

## julie leifermann | executive producer

Julie Leifermann is a twice Emmy-nominated producer/writer/director whose career runs the gamut in nonfiction TV, including: documentary, news/newsmagazine, talk, sports, lifestyle, how-to and live events. Under her own production company banners, she's created and produced a wide range of series and specials for Discovery, Animal Planet, Food Network, HGTV, and other cable and digital networks.

Leifermann began her media career in the Twin Cities at the NBC affiliate radio station as a producer, talk show host and news producer. After moving to Hollywood, she began rising through the production ranks, becoming an executive in charge of talent, then a coordinating and supervising producer, working for some of LA's top TV production companies. A few of her most notable producer credits include: the Emmy-nominated PBS documentary series, *Gardens of the World with Audrey Hepburn*; the ABC primetime special, *The Environment Test: A User's Guide to Planet Earth* hosted by Tom Selleck, which earned an Environmental Media Award; the live two-hour broadcast event, *From the Moon to Mars*, featuring world-famous space exploration experts from NASA including Buzz Aldrin and Jim Lovell, and from JPL with the debut of the Mars Pathfinder; the long-running Food Network series, *Food 911* in which she launched the celebrity chef career of Tyler Florence.

Leifermann became Co-Owner/Executive Producer of Organic Entertainment, a Culver City-based production company specializing in female-centric lifestyle and documentary TV. Its first hit was the one-hour cable special *Swimsuit Secrets Revealed*, followed up by three more *Secrets Revealed* specials, a documentary series for Discovery, two lifestyle series hosted by the former editors of *Martha Stewart* magazine, plus numerous ad-sponsored digital projects. As the company grew its production slate, Leifermann created and produced the 14-episode Animal Planet documentary series, *Little Zoo That Could*. This groundbreaking, hit series followed the real life story of the Alabama Gulf Coast Zoo, the first zoo in the US to evacuate all of its inhabitants during a natural disaster. Racing against a Category 4 hurricane, cameras captured never-before-seen efforts to rescue hundreds of exotic zoo animals and move them to higher ground. The series premier episode was inducted into the Peabody Archives at The Museum of Broadcast Communications which makes available to educators some of television's finest documentaries on American cultural and historical life.

With plans to produce a feature-length film of the zoo's historic evacuation, Leifermann started Ivan's Ark Productions. Soon after, she was diagnosed with cancer, suspended the film project and discontinued her partnership in Organic Entertainment to focus on her treatment and recovery. During this time, Leifermann joined Cancer Support Community-Los Angeles and became a cancer patient advocate.

Leifermann went back to producing and earned her second Emmy nomination as a producer of the daily, syndicated newsmagazine series *America Now*. Following the show's cancellation, she turned Ivan's Ark Productions into a boutique media arts company that provided project development, video production, branding, and marketing services primarily for nonprofits. After COVID dramatically altered the production marketplace, "shelter in place" also shuttered many doors.

In fall 2024, Leifermann launched Arboretum Media Arts, a nonprofit consortium of veteran entertainment industry pros from non-fiction television, documentary films, podcasting and online content. Masters in the art of storytelling, the AMA collaborative offers clients a wide range of media arts services, including: project and talent development, video and audio production, branding and marketing portfolios. As Founder and Creative Director, Leifermann also brings her graphic arts and design skills to AMA while overseeing its own development slate.

Leifermann currently resides in Los Angeles, is a longtime member of the Producers' Guild of America, Cancer Support Community-LA, and continues her patient advocacy work.