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## BLAISE J. NOTO

### PROFESSIONAL EXPERIENCE

**BLAISE NOTO & ASSOCIATES.** Kihei, Maui, Hawaii. President of Marketing and Communications Company specializing in Entertainment and The Arts.

**"YOU MAY NOT KISS THE BRIDE" (2009).** Hawaii Film Partners. Directed by Rob Hedden. Produced by Rann & Gina Watumull and David & Shauna Jackson. Shot on location on Oahu, Hawaii. Marketing during production and post-production phases.

**"EDGE OF DARKNESS" (2008).** GK Films. Directed by Martin Campbell. Produced by Graham King. Starring Mel Gibson. Unit Publicist on location in Boston and western Massachusetts.

**BEIJING FILM ACADEMY,** Beijing, People's Republic of China (June, 2008). Official invitation from the Beijing Film Academy to teach motion picture marketing and publicity to film students and film distributors in China.

**"THE KITE RUNNER" (2006).** DreamWorks, Paramount Vantage, Sidney Kimmel Entertainment and Participant Productions. Directed by Marc Forster. Produced by Bill Horberg, Walter Parkes, Rebecca Yeldham and E. Bennett Walsh. Unit Publicist on location in Beijing; Kashgar and Tashgurgan in western China near the Afghanistan/Pakistan border; and San Francisco Bay Area. Also shot most of behind-the-scene footage of the production.

**"HEART OF A DRAGON" (2008-2009).** Thunder Bay Productions. Produced, and directed by Michael French. Associate Producer on independent Canadian film on location in Beijing and Gibeikou in northern China. (2006). Also, marketing and publicity for special Olympics 2008 screenings in Beijing, and at Shanghai Film Festival. (2008). Canadian theatrical openings (2009).

**"APOCALYPTO" (2005-2006)** Touchstone Pictures and Icon Productions. Directed and produced by Mel Gibson – Unit Publicist on location in the jungles of Catamaco and Vera Cruz, Mexico.

**"SERAPHIM FALLS"** (2005) Icon Productions). Starring Liam Neeson and Pierce Brosnan – Unit Publicist on location in New Mexico.

**"THE PASSION OF THE CHRIST" (2003)** National and regional publicity on the domestic release of the film, as well as the Academy Awards® and Guild campaign. National and regional publicity on **"THE PASSION RECUT."**

**OTHER BN&A NOTABLE PROJECTS:**

Script and film development on **"China Graffiti"** with People's Republic of China filmmaker Xiobing Rao. Marketing and Sales for feature documentary film **"Bhutan: Taking the Middle Path to Happiness"** which aired nationally on PBS. Marketing and re-branding of **Mental Health Kokua** in Honolulu as well as promotion of Michael Nye photography exhibit: **"Fine Line: Mental Health/Mental Illness."** Worldwide Publicity for **Cambodian Children's Fund** in Phnom Penh, Cambodia. Book release publicity for **Whale Trust's "Hawaii's Humpbacks: Unveiling the Mysteries.** National and Regional publicity on **"Bobby Jones: Stroke of Genius"** on Promenade Pictures' animated feature film **"The Ten Commandments."** Unit publicity on Promenade Pictures' animated feature **"Noah's Ark: The New Beginning."** Special publicity for the 25<sup>th</sup> Anniversary of Honolulu's **Hawaii International Film Festival.** Marketing for **Hawaii Film Partners** and their Discovery Kids on NBC television series, **"Flight 29 Down,"** animated TV programs **"Ape Escape"** (for NickToons®) and **"Guardians of the Power Masks"** done in partnership with the Republic of Korea and the People's Republic of China, **Court TV West Coast Publicity** and on-site publicity for **Michael Jackson and Scott Peterson trials.** Hawaii Awards campaigns 2003 for **Miramax, Universal Pictures** and **New Line Cinema.** Publicity for independent films **"Tony Takitani"** and **Head-On"** (Strand Releasing), and **"The Land Has Eyes,"** Fiji's official Oscar® entry for Best Foreign Film. Grammy® Awards campaign for Hawaiian musical group **Hapa** and CD "Maui."

**COLUMBIA PICTURES.** Culver City, California

Executive Vice President, Publicity and Field Operations. (August 2000 to April 2002)

Responsible for creating and implementing National Publicity and Promotion Strategies and Campaigns for all Motion Pictures. Administered 40 person staff nationwide. Academy Awards® and Guild campaigns for "Ali" and "Black Hawk Down."

**PARAMOUNT PICTURES.** Hollywood, California

*Executive Vice President, Worldwide Publicity (May 1990 to June 2000)*

Responsible for creating and implementing National Publicity and Promotion Strategies and Campaigns for all Motion Pictures. Administered 35 person staff nationwide. Academy Awards® and Guild campaigns for "Titanic," "Braveheart" and "Forrest Gump." Responsible for Corporate Publicity for Motion Picture Division and Paramount Pictures Studios. Began as Vice President, National Publicity (May 1990). Promoted to Senior Vice President, National Publicity (June 1995), and to Executive Vice President, Worldwide Publicity (June 1997).

**TWENTIETH CENTURY FOX.** Los Angeles, California

*Unit Publicity for "Pacific Heights" (1990)*

Responsible for all on-set publicity during production of this major motion picture directed by John Schlesinger and starring Michael Keaton, Melanie Griffith and Matthew Modine.

**VESTRON PICTURES.** Los Angeles, California

*Vice President, Marketing (1987 to 1989)*

Responsible for creating and implementing National Publicity and Promotion Strategies and Campaigns for all Motion Pictures. Worldwide Licensing and Merchandising for "Dirty Dancing."

**DE LAURENTIIS ENTERTAINMENT GROUP.** Beverly Hills, California

*Vice President, Publicity (1985 to 1987)*

Responsible for creating and implementing National Publicity and Promotion Strategies and Campaigns for all Motion Pictures and Marketing Liaison on the West Coast for this Connecticut based company.

**ORION PICTURES.** Los Angeles, California

*Director, Field Operations & Promotions (1982 to 1985)*

Responsible for setting up and administering Regional Publicity and Promotion offices in the USA and Canada, and for creating and executing National Promotions Campaigns for all Motion Pictures. Product Placement. Also, served as Unit Publicist on the major motion picture production "Breathless," starring Richard Gere.

**WARNER BROS.** Burbank, California

*Director, West Coast Publicity (1980 to 1982)*

Responsible for generating and implementing West Coast Publicity Campaigns on all feature films. Administered 20 person staff.

**UNITED ARTISTS.** Culver City, California

*Publicity Coordinator (1976 to 1980)*

Responsible for West Coast Publicity for all United Artists, MGM and Lorimar motion pictures. Prior to that, served as Regional Publicity & Promotion Representative in New York City, Boston (for the New England region), and Los Angeles.

## **EDUCATIONAL BACKGROUND**

### **UNIVERSITY OF PENNSYLVANIA, Annenberg School of Communication.**

Philadelphia, Pennsylvania. Master of Arts, Communication (1985)

**WESLEYAN UNIVERSITY.** Middletown, Connecticut Bachelor of Arts, Sociology (1974)

**STANFORD UNIVERSITY.** Palo Alto, California, Summer (1972) Broadcasting & Film Institute

**SIR JOHN CASS SCHOOL OF ART, City of London Polytechnic,** London, England  
Semester abroad program in studio art.

## **PERSONAL PROFILE**

The Academy of Motion Picture Arts & Sciences (member). Publicists Guild of America, Local 600. Best Motion Picture Publicity Campaign Awards from the Publicists Guild of America for "Spider-Man," "Braveheart," "Forrest Gump" and "Titanic." National Academy of Recording Arts & Sciences (member). Instructor at University of Hawaii, Maui Community College. Guest Lecturer at University of Pennsylvania and UCLA Extension in Motion Picture Publicity & Promotion. President, Class of 1974 at Wesleyan University. Recipient of NW Ayer Advertising Scholarship (1974-1976) at University of Pennsylvania. Internship (1975) in Psychodrama Department at St. Elizabeth's Hospital in Washington, D.C. Delta Kappa Epsilon Fraternity, Wesleyan University. Speak Italian and Spanish; learning Mandarin Chinese. Extensive travel throughout Europe, Mexico, Canada, and Asia including China, Vietnam, Cambodia, Thailand, Bali and India.