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Inside DoD

Bruno White Entertainment—A Rich Media Company—Is Versatile in a Competitive Marketplace

Entertainment Producer Begins Relationship with DoD

By Cynthia Greenwood

The Department of Defense has found a new partner in Bruno White Entertainment, a 10-year-old video and film production company with an A-list of clients. Notably, Bruno White has provided complete "below-the-line" production services for the last three season finales for *America's Funniest Home Videos*. The company has also worked with *ESPN*, *The Weekend*, *The Rosie Show*, and *Live with Regis and Kelly*.



Lorri Berglund, executive vice president and co-owner of Bruno White Entertainment, works the camera during production of In Focus: The War on Corrosion in Nashville, Tennessee. Photo by Cynthia Greenwood, CorrDefense.

In providing below-the-line production services on these TV programs, Bruno White supplements the operations of each show's core producers and talent. This means providing all local crew and on-location logistics.

In 2006 Bruno White Entertainment began a partnership with DoD to create new corrosion awareness videos. "To spread the word about the DoD corrosion effort, we intend to use these new videos as marketing pieces to inform the public about our efforts to combat corrosion," said Daniel J. Dunmire, leader of the DoD Corrosion Office and executive producer of the video production effort.

Since the image on the TV began to hold greater sway over the written word, the business of producing film and television has flourished. Today TV and film producers compete fiercely on both U.S. coasts. In order to succeed in a cutthroat environment, production companies must find their specialty and stick to it. Some confine their work to the sound stage; others prefer to specialize in a single video genre, such as commercials.

Like other entertainment producers, Bruno White Entertainment has its own niche. But where others survive on a narrow and predictable sub-specialty, Bruno White prefers to remain versatile. "We're a one-stop shop," said Lorri Berglund, executive vice president of Bruno White. "Here, we thrive on doing radically different types of video and film production."

"What we do is kind of like building a house," Berglund said. "I can build anything you want—communication videos, educational videos, training pieces, or info-mercials. Our expertise is all kinds of production, but we're especially adept at shooting on location."

An Esteemed Client Base

Bruno White works with clients whose needs are location-specific, which takes them everywhere. "It's what we're good at," Berglund said. And the company's clients are as diverse as its reach. Bruno White shoots for Disney Event Group (DEG) at Disney World, Disney Land, and other Disney-owned properties, as part of a long-term contract. For these projects, Bruno White provides all video services for projects like weddings and corporate events. At Disneyland, they have shot training videos. "We work for many different divisions of Disney," she said.

Bruno White has also worked extensively for Fitness Quest in Ohio, David Leadbetter, Martin Marietta, and Orlando's Convention and Visitor's Bureau. It has provided production services for the Orlando Citrus Parade on New Year's Day. In early 2007 the company also produced eight training videos for a dentist. "We do quite a variety," Berglund said. "You can't be too market-specific. The market changes and the times change with it, so the nature of our production business changes, along with our equipment and content. In this business you have to be flexible to move and grow."



Stacey Cook (center), a freelance production manager and a key member of Bruno White Entertainment, consults with John Farrentine, the company's writer and actor, and Lorri Berglund, executive vice president. Photo by Cynthia Greenwood, CorrDefense.

All in the Family (and a Bit With a Dog)

Bruno White Entertainment is unique in other ways. The company is truly a family affair. Berglund and Terri White, her younger sister, started the company in 1997, one year after White founded Lady Bug Productions. White had been working as a producer for Disney when she decided to start her own company. The sisters christened Bruno White Entertainment after White's beloved Lhasa Apso dog named Bruno, Berglund recalled.



Steve Callens works the camera for Bruno White Entertainment during production of the DoD's new corrosion awareness video.

Today White and Berglund co-own Bruno White Entertainment. White oversees many of its productions in the field. Berglund assumes the role of executive producer for all productions that run through the company. Lynn Lohne, Berglund's older sister, serves as head of operations. An equipment expert, she manages the company's inventory and maintains its extensive supply of cameras. Berglund's younger brother, John Farrentine, provides writing and key video talent for clients such as DoD. Steve Callens, an ex-weatherman and anchorman, works as the camera operator. Shane Lord, the creative director at Bruno White, supervised some video and will help edit for the DoD project.

Bruno White maintains a core staff of 26 full-time employees. The company routinely juggles at least 10 projects at one time, and all are in different stages of pre-production, production, and post-production. These days, Berglund goes out on fewer camera shoots than she used to, so she relies on experienced freelance producers like Stacey L. Cook. "Stacey is a key member of our company and regularly works as a freelance producer and production manager for Bruno White," Berglund said. Cook also has her own freelance production company.

Cook is also a key part of Bruno White's partnership with DoD. "Stacey specializes in the planning and organization that makes our pre-production process run smoothly," Berglund said. Working with experts like Cook allows Berglund to spend more time in the editing bay, handling the myriad details of post-production. This stage taxes her creative and technical skills.

"In editing there are so many different pieces," said Berglund. "At this stage I pick the shots, put them together, fix the audio, add dissolves, do color correcting, and choose the best takes. Then I lay it all down via the audio, map the shots

out with the voice-over, pick the music background (which makes you crazy), and start inserting each component. If you've done your pre-production and production well, the editing stage becomes much easier.