

testimonials

Below the Line

“Cinema is the most collaborative art form ever invented. When you have a newspaper called **Below the Line** you are in celebration of the unsung hero of these movies.”

Steven Spielberg, *Below the Line*, December 2002

Below the Line is a breath of fresh air in the crowded field of Hollywood industry publications.

It brings an insightful critical perspective on the emergence of new complex production technologies and the changing trends in our industry. I am often struck by the plain lack of production knowledge about the actual craft of filmmaking displayed in the writing of older established publications, especially in regards to the digital revolution we are now experiencing. In the area of the art and technology of filmmaking I rank its editorial quality equal to that of American Cinematographer and far ahead of Variety or the Hollywood Reporter.

James Chressanthis, ASC

Director of Photography, *Ghost Whisperer* Production Office

January 2006

“Great magazine and congratulations on putting it together so well with such really meaty, well-researched articles. Good on yer”!

Alex Funke, ASC (*From the set of King Kong shooting in New Zealand, Oct 2004*)

Three-time Oscar winner. Specialist in miniatures and visual effects

“Where has this paper been all my life? **Below the Line** is exactly what I want to read, and I read it cover to cover”.

William Sandell, Oscar nominated Production Designer on 20th Century Fox’s, *Master & Commander: The Far Side of the World*

“**Below the Line**’s recent article about the local 600 elections, and the under dog candidate (Gary Dunham) winning, showed me that **Below the Line** was not afraid to go to the heart of the matter on issues. **Below the Line** is defiantly working to keep the below-the-line crews well informed on what really matters to the working man and woman in the film industry”.

David Armstrong, Cinematographer

Saw I & Saw II

“The Academy wishes to thank the following for granting it permission to include clips from various motion pictures in the 75 Annual Academy Awards presentation: Mr. Woody Allen; Allied Filmmakers; Amblin Entertainment, Inc.; Ms. Julie Andrews; Aries; **Below the Line**; Estate of Ingrid Bergman; Estate of Leonard Bernstein; British Film Institute...”

March 2003

“Our members look for it. The more you realize that filmmaking is collaborative in every aspect, the more connected you feel when you read **Below the Line**”.

Jennifer McCormick, Executive Director ~ America Cinema Editors (ACE)

“I read the August issue cover to cover. It is so up to the minute, feeling more objective than any other trade publication I can think of. No particular organization’s or individual’s agenda is being touted or sold. On the contrary, the magazine is very much about what we all do and who we are who are doing it. I really do like what you guys are about”.

Frederic Goodich, Cinematographer

testimonials

continued

Below the Line

"Best of luck with **Below the Line**. The distribution idea is brilliant.

Garrett Brown, Cinematographer and creator of the SteadiCam™

Dear Editor:

We are appreciative that your August 2003 issue contained articles providing insight into various aspects of Costume Design ("Designing Costumes for HD," "Costume Designer Orlandi at Home in 60's Fashion" and "Collaboration Is Key To Making Seabiscuit"). One of the goals of our local is to promote and make transparent the craft of costume design. Articles such as these that highlight the talents of our members (in this case, Cliff Chally, Daniel Orlandi and Judianna Makovsky) assist us in our mission. Thank you.

James J. Casey, Jr., Executive Director ~ Costume Designers Guild, Local 893

"I would also like to recognize **Below the Line** for their generous support of organizations like Local 729 and for providing a valuable reference for technicians, artisans and craftspersons in the entertainment industry".

Governor Gray Davis

August 2003

"What I would say to budding filmmakers is to busy yourself with informational literature, online and on paper; like creativePLANET, International Cinematographers Guild, **Below the Line** and American Cinematographer".

Kelly Mason, DP

August 2003 ~ Cinematographer.com

If I could only advertise in one major trade publication it would be BTL. The impact our ads make in BTL is light years ahead of the other publications...hey , let's face it, our members read BTL...it practically flies out of our branches... so I know they are seeing our ads.

Roy MacKinnon, Vice President Marketing ~ First Entertainment Credit Union

54,000 members