

## ***Bio:***

Joel Goldberg is an Award winning Producer/Director of television shows, television series, documentaries, music videos, commercials, and web content.

His ground breaking music videos have won every national award possible including the prestigious Juno award for best video for “Drop the Needle” by rap artist Maestro Fresh Wes. He has also worked with Colin James, Amy Sky, the Dream Warriors, and Zappacosta among others.

He directed a popular documentary about Samba Squad, a community based 40 piece Brazilian Drum band. The documentary, called “Drums We Love”, aired on VisionTV, Bravo, CLT (Now Viva), Access Alberta, and MusiMax.

Joel has also directed commercials for clients including: Nokia, The Hockey Hall of Fame, Wrigley’s, Kelloggs, Ford, Winners, and Energizer batteries.

He is also well versed in Producing and directing comedy series having directed two years of the successful Canadian comedy series “Comics” for CBC.

For 14 years he was Managing Director, Creative/Production Services for four CHUM Television (now CTV) specialty service. In this position, he oversaw all Creative and Production for Canadian Learning Television (CLT), CourtTV Canada, BookTV, and Access Alberta. During this time he created and was Supervising Producer for the daily, live talk show “HelpTV”.

He was also the Director of Creative/Production Services for CHUM Television International. In this job, he supervised all Creative and Production for CHUM Television’s international MuchMusic and Citytv affiliates. He also consulted on the building and development of the channels.

While at CityTV, he also Produced “Toronto Rocks”, Developed and Produced the hugely popular “Electric Circus”, and developed and Directed the Fashion series “Ooh La La”. He also directed the in-set sequences for Fashion Television’s 20<sup>th</sup> Anniversary Special.

He is currently producing and directing a full length feature documentary on the Downchild Blues band for a fall 2010 release and a doc on Singer/Songwriter Bruce Cockburn. He is in pre-production for the 12<sup>th</sup> Annual Canadian Aboriginal Music Awards (Third season on the Citytv channels across the country), and has just completed multi-cam directing the musical sequences for “Big Voice”.

Joel graduated from Kent State University with a B.A. in Communications. He is

President of the Film and Video Production Company, “Joel Goldberg Productions Inc.”.

## *Independent Productions:*

**Producer/Director “Mother Earth”, the 11<sup>th</sup> Annual Canadian Aboriginal Music Awards:** Produced and Directed the '09 CAMA's. Recorded live-to-tape, and in the field at Hamilton Place and the Copps Coliseum, November 25-30<sup>th</sup>, 2009. Aired on Citytv Toronto, Calgary, Edmonton, Vancouver and Winnipeg on January 30<sup>th</sup>. 2010.

**Multi-camera Director “Big Voice”:** Multi-camera Director for show finales for “Big Voice” on the W network. Lenz Entertainment. June 2009 to present.

**Producer/Director “Dreamcatcher, the 10<sup>th</sup> Annual Canadian Aboriginal Music Awards:** Produced and Directed the '08 CAMA's. Recorded live-to-tape, and in the field at the Rogers Center in Toronto. Aired on Citytv Toronto, Calgary, Edmonton, Vancouver, and Winnipeg on June 19<sup>th</sup>/2009.

**Producer/Director “Polaris Music Prize”:** Produced and Directed the Third annual Polaris Prize taped on September 29<sup>th</sup>, 2008 at the Phoenix in Toronto. Aired on Citytv Toronto, Calgary, Edmonton, Vancouver, and Winnipeg.

**Producer, “Nokia Legends”:** Produced a series of commercial web spots for Nokia in Toronto August 5<sup>th</sup>-10, 2008.

**Director, Party Mamas:** Directed five episodes of reality series for the Slice network. May, June, July, and December 2008.

**Director, Idea City 2008:** Multi-camera directing. June 18<sup>th</sup>-20<sup>th</sup>, 2008.

**Director, Nokia commercial spots:** “Vision”, “Organization”, and “World map”. Four camera shoot in Dubai from January 15<sup>th</sup> to January 21<sup>st</sup>,

2008. Three camera shoot in New York, March 15<sup>th</sup> and 16<sup>th</sup> 2008, four camera shoot in Helsinki; May 2<sup>nd</sup> to the 7<sup>th</sup>, 2008.

**Director, “Get a Grip”:** Directed a pilot for a comedic show about debt for the Business News Network. March/April 2008

**Director, Glutton for Punishment:** Directed the “Benihana” episode of the Food Network series starring Bob Blummer. Paperny films. (Summer 2006)

**Director, “Sophie Milman Live at the Orange Studio”:** Multi-camera director for a live performance by jazz vocalist Sophie Milman. Aired on Bell ExpressVU and on-line on MSN as part of a “Live at the Orange Studio” series.

**Director, “Surreal Gourmet”:** Directed the “Food for Tots” episode for the Gemini Award winning food series starring Bob Blummer. Aired on the Food Network. (July 2005).

**Director, “Samba Squad, Drums we Love”:** Field directing, interviewing, multi-camera directing, and scripting for a one hour Documentary highlighting “Samba Squad”, a 40 piece multi-cultural, Brazilian-style drum band based in Toronto. Featuring Paul Shaffer, Bruce Cockburn, and Loreena McKennitt. Aired on: VisionTV, Bravo, and Canadian Learning television, and MusiMax. (Oct. 2004/June 2005).

**Director, “Chantal Kreviazuk in Concert”:** Multi-camera Director for a live performance by Chantal Kreviazuk at the Vancouver Center for the Performing Arts. For Bell ExpressVu. (April 18<sup>th</sup>/2005).

**Director, “Comics!”:** Directed 20 episodes in the field and multi-camera. Thirty minute stand-up comedy show featuring live performances and comedy sketches. Also directed the opening, bumpers and credit roll. Broadcast nationally on CBC.

**Producer, “Queen of Swords promo”:** Produced long form promo tape for the weekly drama series. Fireworks productions. January 200

**Director, “Grass” opening sequence:** Directed title/credit sequence for the

feature film documentary by Ron Mann. Released on the DVD version only. Sphinx Productions.

**Director, “Pet Project”:** Directed Host links for a show about Pets. For Lifetime Network. Summer 1999/2001.

**Director, “Pumped!”:** Directed Host links for teen oriented sports show. Two Seasons. Summer 1998/99.

**Producer/Director, “She’s so Funny”:** Multi-camera. Directed a weekly live-to-tape Comedy series featuring female comics. Aired on the Women’s Network. 1997-1999.

**Writer/Director, “Ear To The Ground”:** Wrote and Directed two half hour documentary Profiles: Canadian Rap/R&B artist Devon and Folk/Pop performer Melanie Doane. Broadcast Nationally on CBC.

**Producer/Director/Editor, “Maniac Mansion” dream sequence:** Produced, Directed, and Edited a Dream sequence in the form of a Rap video for the “New Baby” Episode of Maniac Mansion. Atlantis Films.

**Director, “Adrienne Clarkson Presents”:** Directed an interview and performance by Sylvia Tyson’s vocal group “Quartette”. Broadcast nationally on CBC.

**Line Producer, “Test Pattern”:** Line Producer for a weekly, hour long Rock ‘n Roll/comedy/game show. Broadcast weekly on MuchMusic. Insight Productions.

**Director “Fan Alive”:** Directed a pilot for a sports/comedy show hosted by comedian Laurence Morgenstern. Quality Shows Inc.

**Director, “Last Night with Mike Bullard”:** Directed pilot for a comedy/interview show starring Mike Bullard. Quality Shows Inc.

## ***CHUM/ (Now CTV) Television Productions:***

**Producer, 2007 Polaris Music Prize:** A one hour special celebrating Canada's best CD's of 2007. Aired on MuchMusic, MuchLoud, CLT, Access and on MuchAccess, via streaming video. November, 2007.

**Supervising Producer, "An Evening with Stephen King":** A one-hour special documenting the presentation of a Lifetime achievement award to Stephen King by the Canadian paperback sellers association. Includes an extensive interview with King and tributes by Margaret Atwood and Director Clive Barker. Summer 2007. Aired on Access, CLT, and Bravo.

**Producer, Songwriters Café:** 2 X 1 hour specials shot in Hi-def video. Featuring stripped down, live acoustic performances by Serena Ryder, Jim Cuddy, Theory of a Deadman, Beduin Soundclash, and The Trews. The specials also include interviews with the artists discussing the process of songwriting. Aired on CLT, Book Television, Access Alberta and various Standard Television stations.

**Supervising Producer, Poetry in Motion 25:** 1 X 1 hour. A co-production with Ron Mann's Sphinx productions, PIM 25 is a sequel to Mann's award winning "Poetry in Motion". Aired on BookTelevision, Access Alberta and CLT.

**Producer, Celebration! The best of CAMA 2006:** Highlighting the best in Canadian Aboriginal Music for 2006/07. 1 X 1 hour. Aired on Citytv Toronto, Edmonton, Calgary, and Vancouver. A-Channels in Barrie, London, Ottawa, Victoria, Windsor, Wingham and Winnipeg. Access Alberta, CLT, Star!, and Bravo. **\*\*Nominated for a Canadian Aboriginal Music Award for 2007\*\*\***

**Producer, "MosesTV":** 1 X 90 minutes. A tribute to the Moses Znaimer Years at Citytv. Documentary tribute to the Znaimer years at CHUM

Television. Aired on Citytv Toronto, Citytv Vancouver, all A-Channels, Star, Bravo, Canadian Learning Television and BookTelevision. Includes interviews with Dan Akroyd, Leonard Cohen, Robbie Robertson, and John Roberts.

**Producer, “The First Annual Expression Awards:** Produced a live, one hour gala Variety event at the Museum of Civilization in Gatineau, Quebec. Produced in Conjunction with the NFB and Heritage Canada. Simulcast on nine CHUM channels June 27<sup>th</sup> 2003. Featuring performances by the National Ballet of Canada, Native Blues guitarist George Leach, Samba Squad, Quebec Rap artists Muzion, and Cyberraj. **Finalist, 2004 Canadian Association of Broadcasting Awards. Best Entertainment Programming.**

**Producer/Director, “The Richler Symposium:** A one hour live-to-tape special produced on the McGill University campus celebrating the life and times of Mordecai Richler.

**Director, Laughing Matters, and Evening of Comedy to Benefit Casey House Hospice:** (1996 to 2001). Multi-camera, live to tape. Hour long comedy specials featuring stand up, musical, sketch, and Improv comedy. Shot at the St. Lawrence Center for the performing Arts. Performers Included: Andrea Martin, Harlan Williams, Brent Carver, Jeremy Hotz, Sean Cullen, and Corky and the Juice Pigs. Aired on Citytv, A-channel Barrie and the Comedy Network.

**Director, Blue Rodeo New Years segment for the NewVR’s New Years show, 2000:** Multi-camera, live. Directed the Band Blue Rodeo Live at the “Key to Bala” Concert hall as part of the NewVR’s New Years show.

**Co-Producer, Mango Flint/Black Operator:** Half-hour Science Fiction Drama Aired on Space and the NewVR.

**Producer, Yo Canada!:** 90 minute live comedy special. **Simulcast with Comedy Central in the United States.** Featuring stand-up, Sketch, and Improv, and musical comedy. Performers included Andrea Martin, Jeremy Hotz, Mike Bullard and Frank Van Keeken.

**Director, Ooh La La!:** 30 minute weekly series. Developed and Directed. Half hour contemporary magazine-style show on Fashion. Aired

on Citytv, Lifetime Channel in the U.S., and distributed worldwide.

**Producer, Electric Circus:** 90 minute live dance/music video series. Developed and Produced. Featuring live performances and interviews.

**Producer, Toronto Rocks:** Daily live 60 minutes. Afternoon music video and interview show. Predecessor to MuchMusic.

**Associate Producer, “The History of CityTV”:** 60 minute prime time special celebrating Citytv’s 15<sup>th</sup> anniversary.

### ***Music Video Awards:***

**Samba Squad, “Rock me In the Cradle”:** 2003 Nominee “Reel World Film Festival” Music video award. #9 on the Bravo countdown. Director/Editor.

**Maestro “416 to the 905”:** 1999 MuchMusic Video Awards. Nominee, Favorite Male artist. Director.

**Maestro Fresh Wes “Conducting Things”:** 1993 MuchMusic Video awards. Winner, Best Male Video. Producer.

**Maestro Fresh Wes “Nothin’ At All”:** 1992 MuchMusic Video awards Nominee, best rap video. Producer/Director.

**Look People “LowRider”:** 1992 MuchMusic Video awards. Nominee, best comedy video. Director.

**Dream Warriors:** 1991 MuchMusic Video awards. Winner, Best Rap Video. (#1 on the MuchMusic countdown). Producer/Director/Editor

**Maestro Fresh Wes “Drop The Needle”:** Winner, 1991 Juno award for Video of the year. Producer/Director/Editor

**Maestro Fresh Wes “Let Your Backbone Slide” Producer/Director/Editor:** Multiple award winner:  
1990 MuchMusic Video Awards:

- Peoples Choice. Best Rap Video
- Peoples Choice. Best Male Video
- MMVA's Best Rap Video
- 1991 Juno Award nominee, Video of the year.

**Shuffle Demons “Out of My House Roach” Producer/Director/Editor:**  
1988 CASBY Awards. Winner Best Independent Video.

## *Television/Commercial Production Awards*

**Dreamcatcher, the 2008 Canadian Aboriginal Music Awards:** Winner, CAMA award for Best Television special highlighting Aboriginal music.

**Nokia “Legends” internet spots:** Shortlisted at the EUROBEST 2008 Awards in Stockholm Sweden. December, 2008. Canadian Producer.

**Celebration! The Best of CAMA '06:** Nominated for a CAMA 2007 award for best Aboriginal Television special. Producer.

**Expression Awards:** Finalist, 2004 Canadian Association of Broadcasting Awards. Best Entertainment programming. Producer.

**Pogo Pens “Rock Star” spot:** TVB best sales promotion. 2003.  
Director.

**Bravo! “Cowpoke”:** Winner of the Canpro award for best television ad campaign, and finalist in the Yorkton film Festival for best :30 commercial spot in 1996. \*\*\*Cowpoke was the first item aired on Bravo! Canada.  
Director.

**“Mango Flint/Black Operator”:** Finalist in the 1999 Canpro competition for long form production. Co-Producer.

**“Toronto Rocks and your School”:** Winner of CanPro award for best

promotional campaign for the Toronto Rocks High School Video 8 promos.  
1987. Co-Producer.

**“Late Movies”:** Winner of a gold medallion in the BPME International Awards. 1986. Producer/Director.

### ***Multi-Camera Directing***

**Downchild Blues Band. Live at Massey Hall. Live music performances for the full length feature documentary “Flip, Flop and Fly, 40 years of the Downchild Blues Band”. Nov. 14<sup>th</sup> 2009**

**Mother Earth, The 11<sup>th</sup> Annual Canadian Aboriginal Music Awards. November 27<sup>th</sup>, 2009.**

**“Big Voice”. W network. June 2009 to present.**

**Dreamcatcher, The 10<sup>th</sup> Annual Canadian Aboriginal Music Awards, Nov. 28/2008**

**The Polaris Music Prize, Sept. 29.2008**

**Nokia. “Vision”, “Organization”, and “Worldmap” short videos. Four camera shoot in Dubai. January 15<sup>th</sup> to January 21<sup>st</sup>. 2008. In New York, March 15<sup>th</sup> and 16<sup>th</sup> 2008, Helsinki May 1<sup>st</sup> to the 7<sup>th</sup> 2008. Toronto August 5<sup>th</sup> to the 10<sup>th</sup>, 2008.**

**Sophie Millman Live at the Orange Studios. Bell ExpressVU. August/2005. \*\*\*High Definition\*\*\***

**Mystical Arts of Tibet. CLT. July 2005. \*\*\*High Definition\*\*\***

**Chantal Kreviazuk in Concert. April 18<sup>th</sup>./2005. Bell ExpressVU.**

**Samba Squad “Drums We Love” documentary. Oct.2/2004-June 2005.**

**Vision/Bravo!/CLT.**

**MosesTV. CHUM Television**

**Mordicai Richler Symposium. CLT.**

**IdeaCity 2003. Access Media Group.**

**Blue Rodeo. Live at Key to Bala. 2000. A-Channel Barrie.**

**Laughing Matters (6 hour long specials) CHUM. 1996-2001.**

**Comics (15 episodes). CBC**

***COMMERCIALS:***  
*CLIENTS/SPOTS INCLUDE:*

**WRIGLEY'S/HUBBA BUBBA**

**WOOLCO/LYNX SHOES**

**MIDAS/FEATURING BRET HULL**

**TORONTO TOURISM**

**FOOTLOCKER**

**LADY FOOTLOCKER**

**HTZ-97**

**54 ROCK**

**LOTTO 649**

**KELLOGGS**

**SMARTIES**

**FORD**

**AM640**

**BRAVO! TELEVISION**

**BUMBRY BOOTS**

**BEAT FACTORY RECORDS**

**PAPERMATE/MUCHMUSIC**

**WINNERS**

**CHUMFM "STUDIO" 2004/05 CAMPAIGN**

**ENERGIZER BATTERIES**

**HOCKEY HALL OF FAME**

**NOKIA.**

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