



# LightRock Productions, LLC

## Annual Newsletter #4 July 2010

Another year, another newsletter! LightRock just celebrated its four-year anniversary, and I'm happy to report that business is still going strong.

One of the major additions to LightRock's reel has been Grey NY's advertising campaign for Darden Restaurants' LongHorn Steakhouse. For about the past year now, I've been handling the editorial and conform for these commercials with Vision Post at Grey, and I'm happy to note that LongHorn has seen an increase in sales and continues to expand its number of restaurants. Not too shabby when you consider the number of consumers cutting back on dining-out during the recession. I've also handled several recent Aquafresh projects this summer, and I've continued to work with Vision Post on numerous new business pitches for Grey... the majority of which they've gone on to win. Working in Vision's brand new facilities is an added bonus every time they bring me on board.

I've also continued to work with Hiccup Media, who like Grey, have relocated their offices during this past year. From promos for new albums from Dave Matthew's Band and Alicia Keys, to web-video work on E\*Trade and Aerosoles, to commercial work on Pringles and Febreze, they have kept me very busy.

Picture This Television tapped me for help on a presentation video related to the development of *Running Russell Simmons*, focused on the many women who assist Simmons in running his businesses as well as his day-to-day life. It has gone on to series and is shooting now!

Another project in the television-related category that I was happy to work on was a sample/pilot video for *The Ultimate Pig* with executive chef David Katz from Mémé restaurant in Philadelphia. This guy is an expert in "the other white meat," and after last year's work on Food Network's *The Cooking Loft*, it was great to cut a cooking show again.

I also worked with Fighting Cock Studios to help edit several PSA shorts for *Soy Mono*, which aired during Hispanic Heritage Month on MTV Tr3s last fall. This was a series of videos that used humor to demonstrate the various stereotypes in Latino culture.

This spring, I had the pleasure of serving as a judge for the "2009 Media & Awareness Awards" sponsored by Ohio Public Images, Inc. This awards competition recognizes those who have helped to create a greater understanding and acceptance of people with developmental disabilities through various media platforms.

It was an honor to be asked to review so many outstanding entertainment, news, and informational video pieces.

LightRock also took on a service project to recognize the hundreds of volunteers who contribute to the efforts of Ohio's Cuyahoga County Board of Developmental Disabilities throughout the year. As many of you may know, Cleveland is my hometown, so it's always a pleasure to be able to reconnect with my roots.

In closing, I'd like to thank my clients for the many referrals I've received over this past year. I always appreciate the chance to expand. Here's hoping for another successful year and perhaps some new cookie recipes!

### 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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