

# LightRock Productions, LLC

## Annual Newsletter #3 July 2009

Greetings! I hope this letter finds you well. Much has happened in the world since last year's letter, but not all of it was bad news! In fact, LightRock has continued to thrive despite the rough economy, and I have high hopes as I enter this fourth year of business (knock on wood). Below is a brief sampling of the projects I've had the pleasure of working on recently.

In the field of television, I just wrapped editorial on another game show pilot for Picture This Television. It was a great project to sink my teeth into, and as an added plus, I was able to work from my home studio. Nothing beats that commute. I wish everyone at PTTV the best as they work on pitching the show! One of the projects I worked on with PTTV earlier this past year was for Food Network's *The Cooking Loft* with chef Alex Guarnaschelli. This cooking show has a slightly different twist to it as it includes a group of students who assist and learn from Alex as she prepares the meals for each episode. Another project I recently completed was the online editorial for *The Edge with Jake Sasseville*. Working with the folks (and dogs) at Hiccup Media, I helped put the finishing touches on this late-night comedy series.

Working on *The Edge* also allowed me the opportunity to be the offline editor for a theater commercial for Fuze (owned by CocaCola). This 30 second spot is currently running in theaters around the country (yes, yes... I did one of those annoying theater ads that never seem to end before the movie finally starts). The

main 'star' of the spot is the host of *The Edge*, Jake Sasseville, who humorously asks real people on the street what they think of Fuze's 19 titillating flavors. I also worked with Hiccup Media on a commercial promoting Dave Matthews Band new album, *Big Whiskey & The GrooGrux King*. Other recent commercial work includes spots for two of Grey's clients, LongHorn and Aquafresh. The LongHorn spot was for the "Flo's Filet" dish, and I have to say my mouth might still be watering from all those edit sessions. The Aquafresh spot is airing in the UK, so if you happen to be on the other side of the pond, perhaps you'll catch it on the telly. I also worked on many additional Aquafresh projects for the GSK client while at Grey recently. It is always a pleasure to return to my roots at Grey and collaborate with the various producers and creatives there.

I've also teamed up with The N (sister network of Nickelodeon) to work on several promos, including projects for *Degrassi*, the 2009 Kids' Choice Awards Sweepstakes, and a cross-promotion for the Wayans Brothers' film, *Dance Flick*. This last promo was worked on at Lee Miller Designs. Both MTV-Networks and Lee Miller were added as clients this past year, along with research client, "the [shrink] cooperative." I could tell you what I worked on with [shrink], but then I'd probably be picked up in the middle of the night by black helicopters, shipped off to a third-world country, or worse... wind up in a Michael Bay movie.

In the ever-growing field of webisodes, I teamed up again with Lee Miller to work on several pieces for *The Economist*. Additionally, I worked with Hiccup Media on behind-the-scenes shorts for Gavin DeGraw's recent album *Free*. I was allowed a great deal of creative freedom on these short snippets of the recording sessions, which I think turned out very well. Also with Hiccup, I have been working on a series of webisodes for VogueTV's *Behind the Lens* series, this time focusing on fashion designer Rachel Roy.

So that pretty much brings us back to the here-and-now. I look forward to building upon my past successes and continuing to do really great work for all my clients! Feel free to give me a call for my availability.

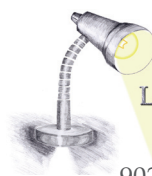
### RATES:

Avid Day Rate: \$550  
FCP Day Rate: \$400

Overtime: Time-and-a-half for all weekends/holidays & for over 40 hrs/week

Weekly Rate: Negotiable

Cookies are always free of charge!



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