] **Bailey Pelletier:** That's awesome. That's a, that's a wide range of, uh, things you gotta take care of. Yeah. Can you kind of tell us a little bit about your journey to this role to Bark Park and, uh, being head of creative here?

[00:03:57] **Daniel Sattelmeyer:** So, my journey into this role started right after graduating from Georgia in 2008, which was an interesting time.

[00:04:04] That was right at the start of the housing crisis and recession. So it was like, you know, kicked you out the door. Have fun, good luck. I snuck in there kind of right before the big collapse, got a job and, and hung on. But it was actually a really good year for film in Georgia and we'll get to that in a little bit.

[00:04:21] We didn't know it at the time, but that's kind of what we'll talk about later. Um, but anyway, I was just really taking any freelance role I could get. Maybe at the point where you guys are at now, anywhere I could get on a set in a production office, be like a grip, a pa, assistant editor. I remember the first real thing I ever worked on was this HGTV show called Design to Sell.

[00:04:40] It's a relic, but it was hosted by John Gidding, who's amazing and still a good friend of mine, and he really like that whole, first of all, that whole crew was so welcoming. Took me on, you know, I was just getting started. Actually got that role from another fellow UGA grad, Colin Hare, who was a year ahead of me, and he was working on the show and kind of helped me get that first start.

[00:05:00] Gave me a call, went out, did my thing, but that led me to, uh, starting at Bark Bark later that year. I was a pa of one of their sets. And then I actually became, when I started full-time at Bark Bark, I was an editor here. Um, so I did that for a long time, uh, before I was creative director, writer, producer, director, all that stuff.

[00:05:18] And that really, I wouldn't trade that experience for anything because being an editor helped me see the story and what you really need to, to craft and put it together. I've always, just to back up, I've always been a creative at heart. I'm the head of creative here, but like I was always interested in creating and telling that story and how I could affect the story.

[00:05:36] **Erin Riney:** After starting out as an editor and transitioning into roles within directing and producing, Daniel gained enough experience in all aspects of the production process to take over the business once the previous owners left, he did so with two of his colleagues, and over the last few years, the three of them have taken the business to new heights and produced shows for ESPN plus Disney Plus and more.

[00:05:54] In addition to brand content commercials, key art and promo campaigns.

[00:05:58] **Bailey Pelletier:** All right, so you kind of touched. Or foreshadowed this a little bit. But film production has steadily grown over the past decade here. Um, well not just the past decade, but over many years. Yeah. In your opinion, what kind of, what's kind of led to that growth here and why has film production become, um, a popular industry in Georgia?

[00:06:19] **Daniel Sattelmeyer:** Yeah, so I, I teased this earlier, uh, little storytelling technique to keep listeners on the edge of their seats. What's gonna happen? Um, No, it's just that, that year, 2008 that I was mentioning, which was crazy with the housing crash and recession, but it ended up being such an important year for Georgia and the film industry.

[00:06:38] And to answer your question, how has film production steadily grown in Georgia? In 2008, the state legislator passed the film tax credits, which we still have and enjoy today. They've changed and done a little bit over the years, but 2008, such a big year, and that's really the biggest, I think the biggest single reason for the film growth here was, I mean, what they passed is amazing and 20% base tax credit for anything you shoot here that qualifies, uh, you have to hit a \$500,000 minimum spend, but that's cumulative.

[00:07:11] So you can do five, \$100,000 shoots throughout the year and you hit it. Um, we, we cross that threshold. A lot of companies coming here to shoot that big Marvel movies, all that. Um, so you get 20% tax credit savings on anything you shoot here and you actually get 30%, you get an extra 10% if you add that peach logo, right?

[00:07:28] **Bailey Pelletier:** Right. The peach logo at the end,

[00:07:30] **Daniel Sattelmeyer:** and that's like put us on the map.

[00:07:31] **Bailey Pelletier:** Daniel went on to give us some pretty impressive stats regarding the film tax credit that was passed in 2008 in Georgia. Last year, Georgia set a new record with 4.4 billion dollars with a B spent on TV and film production. This breaks down into over 400 productions spanning from feature films to commercials.

[00:07:51] And given that bark, bark is directly affected by this tax credit, it has incentivized them to stay in Atlanta. Has the, that tax incentive and other legislation kept bark bark in Atlanta you think? Versus maybe moving out to California or somewhere else?

[00:08:08] **Daniel Sattelmeyer:** That's a really good question, and absolutely. The reason that we and so many amazing small businesses are rooted here is a lot of it has to do with that tax legislation.

[00:08:18] But I do wanna clarify that the tax legislation is the biggest catalyst and reason. It's grown, but it couldn't happen in a vacuum like we have. Georgia checks every other box for it to have grown like this, like a lot of other states have, have done and tried this. And I know like there's a big film community in New Orleans and Louisiana at some point has had that.

[00:08:39] North Carolina and Wilmington. It's like where Dawson's Creek was shot, that was their claim to fame. Um, has had these, but not in this since, uh, big of a form. But what really has done it for Georgia is everything else. So you've got the tax credits bill, like it has to be great to film here. We have moderate climate.

[00:08:55] Pretty much most of the year, even in the winters, it's very moderate. Um, a lot of sunny days, a lot of, like, there's a forest everywhere, but you can shoot in every environment here. So you can do mountains, forests, big cities, small town back roads, uh, go down to the beach and the coast. And Savannah, which a lot of movies have done, all qualifies for that tax credits, right?

[00:09:15] **Erin Riney:** In addition to the tax incentive that Daniel defends, as the top contributor of the film industry's growth in the state of Georgia, there are a number of other contributing factors including fast internet speeds and affordable cost of living. Well, these are not usually thought of first. They create

the perfect storm that allows for this level of growth in such a short amount of time.

[00:09:31] **Daniel Sattelmeyer:** It's a business friendly state. Uh, so you've got so much modern tech, like you just have all this infrastructure built here already of like we have shout out really good internet speeds, which matters with like transferring really huge files on, especially in the sort of remote world that we've hybridized into of like passing big files around climate resources.

[00:09:52] You've got better cost of living here. Um, amazingly talented crew. So all these things kind of formed this perfect storm to make Georgia the place. So like, you can have the tax credits, but like, if nobody wants to film there right, you're not gonna get it. So I think that we've had that. And one, one more thing I'll say and give credit, uh, governor Deal before Kemp, governor Kemp, Lee Thomas, who's the director of the Georgia Film Office, what they've done a really amazing job of making it profitable for the whole state with the tax credits.

[00:10:22] So, They've, they've really encouraged films and shows and everybody to shoot all over, not just Atlanta. Um, so I think everyone across the state has benefited. So it's not just like, oh, the Atlanta people are getting it and we're leaving everybody else out. So like, everyone's had the chance to capitalize on that, not just the people in the big city, quote unquote.

[00:10:43] Um, so I think that was really important. And then also keeps the legis state legislature on board. So, you know, every couple years they, they reevaluate these tax credits all the time. We're, we're sort of always dealing with that stress of like, are they gonna change it or remove it? And, and thankfully they see, you know, how important it is to the state and they keep that, keep that around.

[00:11:02] **Bailey Pelletier:** So something else that Daniel mentioned in this interview was people being excited when something was being shot in Georgia and wanting to show it off as a prime location because LA and New York have been the epicenters for so long. In addition, Georgia has recently claimed a new milestone for studio stage space with 3 million square feet.

[00:11:21] So when more projects are brought here, we are able to support them with the space and equipment needed.

[00:11:26] But if you wanna expand just firsthand working at Bark Bark, seeing how, whether production studios are more and more willing to come to Georgia

to shoot, or, um, what that experience is like convincing someone like, Hey, let's do this shoot in Georgia over somewhere in LA or anything like that.

[00:11:43] **Daniel Sattelmeyer:** Having people come to shoot in Georgia is a, is a, a fun circumstance that we face a lot. Um, but it's not stressful and I don't think we find a lot of pushback. Again, like I said before, unless there's some really specific reason to need to be in LA or like, we shoot with Ree Drummond a lot. She has that ranch in Oklahoma on Food Network.

[00:12:02] She's like, the food network chef, uh, owns a lot of land. Like we have to go there to her ranch. But if there's not an overwhelming reason, we're gonna always tell them, like, you can get so much more bang for your buck here in Georgia. You can do the same shoot for probably 20% less here, and it's the same quality and you have all the same resources.

[00:12:19] And that's what I've seen firsthand is 10 years ago you just didn't have the, like if you wanted big filming equipment, like a huge crane or you know, just like really big stuff to pull off whatever you needed to do, you'd have to fly that in or bring that in from LA and New York, even, you know, maybe Miami 10 years ago and now.

[00:12:39] This growth has seen all these businesses really take root here, where you have like, uh, rental equipment, houses, catering, production offices, wardrobe prop houses, these huge equipment companies who can give you whatever you need. Um, you know, we were with Commander a lot who Marc Dobiecki, who, who ran and founded that and he was a DP for years, good friend.

[00:12:58] But there's so many just like that Cinelease and everything that's here, PC and E. Um, that like started and really fed off how much was here, and it's just like it stayed. It sustained. Um, and it's been really amazing to see you see like entire communities being built. It's wild.

[00:13:14] **Erin Riney:** We are gonna take a short break now, but when we come back, we are going to learn more about the entertainment and media studies program at UGA from department Head, Dr. Jay Hamilton, and how it, along with access to external resources like Athena Studios, prepare students for a successful career in this industry.

[00:13:41] **Bailey Pelletier:** Now let's hear what Dr. Hamilton had to say about his role at the University of Georgia and how his prior experience led him to

this position. Introduce who you are and what you do here at the University of Georgia.

[00:13:52] **Dr. Jay Hamilton:** Sure. Um, my name is Jay Hamilton. I'm currently the head of the Department of Entertainment and Media Studies and Director of the New Media Institute here at, uh, the University of Georgia.

[00:14:03] **Bailey Pelletier:** Great. Can you kind of tell us a little bit about your journey towards becoming department head here and your time at Georgia?

[00:14:09] **Dr. Jay Hamilton:** To coin phrase, it was a long and winding road. Um, Prior to, I've been in this position, this is my seventh year if I'm counting right. Prior to getting here for a good 15 years, I was a faculty member in the Department of Advertising Public Relations.

[00:14:26] So I was on the second floor and I was teaching courses in creative development, creative strategy, and, uh, Prior to this, uh, I'm not gonna go back too far, uh, but prior to this, I was teaching for five years at, uh, a, uh, liberal arts campus in the State University of New York system, uh, in western New York State.

[00:14:46] So I've been around a while and kind of fell into this, but I'm really enjoying it.

[00:14:50] **Bailey Pelletier:** As head of the E M S T program. Dr. Hamilton has the great responsibility of making sure the curriculum is up to par, staying in touch with alumni and partnering with organizations that have something valuable to offer students, but we'll let him tell you the specifics behind each of these.

[00:15:06] Can you kind of summarize your responsibilities as department head here? What are your like main priorities and main goals as department head? Yeah.

[00:15:13] **Dr. Jay Hamilton:** There's really three main goals. One goal is to ensure the quality of the curriculum. So I, it's my responsibility to make sure we offer, uh, high quality, relevant classes to help arrange faculty who can teach those classes and to help students move through that curriculum so that they can graduate in a timely way, in a way that they're expecting.

[00:15:39] So that's kind of number one. Number two is to try to continue to develop resources in a broader scale that help me do that first goal. And that

really requires two things. One is to foster and continue to grow our alumni base. We have alums that are all over the world doing incredible stuff, and it's been my task since I've been in that chair position now.

[00:16:05] It's been my task to find out about them, to reach out to them and to engage them in a variety of ways that are consistent with how they wanna help participate. But that's where the real wealth is of the alumni base. It's just a fabulous bunch of people. Um, To also help do that too. It's my job to keep an eye out for good collaborations, uh, that we don't have quite yet.

[00:16:30] So this would mean, for example, uh, getting to know and to work with outside companies, uh, in ways that would benefit our students as well as that company. So for example, just last Friday, I was out at, uh, the offices of the United Talent Agency, which just opened an office last year in Atlanta, and that's of course one of the three major talent agencies in the world.

[00:16:51] Old, they reached out to us. We've been working with them for the past couple years, but we sat down there and got a tour of their new space out there, which is just a mindblower. And, um, it's our job to figure out my job, to work with them, to figure out how we can work with each other to benefit each other.

[00:17:06] So those are kind of the three main things on a plate.

[00:17:08] **Erin Riney:** According to their website, Athena Studios is a brand new state-of-the-art sound stage development with 200,000 square feet of space built for TV and film production. It is the first of its kind in Athens. And given its proximity to the University of Georgia, an immense amount of resources, it will play a crucial role in giving students specifically those in the E M S T program, valuable hands-on learning experience.

[00:17:31] **Bailey Pelletier:** As far as a construction of like new film studios, even Athena down the road here.

[00:17:36] Can you kind of touch on how that. Opens more opportunities for either UGA and students or just the state of Georgia in general?

[00:17:43] **Dr. Jay Hamilton:** Sure. So how the Athena Studios in particular opens up additional opportunities for our program and for students. It's a great question because what it does, we already have that little, um, uh, what we call affectionately uh, teaching sound stage down room 1 44 down in the basement, and that's, that's great to kind of set up and kind of get a feel.

[00:18:04] But of course, you know, it's so far smaller than what a commercial sound stage is. So what the Athena building, uh, that we're going to have access to will help us do, it's gonna help us do two things. One is that it's going to help us collaborate with, uh, the Department of Theater and Film Studies because that is where on campus courses in set design set construction are taught. Now, of course they've been focusing on live theater sets, but it's an easy pivot for them to start to talk about, uh, filming theater and sets. So one is gonna help us build the collaboration there. Two, it's going to help us create a facility for our emst students to be able to use to film their own productions.

[00:18:52] I don't think we're gonna be teaching much classes out there just because of the transit time. If someone's trying to make a class on campus, doesn't make any sense. But what it's going to do, what I, what I have in mind is to have already built in through our collaboration built three kind of generic sets, okay?

[00:19:12] In that big space. Maybe it's a generic office, maybe it's a bedroom, maybe it's a kitchen. I'm not sure what the three are. We're gonna have to figure that out. But to have a modular and easy to update and rejig, depending on the kind of field that the particular filmmaker wants, and they don't wanna have a sign in sheet.

[00:19:29] And I wanna have those available for students when they're shooting their films, um, for either, uh, capstone or directing or whichever one have those available for them to go out and have 'em ready to be able to use. And so it's going to enlarge in so many ways. The kind of, I think stories that our students are gonna be able to shoot and make them, in a lot of ways, a little bit able to do a little bit more sophisticated visual storytelling that will only enhance their success that they've already had.

[00:19:58] **Bailey Pelletier:** So being a UGA grad himself, Daniel previously gave us a little bit of insight into how UGA contributes to the film industry in Georgia. But Dr. Hamilton has some great insight of his own. One thing he mentioned is the Entertainment and Media Industries Club which bonds students over a shared love of TV and film and helps recruit for the major.

[00:20:16] Talking about how UGA directly impacts the film industry, can we talk about all the different opportunities that UGA offers the students? A, apart from, uh, maybe Athena. Um, what does u g A offer here on campus for students?

[00:20:33] **Dr. Jay Hamilton:** There's, at least, I guess I'm in number two there, so things to hear that really are compelling for film students.

[00:20:40] There's at least two, I'm, I'm thinking in groups of two. One is, uh, the presence of the Entertainment Media Industries Club. This is a club as you're probably aware Bailey. Uh, it's a club right now that has more than 400 members. This is something that you don't need to be a major to belong to. People can get involved their first day here as, as first year students.

[00:21:04] Um, and it's fabulous for getting to already shrink the size of campus down to something that's interpersonally manageable. You start to meet people and you get friends and you already have kind of a shared interest in film and television stuff, so you already got a basis to have friends and stuff. But it's also, of course, uh, a way to get hooked in really early to working on sets for advanced student films and stuff.

[00:21:28] Cuz we do the pitch fest every, every semester. And students who are brand new, they are interested, they have no experience. Get experience! It's great. Meet people. So that club is, I think, a really unique thing. It also helps us, of course, uh, recruit really effectively for the major. It helps get our name out, lets students know from an early on.

[00:21:48] Okay, this does exist. I've had a lot of students come to me and say, I had no idea this exists. So that's one good thing. The other thing that really I think sets apart this location for film and television, visual narrative from other programs, and there's a ton of other programs that are all really good, is that, uh, this program and the emphasis here combines two things that are typically held separately.

[00:22:18] On one hand, we know, like, for example, Emory University has a great film studies department. I mean, you're in a classroom, you're doing really in-depth analysis of films. You're understanding filmic language and visual narrative theoretically and all that. It's fabulous.

[00:22:31] **Erin Riney:** In addition to the entertainment and Media Industries Club, Dr.

[00:22:34] Hamilton also mentioned the emphasis that the E M S T program places on both the visual narrative and the actual execution, not just one or the other. In other words, crafting the story as just as important as telling it.

[00:22:45] **Dr. Jay Hamilton:** The other kind of form is very different. It's a hands-on film program, uh, production program such as what's Kennesaw State.

[00:22:52] You know, you sit down, you learn how to run a camera, set up, lights on and so on. Both of these are super valuable, but you know what? On their own, they're just part of the picture. We put those two together, not only is separate tracks, but we interleave both of those. This is obviously, you know, so the innovation in visual narrative comes from people knowing how to think about it, not just knowing how to do it, but how to think about it and consider and reconsider what they're doing.

[00:23:19] That's where the innovation is. So we like to think of ourselves as innovative in making that kind of, uh, Emphasizing that it's part of the production process to talk about it, to think about it, to, to innovate with it too, and using the kind of academic and theoretical stuff that helps. Mm-hmm. Um, part of that too that's unique about the program here I'd argue is that this is a campus that's populated by a faculty that are international.

[00:23:49] Leaders in their fields. So whether it's history, whether it's sociology, whether it's social work, whether it's uh, biology, it doesn't matter. And our students who are putting together visual narratives are taking courses from 'em. And this advanced coursework from such hugely renowned faculty feeds into the kind of stuff that they do.

[00:24:12] So the very often the scripts that are, and you know all this, but the scripts that our students do very off well. You know, sometimes they're about the crazy antics of them and their roommates on a weekend, you know, road trip somewhere. But other times they're really insightful, interesting. Uh, pieces of work that draw on all this advanced coursework they do, um, to really, um, build much more, uh, deeply the kind of, uh, in-depth storytelling that really matters.

[00:24:44] It's not just a cool story. It really has some substance to it.

[00:24:46] **Bailey Pelletier:** Outside of Athena Studios, the Georgia Film Academy is another external resource that UGA students have access to that provides professional training, regardless of if you're an EMA T major or not. Can we kind of touch on the Georgia Film Academy and the partnership that UGA has with that and setting students up to learn on set at those film studios?

[00:25:08] **Dr. Jay Hamilton:** Yeah, about the Georgia Film Academy and how we work with it. Uh, here's another two. We work with it in two primary ways,

uh, undergraduate level and the graduate level. At the undergraduate level. Um, what the Georgia Film Academy does, um, it's general remit, of course, is to help train below the line workers for onset production.

[00:25:29] That's what its remit is. On the undergraduate level, what it does is provides courses to UGA students, uh, who are interested in at least finding out about what onset production is like, what do you do, and to students who otherwise would not have access to that. So if you're majoring in sociology or English or comparative literature or something, yeah, you don't have access to the E M S T courses, but this would be a way, conceivably, if you can fit it in, you'd be able to have access and gain that, uh, experience.

[00:26:00] So that's one thing that it does here. Um, and one way that we relate to it is that it provides a way for UGA students to teach to take those courses. At the graduate level, of course, they're one of our partners in, uh, the MFA in film production, film and television production. That is brand new. This is the third year that it's been going.

[00:26:22] And so they're one of the partners for us that provide us with access to, uh, equipment down at Fayetteville, across from Trillith studios, as well as some teaching faculty, uh, too. So they're instrumental in helping us, uh, execute this program too.

[00:26:38] **Erin Riney:** There's no denying that the film industry in Georgia has experienced a tremendous amount of growth in recent years, and it's not seeming like it's gonna slow down anytime soon.

[00:26:46] Our guests' thoughtful answers and explanation allowed us to gain insight into what makes Georgia an ideal place to film from the tax credits to the wide range of settings, and of course, how UGA takes advantage of both internal and external resources to develop the next group of industry professionals.

[00:27:02] **Bailey Pelletier:** This was one of the episodes I was looking to-forward to most because. My entire undergrad experience revolved around entertainment and media studies and learning about the film industry and learning about it from UGA. Got to learn just how big Georgia is growing up. You didn't, I didn't really have a good sense of how big film was growing in the state of Georgia.

[00:27:31] You know, you have these big titles like Walking Dead. Or stranger things that I would hear about, um, you know, on Netflix and like, uh, read

news articles like, oh, that was filmed in near Atlanta, or, um, some other shows filmed near Savannah. Mm-hmm. Um, but it's kind of crazy that this isn't common across other states.

[00:27:55] Um, and I think it's in large part due to that tax credit mm-hmm. Which, uh, was a big sticking point through my classes. Um, That this tax credit has really allowed film to grow in the way it has here in Georgia.

[00:28:09] **Erin Riney:** Yeah, definitely. And I didn't have the same background that Bailey had because I studied advertising.

[00:28:14] We were in the same, mm-hmm. The same college at uga, just not within the same major. But I would always, you know, watch those shows and movies growing up, where at the end of it, you would see the Georgia Peach logo and you would be like, oh my God, that whole thing was filmed in Georgia. Like, I had no idea.

[00:28:29] That's so cool because like, I think it was Daniel who mentioned, you know, New York and LA have been, you know, where a lot of this pre-production post-production has happened that mm-hmm. Seeing it come to Georgia when we're not used to that has been really, really cool. Um, and something else, I, I, I think it was Daniel again who said that one of the reasons why Georgia is such an ideal place to film is you can get, of course, the big city shots if you film in Atlanta, but you can also get the small towns and everything in between.

[00:28:58] So no matter what you're looking for, Georgia has something for you.

[00:29:02] **Bailey Pelletier:** Yeah, yeah. And I remember in one of our interviews, I can't remember which I brought up, Um, I saw this clip from Baywatch. Mm-hmm. And they filmed a portion of that movie on Tybee Island, and I found it hilarious that saw Zach Efron steal someone's mo moped and drive it across the Tybee Pier just to make this dramatic, like jumping off the mopa moped into the water to save someone as a lifeguard or whatever.

[00:29:27] But yeah. I thought it was just hilarious cuz it's, and the story, it's not set in Tybee obviously. I think it's somewhere in Florida. Yeah. Or maybe California coast. But, uh, seeing that, uh, on film, cuz I remember when, um, they filmed in that area, there was news about it and whatnot, but seeing it on screen and like, I don't know. It's wild to see.

[00:29:48] **Erin Riney:** Yeah, I haven't seen that clip, but I, I need to go look it up after this and see it cuz I think I mentioned in the last episode that I went to Tybee for spring break and we went to that pier. Mm-hmm. So I'm gonna need to look it up and Yeah. And see the clip cuz that definitely sounds interesting.

[00:30:02] And even, um, somebody had mentioned, That, um, some scenes from Baby Driver were filmed in Atlanta, so it's crazy to be watching, you know, Baywatch, baby Wa Baby Driver or some of those other movies and seeing things that you recognize in the background and especially if they're trying to play it off as something else, it's just kind of wild to see.

[00:30:21] Yeah, yeah. But special thank you to both Daniel Sattelmeyer and Dr. Jay Hamilton for being our guest for this episode. We had a great time talking with both of you, learning about your expertise within the industry. So thank you so much for your time and for answering all of our questions. Of course. And thank you to our audience for sticking with us through season one.

[00:30:40] It's been a great learning experience, um, but we really enjoyed creating this podcast. We really hope you enjoyed listening to it, and hopefully you learned something new. But we do have one more thing for you guys. Tune in next week as we recap the entirety of Season one and our plans for the future. So we'll see you next week once again.

[00:31:00] **Bailey Pelletier:** Sounds good. All right. See y'all.

[00:31:05] **Erin Riney:** From the New Media Institute at the University of Georgia. Thank you for listening to the Georgia On Your Mind Podcast, a series that explores the relationship between the state of Georgia and the university that lives within the heart of it. Tune in next week as we recap season one.