



Our CineAlta HD camera crew interviews Sally Maughan, the "bear mama" for a new series appearing on Animal Planet this fall.

It's tough to compare anyone's achievements to those of Dr. Goodall, but here in our own community another citizen takes a similar stand for the rights of animals, and she's been doing so for the past 30 years. Sally Maughan, who runs Idaho Black Bear Rehabilitation, was the recent subject for an Animal Planet shoot here in town, and the good folks from Parthenon Entertainment in England who produce the show selected us as HD camera crew. We've had the opportunity to work with Sally in the past, but this was the first time for me to be able to get an in depth look at the remarkable work she's doing to keep the black bear population healthy and alive throughout the intermountain west.

We started our shoot in April, and spent several days at her facility on the west end of town filming a group of 18 month old cubs being moved from pen to pen, and familiarizing themselves with their new surroundings. Tom was able to get closest to the bears with his camera, and at one point appeared to enter into a waltz with one of the little guys. We were also able to spend some quality time with the adorable 3 month old cubs that were penned up in Sally's small bedroom. Though, it may sound unorthodox, I assure you, these cubs were getting the best of care, and it was out of convenience that Sally kept them close. Who really wants to head out into the cold of night every hour to feed hungry cubs? But for nearly 20 of the last 30 years that's what Sally has done for her Black Bear friends.



DP Tom Hadzor does a dance with a curious juvenile black bear

The cubs generally come to her orphaned. Either mamma bear has died from disease, or she's been killed by hunters, or vehicular accident. The two 3 month old cubs we got to know appeared on a vets doorstep somewhere in Washington last January. No doubt a den had been raided and someone discovered the truly wild nature of these creatures and decided they'd be better off with professional care.



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A pair of cubs at the Idaho Black Bear Rehabilitation Center.

Sally does the bottle feeding so they only identify with her as their foster mother. I jokingly asked her if she had a bear costume, and she alluded to the fact that there have been times when it's come in handy. With or without the costume, Sally looks the part. She's short and well grounded the way a mamma black bear might be. And she's tough as nails, so it's smart to stay on her good side.

She makes a point of keeping the bears as wild as when they arrived. She talks with them, but leaves them to their own devices throughout the day, monitoring them from a

distance on closed circuit TV to insure they're in good health. They eat a steady diet of dog food, apples, carrots and lettuce fed to them daily by John, a gentle guy fashioned as a goth punk rocker who is Sally's main assistant.

They are kept healthy, monitored, and treated by Veterinarian Tim Murphy. And when it comes time to send them back to the wilds from whence they came, they're off on the back of a flat bed truck in solid steel bear cages, chauffeured by fellow bear lovers, Terri and Larry Limberg.

This past week we were able to hook up with Sally's bears again and head over to Washington to film their release. Sally has a great success rate with her bears, few rarely entering back into the folds of the human population. But to guarantee further success, the Washington Fish and Wildlife service maintains a consistent policy of making the bears last experience with humans the worst of their young lives. Tough love they call it, and upon release the bears are chased into the heart of the national forest by barking Karelian Bear Dogs with Fish and Wildlife officers firing blanks from their shotguns to scare them off. It appears at first to be almost a wild west show, but I'm sure it's just the sort of "tough love" the bears need to keep them at a safe distance from human population.

As I look ahead at our calendar of events, it's hard telling what sorts of adventures await us, but I can be assured it'll likely be something different and unique, offering us a broad scope of experiences. And should we be lucky enough to work again with people as dedicated and caring as Sally Maughan and Dr. Jane Goodall, we can count ourselves as fortunate.

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## And the winner is...

by [Jennifer Isenhart](#) on Apr. 21, 2009, under [Idaho Video Production](#)

**April 20th, 2009** The Idaho Advertising Federation held its annual Rocky Awards this weekend and Wide Eye Productions popped up several times. In the **Complete Campaign** category our productions for the **Avimor 2008** campaign, executed by [Stoltz Marketing Group](#), contributed to a **Silver Rocky**. Wide Eye Productions produced, shot and edited two long-form pieces for the Avimor campaign: the Avimor sales video, and a three panel, high definition digital signage production for the Avimor sales office. Thanks to Stoltz for giving us the opportunity to contribute to your success!

Also, in the Interactive/Multimedia category, [www.wideeye.tv](#) was awarded a Silver Rocky. Yes, this very website you are now perusing is precious metal caliber!! [Ballhoo Creative](#) produced the site. We, too, want to recognize and thank all the talented folks at Ballhoo for their outstanding work.

Wide Eye Productions, Website  
Concept: Nicolet Laursen  
Copy: Jennifer Isenhart  
Art Director: Mel Mansfield