



IT WAS A CLOSE CALL FOR the New Jersey Motion Picture and Television Commission (NJMPTC) in July 2008. Despite the millions of dollars and thousands of jobs the organization had brought into the state's economy over the years (in 2007 alone, a record 972 projects, including

95 features, generated \$121 million), it still teetered on the brink of elimination due to state budget cuts. As fiscal figures were bounced around in Trenton, a cautious optimism for restored funding prevailed among the commission's small staff, which lobbied furiously behind the scenes. And then "Save New Jersey Film" was created, which by most accounts helped to seal the deal on the commission's survival.

The grassroots online petition, designed by Sam Rohn, a New York locations manager who has called upon the Newark-based NJMPTC on many occasions, garnered some 1,000 signatures. Coupled with numerous letters, e-mails and phone calls from concerned citizens and industry professionals, the outcry clearly

BY JULIE JACOBS ILLUSTRATION BY MIKE BERTINO

A WORD TO THE WISE: ONLY *YOU* CAN PREVENT THEIR DEMISE

HOW TO SAVE YOUR

MM

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