



DYNAMIC DUO

*They may not be **SUPERHEROES,**
but they're leading double lives*

During the weekdays, Brian Greer holds a good steady job as the access/promotions coordinator for Community Television of Knoxville. Not a bad gig for a 25-year-old. His close friend, Wash Rogers, is doing what many his age (24) are doing and pursuing a master's degree, his in communications & information/converging media at the University of Tennessee. But after Brian escapes the nine-to-five grind and Wash gets his head out of the books, the two come together as an independent film team that has the drive and creative potential to make some noise in the American film industry.

BY MICHAEL TRIBBLE ✦ PHOTO BY SAM COMER ✦ ILLUSTRATION BY MATT MCCLANE



fter winning big at the 2005 15 Minutes of Fame Film Festival with *Escape*, Greer and Rogers have multiple projects in the works such as *IV Walls*, a feature on slam poets, and *Natti Love Joys Documentary*. Together, these two young men are exceeding the expectations of their age and are convinced that the ultimate success is still around the corner. "We've been doing this for years," admits Greer. "But I'd have to say that we're not even close to achieving our best work yet."

How did you two meet and get your careers heading its current direction?

It's always an interesting story. We met in late 2002, we were dating sisters at the time, and we both had built interest in making an independent film since we were teenagers. The relationship with the sisters ended, but our relationship flourished. Ironically, they went on to marry other guys but we stayed together.

Give us a day-in-the-life synopsis of the independent filmmaker.

Right now, I (Brian) have a day job and Wash is finishing up school. So, we talk on the phone and one or both of us will come up with these ideas and then we just play off of each other. From there we start getting the sketches in our mind.

Wash: We do a lot of it in the evenings and the weekends, getting storyboards together and what not. We watch what other independent film makers are doing, try to gauge what else is going on, and then just get started from there.

What did it take to get something like GX Media off the ground?

Brian: You want to be your own person

and you want to be your own boss. I guess it was just a time in my life when I wanted to pursue that. After I graduated from college I really started focusing on that. We met shortly thereafter and brought together all of our talents between videography, photography, graphic design, and Web site development. Sometimes you just have to meet somebody and get that spark. It's just one of those things that you have to try or you'll never know.

What's the dream behind of all of this? What's the goal?

The goal is to eventually make a feature film and get it into the major film festivals. And then, eventually, get it recognized to the point that it could be bought by a studio or get recognized to where a studio will fund our next project.

We started with doing short films. We put films on iFilm.com and my-space.com and have listings on imbd.com and are just trying to use the Internet has a means to our work out. Then, we went to New York twice and our film played in Greenwich Village and then we promoted at

Madison Square Garden at the New York International Independent Film and Video Festival.

We're just trying to start small and build a stable foundation. There's such a useful talent base in Knoxville. Whether it's actors or musicians, there's a ton of people that want to get involved independent film. We just try to utilize everyone into the process that we have a connection to in Knoxville through our day jobs.

What's the best advice you can give to anybody starting your own business?

Have the courage to pursue. If there's something you really want to do, go at it. Don't do anything halfway. And if it fails and you fall flat on your face, at least you can say, "I tried that and now I know." You won't wonder the rest of your life whether or not you should have done it.

Sometimes it takes putting everything on the line to make it. When we went to New York to promote the film we were putting ourselves on the line. We gained experience and we're stronger for it now.

It's in the doing. Just do it. There's people that talk and there's people that do. I don't like to sit here and talk about stuff, I just want to do it.

Does the pay match the effort?

The thing is, in this profession, there's no real pay until you make it. You have to start shooting weddings and shooting graduations, and that's the grunt work. But that's what you have to do sometimes so you can, for example, buy a lens, or a film stock, or duplicate DVDs or whatever. You have to go through it, but it's all a means to an end.

The positives and negatives of doing what you do in Knoxville?

There's a lot of talent here that's waiting to be discovered. It's kind of an untapped market. Then again, it's great that you're in a place that's not oversaturated with people doing the same thing you're doing, but at the same time there might be a reason for that, like it's not fully appreciated. ☺