
Albuquerque Studios Media Watch

Prepared 2/8/2007 by Albuquerque Media Monitoring

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Albuquerque- 4 KOB 6:00 PM News Market Coverage: 120000 30 Sec. Media Value: \$650

<u>Time In</u>	<u>Length</u>	<u>~Value</u>	<u>Description</u>
18:14:54	02:01	\$2,621.67	THEY'RE KNOWN FOR LASSIE... E-T.. AND GONE WITH THE WIND.. NOW PACIFICA VENTURES COULD SOON BE MAKING MORE BLOCKBUSTERS RIGHT HERE IN ALBUQUERQUE... MAKING THE DUKE CITY A MAJOR PLAYER. TODAY WE GOT A FIRST HAND LOOK AT THE COMPANY'S NEW DIGS -- ALBUQUERQUE STUDIOS -- GOING UP AT MESA DEL SOL. 6:27 this is just phenomenal - it exceeds any expectation i had. the fact that we have a major studio in abq is just incredible news for everyone in town. ALBUQUERQUE STUDIOS WENT FROM NOTHING TO ALL THIS IN JUST UNDER SEVEN MONTHS. WHEN ALL IS SAID AND DONE... IT WILL BE 168 THOUSAND SQUARE FEET OF TV AND MOVIE MAGIC. 11:50 we're gonna end up building 8 stages so technically we can have 8 productions But more than likely people will look at them in pairs ... So they do so many sets here and shoot and continue to build on the other thing. THE STAGES WILL LOOK JUST LIKE THIS BEFORE A PRODUCTION COMPANY TAKES OVER... BUT THERE'S NO LIMIT TO THE IMAGINATION. 11:05 this could be new york, this could be london, where ever you want it to be... It can be a dungeon a prison a castle or 1915... Or 4010... It's whatever you want it to be THERE'S ALSO 78- THOUSAND SQUARE FEET OF PRODUCTION OFFICE SPACE.... AND ANOTHER 70- THOUSAND SQUARE FEET OF MILL SPACE ON SITE -- FOR LIGHTS, CAMERAS, AND SOUND EQUIPMENT. 14:40 When productions come -- they don't have to go outside to get anything... Everything is right here on the lot which not many studios even in los angeles have on the lot. CONSTRUCTION ON ALBUQUERQUE STUDIOS SHOULD WRAP UP IN MID APRIL. 7:26 i see this as just the beginning -- now we'll be looking at other parts of the infrastructure for the film industry coming in and i think its an incredible beginning. PACIFICA VENTURES IS THE LARGEST MOVIE STUDIO OUTSIDE SOUTHERN CALIFORNIA.

Albuquerque- 4 KOB 10:00 PM News Market Coverage: 144000 30 Sec. Media Value: \$1100

<u>Time In</u>	<u>Length</u>	<u>~Value</u>	<u>Description</u>
22:09:32	00:57	\$2,090.00	THE BIGGEST MOVIE STUDIO OUTSIDE SOUTHERN CALIFORNIA IS GETTING READY TO MAKE BLOCKBUSTERS RIGHT HERE IN ALBUQUERQUE. ALBUQUERQUE STUDIOS HAS BEEN IN THE WORKS SINCE LAST JULY ON MESA DEL SOL. THERE ARE 8 SOUND STAGES -- TOTALING 168- THOUSAND SQUARE FEET -- FOR T-V SHOWS AND MOVIES TO MAKE THEIR MAGIC. THERE'S ALSO 78- THOUSAND SQUARE FEET OF PRODUCTION OFFICE SPACE... .AND ANOTHER 70- THOUSAND SQUARE FEET FOR CONSTRUCTION AND STORAGE. 14:40 When productions come -- they don't have to go outside to get anything... Everything is right here on the lot which not many studios even in los angeles have on the lot 7:26 i see this as just the beginning -- now we'll be looking at other parts of the infrastructure for the film industry coming in and i think its an incredible beginning. ALBUQUERQUE STUDIOS IS OWNED BY PACIFICA VENTURES -- THE MAKERS OF E-T AND GONE WITH THE WIND. CONSTRUCTION IS SET TO WRAP UP IN MID APRIL.

Albuquerque- 7 KOAT 6:00 PM News Market Coverage: 158400 30 Sec. Media Value: \$850

<u>Time In</u>	<u>Length</u>	<u>~Value</u>	<u>Description</u>
18:16:15	02:02	\$3,456.67	MOVIES ARE A BIG PART OF NEW MEXICO'S ECONOMY, AND A PLANNED STUDIO IN THE DUKE CITY IS EXPECTED TO BE A MAJOR PLAYER IN THE ENTERTAINMENT INDUSTRY. TODAY WE GOT A BEHIND THE SCENES TOUR OF THE NEW 'MOVIE COMPLEX' GOING UP ON MESA DEL SOL SOUTH OF THE AIRPORT. AND AS ACTION 7 NEWS REPORTER ROD GREEN REPORTS....THE ONLY THINGS MISSING FROM ALBUQUERQUE STUDIOS ARE A FEW MONSTERS FROM OUTER SPACE... AND A CAR CHASE OR TWO. JUST SEVEN MONTHS OR SO AFTER BREAKING GROUND... AND THE LIGHTS ARE IN... THE CAMERA'S SOMEWHERE... ALL THEY NEED IS FOR SOMONE TO HOLLER ACTION. Smerigan:"It is a class a facility. This compares to any studio in the United States." THE SOUND STAGES... OFFICES... SHOP AND STORAGE SPACE EQUALS MORE THAN 168- THOUSAND SQUARE FEET. ONE OF THE BIGGEST IN THE WORLD. THAT MEANS... WITH A LITTLE IMAGINATION AND A LOT OF WORK.... Hariton:"This studio could be anything I mean it could be a dungeon it could be a residential neighborhood, it could be a cave it could be the mountains it could be a jail, the inside of a home, a night club essentially you're looking at everywhere u-s-a any time." AND BEFORE A SINGLE FRAME OF FILM ROLLS... OR A PIXEL IS DIGITIZED IT'S ALREADY PAID OFF FOR MANY NEW MEXICANS. Trump:"It's huge it's 58-million dollars in the initial phase another forty million right behind it, usually there's about 16-thousand man hours for every million dollars spent, so it's just a fantastic economic boost for the city." AND SO FAR ONE MORE PROOF OF THE MOVIE ADAGE ABOUT BUILDING AND ATTRACTING A CROWD. Hariton:"We believe by the end of this week we will have these two stages that we're in rented out, which will be our first production. These are the only available today. and then in three weeks we'll have two more stages, three more weeks after that two more, and we have productions lined up for each of those stages." ROD GREEN KOAT ACTION SEVEN NEWS. I OVER THE PAST FEW YEARS, NEW MEXICO HAS SEEN THE REVENUE FROM FILM PRODUCTIONS RISE FROM THREE MILLION TO 650 MILLION, THANKS IN BIG PART TO GOVERNOR RICHARDSON'S TAX REBATE INITIATIVES.

Stories Total : 3

Media Value, ~Total: \$8,168.33

Media Value Index: 0.019

Viewership, ~Total: 422,400
