LOCAL HERO

Need a Battalion? He's Your Guy

Lt. Col. Steven Cole is the Army's bridge to all things Hollywood; and he wants the town to get it right

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Lt. Col. Steven Cole likes to say that the U.S. Army has been working with Hollywood before Hollywood even existed. The longstanding relationship dates back to 1927, when the Army provided an airplane for "Wings," the first Academy Award winner for best picture. As the deputy director of the U.S. Army film and television liaison office, Cole is the middle man between the entertainment industry and the service, helping provide production companies access to military equipment, bases, personnel and information.

ROAD TO TINSELTOWN

Cole joined the Army 18 years ago. After serving as an armor officer for eight years, he attended the U. of Maryland at College Park, and received a master's degree in African history. He taught in the military academy's history department for three years before becoming a public affairs officer for the armed service. He worked for a year at global communications firm FleishmanHillard to prepare for his current PR gig in Los Angeles.

SLATE OF ARMS

The shows the Army has supported in recent years include "Hawaii Five-O"; "Married to the Army: Alaska," a reality series following military wives; Lifetime's "Army Wives"; Zack Snyder's "Man of Steel"; Jackie Robinson biopic "42"; Claudia Myers' drama "Fort Bliss"; and Peter Berg's SEAL team feature "Lone Survivor."

ARMY'S ARBITER

Cole said bizzers are often hesitant about approaching the Army for support. "A lot of people are probably fearful that we're going to be Orwellian censors and keep people from being able to do what they want; nothing can be further from the truth," he said. "We don't get into the art of making a television show or movie, all we're really interested in is the depiction of the Army."

ENLISTING A-LISTERS

Before production began on David Ayer's WWII drama "Fury," Cole's office sent Brad Pitt, Shia LaBeouf and their co-stars to Fort Irwin, Calif., to research their roles. The cast spent the night embedded with a unit. "Our job is to educate Americans about our Army," said Cole, "and even though Brad Pitt is only one guy, people pay attention to what he does."

A GRUNT'S GRIPE

According to Cole, it's hard to accurately depict Army culture because Hollywood wants a specialist. "Being a plain old U.S. Army regular soldier doesn't seem to be sexy enough a lot of times in film and television," he said.

* **Local Hero** is a tribute to the people who are invisible but invaluable: They're not in the spotlight, but the biz couldn't function without them.

NAME:
Lt. Col. Steven Cole

TITLE: **Deputy Director, U.S. Army Film and Television Liaison Office**

RECENT TV SHOWS: **"Hawaii Five-O," "Army Wives," "Married to the Army: Alaska**

RECENT FILMS: **"Man of Steel," "Lone Survivor," "Fury"**

YEARS ON THE JOB: **1; joined the Army in 1995**

FIRST PROJECT THE ARMY SUPPORTED: **1927's silent film "Wings" — first Academy Award best picture winner**

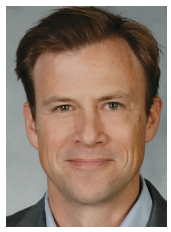
STARRY PREDECESSORS: **Clark Gable, Ronald Reagan, Mel Blanc and Jimmy Stewart, who helped run a movie unit that shot training and propaganda films during WWII; all served in the Liaison's Office.**

HIRED

SundanceTV has upped two execs in digital. **Drew Pisarra** will serve as VP, digital media and marketing; **Mark Zadroga** director, online content.

Jon Berg and **Courtenay Valenti** have been promoted to exec VP, development and production, at Warner Bros. Pictures.

FC has hired **Peter Aronson** as L.A.-based exec VP, original programming and production. Aronson spent the past two years as exec VP of Alloy Digital.


JON BERG

COURTENAY VALENTI

GAIL GENDLER

PATRICK CONNOLLY

NBCUniversal Cable Entertainment has tapped **Nidia Caceros Kilde** as VP of communications, overseeing PR for the production unit.

Turner Broadcasting has promoted **Jim Babcock** to VP, consumer marketing at Adult Swim. Babcock will lead all facets of multi-platform consumer marketing strategy and planning that support network and brand priorities for Adult Swim and AdultSwim.com.

Entertainment One Films U.S. has promoted three of its own. **Allen Blackwell** has been upped to senior VP, urban and comedy; **Patrick McDonough** to senior VP and general manager, home video; and **Hank Lawhead** VP of sales, Home Video.

Los Angeles entertainment litigator **Sara Jasper Epstein** has joined the transactional entertainment law firm of Kleinberg Lange Cuddy & Carlo in a move from Bingham McCutchen.

AMC Networks has appointed **John Brohel** as senior VP, international finance. Brohel will oversee the overall financial management of AMC Networks' two international businesses, AMC/Sundance Channel Global and Chellomedia.

AMC/Sundance Channel Global has upped two of its executives. **Gail Gendler** has been promoted to VP, acquisitions; **Patrick Connolly** has been elevated to VP, programming and scheduling.

Azteca America has appointed **Manuel Abud** president and CEO, he joins from Telemundo Station Group. His leadership team includes newly appointed COO **Martin Breidsprecher**; **Court Stroud** as exec VP, network sales; and **Enrique Perez** as exec VP, station group.

Rebecca Fisher has joined PMK•BNC as director of national publicity. Fisher comes to the agency after an eight-year tenure at Block/Korenbrot public relations.

COLE: CHRISTOPHER POLK/GETTY IMAGES

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