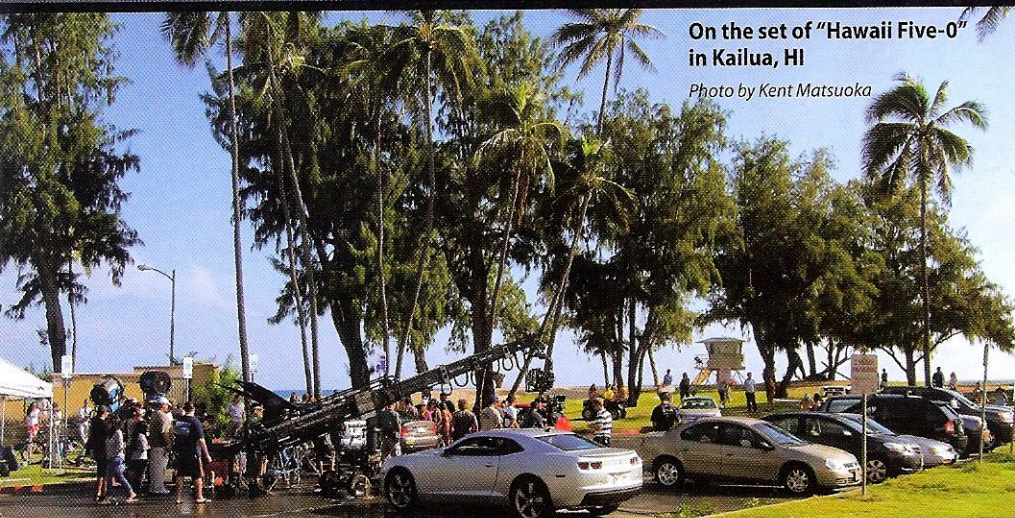


**On the set of "Hawaii Five-0"
in Kailua, HI**

Photo by Kent Matsuoka



tures so you don't have to go out and re-scout, and keep a good record of contact information and a database with searchable keywords. Last but not least, be prepared for things like lights on night shoots. "When you're scouting on the street or in a parking lot, investigate how you can control the streetlights or get permission to bag them," she concludes.

While some producers might embark on bargain-hunting for cheap labor in other states, many Los Angeles-based location managers are determined to maintain their positions as trained professionals that are worth every dollar. "The only way we will remain relevant is by familiarizing ourselves with and executing options that hiring a local cannot bring," says Location Manager Kent Matsuoka, who is the recipient of the 2010 California on Location Award for Commercials and has spent the last year in Honolulu on the first season of "Hawaii Five-0." "We are in a great position to promote what is good about Los Angeles, and we all want to keep the work here and be able to sleep in our own beds at night, but the reality is that shooting is about executing, and we must remain open and flexible to all options — even if it

means taking the show on the road."

Matsuoka references the Thomas Friedman book "The World Is Flat," which describes the convergence of technology and the chain of events that allowed China, India and many other countries to become part of the global supply chain due to cheap labor. Friedman advises that one creates value through leadership and sells personality in order to adapt to the desirable and unstoppable developments created by outsourcing and offshoring. "The more I read, the more I could draw on similarities to our own industry and how we must adapt to the new age of a global Hollywood," notes Matsuoka. Matsuoka believes that 2011 is the opportune time to use Friedman's advice to combat the global tax-incentive epidemic that is trickling into our own backyard. "The world is becoming smaller, and more and more companies are actively looking outside of Los Angeles for their locations," he says.

But the willingness to travel is not good enough to sustain in this ever changing industry. "Unless we remain part of the conversation when discussing the pros and cons of distant locations, we will soon find ourselves out of

a job," advises Matsuoka. "We need to start positioning ourselves as integral members of the creative and financial team — one who understands words like 'qualified expense' and 'refundable credit,' regardless of whether they shoot on Sunset Boulevard or Sheikh Zayed Road."

The social networking websites are another essential component that helps location managers build their professional platforms on a global scale. Location professionals are also encouraged to reach out to one another through organizations like the Location Managers Guild of America (LMGA), which also helps to standardize business ethics. "We must begin to develop relationships with location scouts and managers who we can call upon in a pinch to be our point person in Toluca Lake or Timbuktu and not be afraid that they might steal our jobs," says Matsuoka. "Instead, we must create a symbiotic relationship between us and them."

While Haecker and Levine give compelling advice on the importance of a job well done, Matsuoka conveys the significance of persevering in a rapidly changing industry. "It is crucial that we unite in the fight to raise awareness to protect our craft and ensure that a trained and qualified location manager upholds the standards we strive to keep here in Los Angeles, as well as anywhere else the job takes us," says Matsuoka. All of these tips are essential to maintain a career as an effective and successful location manager, and most of them apply to other key positions like cinematographers, camera operators and editors. Overall, the expansion of on location filmmaking is forcing us to perform at 100 percent while we continuously rediscover ourselves in a creative world that's overshadowed by financial decisions. 

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