

Randy Rogers Band shoots video in town

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When the Randy Rogers Band got ready to shoot a video for their new record, “Satellite,” they went looking for an airport. Their search ended in Sulphur Springs.

“We looked at several airports around Texas, but most of them would not close [to let us shoot],” said John Edde, director of Tacklebox Films and Edde Brothers Entertainment out of Nashville. “We were put in touch with Joey Baker [director of tourism and aviation for the city] and he was able to make it happen without a problem.”

Baker took all the necessary precautions to close the runway.

“I checked with the local flight departments and tried to minimize any conflict and I posted a NOTAM [Notice to Airmen] 72 hours prior to the closure,” he noted. “For safety’s sake, we had one of my line service technicians monitor the telephones and the Unicom radio – just in case somebody didn’t get the notice about the closure.”

According to Edde, the crew in Sulphur Springs really “rolled out the red carpet” for the March 23 shoot.

“Joey was our boots-on-the-ground guy,” Edde explained. “He and his group at the airport made sure we were well taken care of.”

The company brought a crew of “roughly 10 people from the Dallas area, including a producer, a director of photography, grips, actors, hair and makeup people and an art director,” according to Edde.

Tacklebox Films becomes involved with a video when a record label sends them a request.

“A solicitation will come from the label,” Edde explained. “At that point, we write out our idea on paper and pitch it to the band, management and label. If they like it, we set a date and pick locations, actors and crew. We work closely with the band to make the creative vision come to life on the screen.”

Rogers, who was born in Cleburne and started playing the piano at age 6, said being able to shut down the airport was critical in their decision to shoot in Sulphur Springs.

“The video looks great with the runway lights all light up at night,” he noted. “It was very nice of the city to let us do that.”

Rogers and his band were in town for one day.

“We were in Little Rock the night before,” Rogers explained.

Chicken Express catered a meal during the shoot and the band had a chance to stop by Chili’s, where they got to know their servers.

“The bartender at Chili’s had hit six home runs in his softball game the day before,” Rogers noted. “Very impressive.”

He also said the food from Chicken Express “was delicious.”



Rogers said it was the Edde Brothers who came up with the idea for the “Satellite” video to be

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on the runway, and Rogers decided it would be about two kids instead of the standard love story.

“Everyone I grew up wanted to be an astronaut,” he said. “We used our own band members’ kids, Damien and Maddie. It was their acting debut.”

The film crew were in town for two nights.

“We ate at some great restaurants,” Edde said. “I would highly recommend the Wildcat at Lou Viney’s and a breakfast at the Pioneer Cafe is a must!”

In addition to the airport, the crew shot some scenes on Myrtle Street.

Edde said he really enjoyed being in Sulphur Springs.

“Visiting Sulphur Springs was a great experience and everyone – from the city leaders to the hotel staff – was incredibly kind and friendly,” he said. “We loved the glass bathroom in the town square and the awesome architecture of the courthouse.”

As for future projects, Baker said, “I pitched the community hard to the Edde brothers and took them around to a few places that I thought might make good locations. I’m hoping that the overall good experience would put us high on their location list when new projects develop. Time will tell.”

Edde says the video is set for release probably sometime in April.