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# Academy of Visual & Performing Arts Culver City High School

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For Immediate Release

## **AVPA's "The Rental" Premieres at Sony Studios**

Culver City, CA, June 8, 2006

AVPA's Young Filmmakers have been hard at work, getting this year's film project, "The Rental," ready for its premier at Sony Studios. The short film, about two men who don't want to be seen renting the movie they want to see, is sure to have audiences laughing. The film will screen every half hour between 6-9 pm on



Friday, June 16<sup>th</sup> at the Jimmy Stewart building (#24) on the Sony Lot (near the Overland security gate). This event is free and open to the public, although seating is limited so reservations for specific time slots are required ([jbentley@avpa.org](mailto:jbentley@avpa.org)). Reservations must be for each person attending the screening because names will be verified against a photo ID at the gate.

AVPA film students have spent the year preparing for this project. They started with a script-writing class in the fall. Several of the students submitted their resulting scripts for consideration for the film project. From their pitches, all the students selected a single script they wanted to produce. Also in the fall, they produced two short films from a single script with wildly different results. Senior Jeffrey Goebert, the student director of one of those shorts, was then selected to direct "The Rental."

Thanks to support from Culver City's Education Foundation, this year's film was shot in High Definition (HD) rather than the 16mm format the students have used in the past. Even with the new technology, according to James Bentley, head of AVPA's film department, the project went off like clockwork.

As in the past, professional actors donated their time and talent for the students' film. Also, Culver City's Dean Edward donated the use of his video store, Movie Mecca, for the students to film in. Most of the film was shot there. According to Edward, "It was great having the kids here. They showed a level of professionalism most adults don't show on set."

Goebert, the film's director, has this to say about the experience: "Creating this film was tiring and full of stress but, I still had an amazing time working with a great crew and a great cast."

The Academy of Visual and Performing Arts (AVPA) at Culver City High School offers a comprehensive arts curriculum after regular school hours for students who are committed to excellence in Art, Film, Theatre, Dance, and Music. Established in 1996, AVPA enjoys tremendous community support from Sony Pictures Entertainment and other design, recording, and theatre companies in the area. For more information about the Academy, go to [www.avpa.org](http://www.avpa.org) or contact Tony Spano at 310-842-4200 x6094 or x6009.

**Photo caption:**

Phaedra Neitzel (L) applies make-up for an actor with Jeffrey Goebert (R) directs.

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