



and

AUTOMAT PICTURES, INC.
in association with
MAKING IT BIG, LLC
present

WRANGLER

anatomy of an icon



TIP SHEET

Title	Wrangler: Anatomy of an Icon
Genre	Documentary
Running Time	90 Minutes
Format	DigiBeta
Shooting Format	Beta SP / DVCam
Editing System	Final Cut Pro
Copyright	2008
Producer / Director	Jeffrey Schwarz
Editor	Jaime Myers
Composer	Michael "The Millionaire" Cudahy (Screening copy features temp score)
Graphic Design	Grant Nellessen
Logline	<p>The outrageous story of 1970s porn icon Jack Wrangler, and how he rose to the top of the gay, and then straight, adult film industry.</p> <p>From the dawn of the sexual revolution comes the outrageous and true story of 1970s gay porn icon Jack Wrangler. Jack rose to become a major brand name in adult entertainment, as well as a hero to the newly liberated gay population, only to cross over to straight movies and fall in love with famous vocalist Margaret Whiting.</p>

director's statement



At a used bookstore in San Francisco in the early 90s, I picked up a volume called “What’s a Nice Boy Like You Doing?” by somebody named Jack Wrangler. On the front page, the author had signed his name boldly and confidently. Who was this Jack Wrangler, and what sordid tales might I find inside this book?

At that time, I was trotting gaily out of the closet, living in San Francisco and reading everything I could get my hands on about gay history. The 1970s was of particular interest, since that’s when the party was in full swing, and gay men were finally liberating themselves from thousands of years of oppression. I found inspiration from people like Harvey Milk, Vito Russo, and the countless brave and defiant activists who spearheaded the revolution.

I was also watching a lot of porn.

Luckily, living in San Francisco, the well-stocked video stores provided a crash course in the history of gay pornography, and I studied diligently. I saw everything from the Athletic Model Guild films of the 1950s through the glossy, straight to video productions of the 90s and everything in between. Aside from the obvious prurient outlet they provided, the films also seemed to be a reflection of concurrent gay history.

In the 1970s, as more graphic and confident portrayals of gay sexuality began to appear on screen, there was an explosion of gay visibility in the real world. Were films like *Kansas City Trucking Company* a reflection of the sexual revolution, or did they help fuel it? The men on screen were not swishy stereotypes, but were masculine, confident, and completely unapologetic about their sexuality. Could these new porn stars be considered role models for men exploring their newfound sexual freedom in the 1970s? Jack Wrangler certainly was. After reading his book and seeing his films, it became clear that he both reflected the macho gay culture, and helped to define it.

Years later, I was having breakfast with the playwright Robert Patrick, who had written and starred with Jack in a play called “T-Shirts.” I expressed my fascination and desire to produce a documentary on Jack’s life. He put me in touch with the man himself and we developed a friendship. Although he accepts the fact that he can’t escape his porn past, he has carved out a successful career as a “legit” theatrical artist, and was hesitant to revisit those years in a documentary. I’m not sure if it was my persistence or Jack’s healthy ego and desire to be center stage, but he finally agreed to be the subject of this film. Jack Wrangler’s story is an inspiration to anyone who’s ever wanted to reinvent themselves. Jack held a picture in his mind of the man he wanted to be, and set about living that identity. He shows how one can deliberately redefine oneself and step forward confidently and fearlessly in the world. I hope this film can inspire audiences to do the same.

- Jeffrey Schwarz, Director

SYNOPSIS



From the dawn of the sexual revolution comes the outrageous true story of 1970s gay porn icon Jack Wrangler, who became a major brand name in adult entertainment, as well as a hero to the newly liberated gay population.

Jack Stillman grew up in Beverly Hills, a child of privilege with a decidedly sensitive nature. Jack wanted to be in show business from an early age, wowing audiences with song and dance routines, and becoming a child star on the Sunday morning religious drama *Faith of Our Children*. His father was a producer of *Bonanza*, and Jack's budding sexuality was piqued by the sight of a young Michael Landon.

He honed his acting and directing talents, but when show business success eluded him, he turned to bartending and go-go dancing in the burgeoning gay community of West Hollywood. When he was asked to be part of a gay male strip revue called "Hot Jocks," he decided to change his name to something more memorable. Glancing down at his plaid work shirt's label, he christened himself Jack Wrangler, and the name stuck. He was soon cast in a play in San Francisco called "Special Friends," where he took his clothes off and became the talk of the town. Wrangler became a sensation, doing nude modeling and appearing on the cover of the first issue of *Mandate*. He soon made his first X-rated appearance, and almost overnight a star was born. A cavalcade of movie roles followed - sailors, cowboys, and construction workers – Jack Wrangler played them all.

In the 1970s, gay men trying to overcome the stigma of homosexuality saw in Jack a new butch role model. The Jack Wrangler character was a deliberate construction – a rough and tumble, beer drinking drifter who dug guys in a macho kind of way. Jack made some of the era's most memorable films, did personal appearances, and even had a line of official merchandise. Anybody remember the Accu-Jack?

Not content to be a big fish in a small pond, he decided to cross over into the more lucrative straight porn world and became an even bigger success. In fact, Jack Wrangler lost his (straight) virginity on camera in a film called *The China Sisters*. Although avowedly gay the entire time, Jack managed to create sizzling sex scenes with a bevy of beautiful female co-stars.

While in New York doing a live one-man show, Jack met legendary vocalist Margaret Whiting, and much to their surprise, they fell head over heels for each other. Although their relationship confounded their friends, as well as Jack's gay audience, the couple have weathered the storm and remained together for 30 years.

Today, Jack Wrangler looks back bemusedly on his adventures in the skin trade, and has never distanced himself from his past. Jack Wrangler's story is one of self-invention and determination, and although he has gone on to an accomplished career in legitimate theater, he knows he will always be Jack Wrangler, former porn star.

THE CAST



Jack Wrangler
Star of stage and screen



Margaret Whiting
Legendary recording star
& Mrs. Jack Wrangler



Bruce Vilanch
Jokesmith, actor
& Celebrity Fit Club contestant



Marc Shaiman
Tony Award-winning
composer & lyricist
(Hairspray, South Park)



Christine Ebersole
Tony Award-winning actress
(Grey Gardens) & singer



Sharon Mitchell
Veteran adult film star



Michael Musto
Village Voice gossip columnist



Chi Chi La Rue
Prolific adult film director
& drag performer



Jamie Gillis
Veteran adult film star



Rod McKuen
Poet, composer & singer



Gloria Leonard
Veteran adult film star



Al Goldstein
Founder of Screw magazine
& host of Midnight Blue



Gino Colbert
Gay adult film actor & director



Candida Royale
Veteran adult film star



Samantha Fox
Veteran adult film star



Joe Gage
Gay adult film pioneer
& director

...AND MORE!

THE COMPANY



Based in Los Angeles, Automat Pictures is an award winning entertainment company specializing in the production of narrative and documentary films, original television programming, DVD Added Value and studio EPKs (electronic press kits). Founded by President & CEO Jeffrey Schwarz in 2000, Automat was launched in the early days of the DVD format and has contributed original content on over 100 major studio releases. Titles include *Hairspray* (2007), *Rent*, *Jarhead*, *GoodFellas*, *Elf*, *Philadelphia*, *A Nightmare on Elm Street*, *When Harry Met Sally*, *The Silence of the Lambs*, the Rambo Trilogy, *Starship Troopers*, the remake of *The Texas Chainsaw Massacre*, and many others.

Since his company's inception, Schwarz and his staff have produced extras for everything from cult classics like *Friday the 13th* to blockbusters like *Men in Black 2*, family favorites like *The Princess Bride* to action titles like *Resident Evil* and its sequels. In 2001, the nine documentaries Automat produced for The Rambo Trilogy were singled out for excellence by NPR and The Boston Globe. "Mysteries of Love," Schwarz' documentary on David Lynch's *Blue Velvet* was called "...dazzling" by Entertainment Weekly. "Fighting for Care," produced for the *John Q* DVD, was singled out for a Special Achievement Award at the 2002 DVD Entertainment Conference & Showcase. The *Hairspray* DVD was singled out by Time Magazine as among the Top 10 of 2007.

Expanding on its home entertainment expertise, Automat Pictures has produced several original cable television programs. "*Reservoir Dogs Revisited*," a celebration of Quentin Tarantino's classic, and "Still Swingin'," a retrospective on the indie favorite, were both produced for IFC in 2005. "Welcome to the 60s: On the Set of *Hairspray*," "Look Closely: The Making of *Fracture*," "*Son of the Mask*: More Mischief, More Mayhem, More Magic" and "The Making of *Jarhead*" were produced under HBO's First Look banner. Automat produced several TV commercial spots for The Sundance Channel featuring comedian Donal Logue.

Most recently, the Encore Network presented two original Automat documentaries, "Shooting the Police: Cops on Film" and "Hitchcocked!" Automat's first feature film, *Eating Out 2: Sloppy Seconds*, was produced in association with Ariztical Entertainment and received its theatrical premiere in 2006.

Automat continues to provide innovative on-set coverage and documentaries for studio releases. The company is developing future television and feature film projects, and has expanded its staff to include creative producers with documentary and network television backgrounds.

THE FILMMAKERS

JEFFREY SCHWARZ (PRODUCER / DIRECTOR)



Jeffrey Schwarz is the President & CEO of Automat Pictures, an award winning entertainment company specializing in the production of narrative and documentary films, original television programming, DVD Added Value and studio EPKs (electronic press kits). Jeffrey launched Automat in the early days of the DVD format, realizing the potential for compelling documentary programming in the tried-and-true "behind the scenes" genre. Jeffrey

has since contributed to the success of dozens of major studio releases, producing such documentaries as "You Can't Stop the Beat: The Long Journey of *Hairspray*," "No Day But Today: The Story of *Rent*," "Never Sleep Again: The Making of *A Nightmare on Elm Street*," "Inside of the Labyrinth: The Making of *The Silence of the Lambs*," and "Mysteries of Love," profiling David Lynch's masterpiece "Blue Velvet." Jeffrey's documentary, "People Like Us: Making *Philadelphia*," premiered at the 2003 San Francisco Lesbian and Gay Film Festival. He was executive producer of "Whether You Like It Or Not: The Story of *Hedwig*," which has enjoyed a life beyond DVD at film festivals around the world. In 2007, he premiered his independent feature documentary *Spine Tingler! The William Castle Story* which won the Audience Award for Documentary at the American Film Institute's AFI Fest.

In television, Schwarz brought "*Reservoir Dogs Revisited*," a celebration of Quentin Tarantino's classic, and "Still Swingin'," a retrospective on the indie favorite *Swingers*, to the Independent Film Channel, as well as several episodes of "HBO First Look." Most recently, the Encore Network presented two original Automat documentaries, "Shooting the Police: Cops on Film" and "Hitchcocked!" Automat's first narrative feature film, *Eating Out 2: Sloppy Seconds* was produced in association with Ariztical Entertainment and received its theatrical premiere in 2006. He is currently in development on several feature films, including a biopic of notorious underground filmmaker George Kuchar.

A New York native, Jeffrey attended SUNY Purchase's Film Department, earning a BFA in Film. His senior thesis project was the documentary "Al Lewis In The Flesh," which profiled Al "Grampa" Lewis, octogenarian star of TV's "The Munsters." This film observes the American pastime of celebrity adulation and led to Jeffrey's on-going interest in producing films about outsider icons in American popular culture.

THE FILMMAKERS (CONT'D)

SONJA NELSON (SUPERVISING PRODUCER)



Sonja Nelson was named to the position of Head of Production for Automat Pictures in early 2005. Since joining the company, she has been responsible for the supervision of all company productions. Sonja is a versatile production and operations executive with over 20 years of experience managing companies and producing television programming. She has held prominent positions with Lions Gate Studios, Lorimar, and Van Ness Films. Her expertise includes production and financial management, business development, cost containment, corporate and operational organization, and personnel management. Prior to joining Automat Pictures, Sonja was a Consulting Producer with Seesaw Studios in Los Angeles. There, she was responsible for operational design and implementation of systems for a newly formed production company. From 1997-2002, she was a Coordinating Producer for Fox Star Productions/Van Ness Films. During this time, she was responsible for delivering over 100 episodes of “Biography” to the A&E Network, including “Jackie Gleason: The Great One,” winner of the 2002 Emmy Award in the Documentary Category. Other posts held by Sonja VP, Production, Lorimar Home Video; VP, Operations, Lions Gate Studios, and Associate Producer with KQED, San Francisco.

TARYN TEIGUE (ASSOCIATE PRODUCER)



Since joining the company in 2003, she has served as intern, office manager, production assistant, researcher and currently is an associate producer. She oversees many facets of production, including research, coordinating shoots and locations, travel arrangements, clearance, and countless other responsibilities. While still an undergraduate at South Carolina’s Francis Marion University, Taryn developed and produced an episode of “The Focus Show” for a local news station in Florence, SC. After graduating with a B.A. in Mass Communications, she has served in several different areas of the entertainment industry, including On-Set Key Production Assistant for Media Masters, Inc. in 2002. Taryn has developed skills in virtually every aspect of production, giving her a broad technical knowledge she still utilizes today. The following year, she would segway into public relations, as an executive assistant at Susan Bejeckian Public Relations in Alhambra, CA. There, Taryn developed media press kits and CD-ROMs while pitching major media outlets. She helped generate publicity for both local and national news shows, talk shows, as well as major newspapers and magazines. Taryn’s technical knowledge and industry savvy make her a versatile producer who has helped contribute to the success of Automat Pictures.

JACK MULLIGAN (ASSOCIATE PRODUCER)



Jack is a native of New Jersey (the nice part), and graduated from Temple University in Philadelphia (the not so nice part) with a B.A. in Film/Media Arts and a concentration in Screenwriting before making the move to the west coast. Since arriving at Automat in 2006, Jack has acted as general office manager, assisted in the delivery of many DVD features, served in an associate producer capacity on independent documentary features, as well as overseeing the creative development of numerous projects. Before joining Automat, Jack worked at Fortress Features, assisting in the development of multiple feature films, among them, the recently released *Pride*, in addition to numerous other high-concept, character-driven projects. An award winning screenwriter, Jack brings a creative strength to his work, in addition to an ever-growing technical knowledge of the industry.

JAIME MEYERS SCHLENCK (EDITOR)

Jaime Meyers Schlenck has collaborated as editor with Jeffrey Schwarz on the documentaries "You Can't Stop the Beat: The Long Journey of *Hairspray*," "Path of Darkness: Making *Silent Hill*," and "Shooting the Police: Cops on Film," to name a few. She was also an editor of the Emmy Award winning documentary series "A Lion in the House," which premiered at Sundance in 2006. Previously Jaime collaborated as assistant and associate editor on the numerous documentary features, notably *On A Roll* which won the Independent Lens Audience Award in 2005. Her short film *Worn Down*, which she directed and edited, won the Director's Choice Award at the Black Maria Film Festival in 2001. Jaime is a graduate of the Wright State University Film program.

MICHAEL "THE MILLIONAIRE" CUDAHY (COMPOSER)



Michael "The Millionaire" Cudahy hails from the frozen wastes of New England. He paid his dues with Matador recording artists Christmas, but made his real mark as the leader of the avatars of modern music, Combustible Edison. The Mil's tenure with CE included a national and international tour (including the opening slot for Bryan Ferry's 1995 tour), three CDs with Seattle's Sub Pop label and a string of TV and radio appearances. CE's music appeared in "Sex and The City", Terry Gilliam's *Fear and Loathing in Las Vegas* and Mercedes-Benz television ads. CE composed and performed the original score for Quentin Tarantino's anthology comedy *Four Rooms*. The Millionaire's recent projects include a stint as musical director for the Velvet Hammer Burlesque, leading a 13-piece Bollywood orchestra, recording as one half of the electronic duo SuperCasanova, and performing DJ duties at LuxuriaMusic.com and The Standard hotel. The Millionaire is a Magna Cum Laude graduate of Berklee College of Music for Film Scoring. He also has the dubious distinction of having set the record for the largest amount of "winnings" (\$52,440.00!) ever racked up by a non-winner on "Jeopardy." Michael is the composer of Jeffrey Schwarz's *Spine Tinger! The William Castle Story*.