



LightRock Productions, LLC

Annual Newsletter #13 August 2019

With the move to the new office in October of 2018, it's been a big year of change and upgrades to the editing suite. The work never stops though, so here's a brief overview of some of LightRock's various projects during the past year.

In the fall of 2018, I edited the Nickelodeon promo campaign for the sports movie, *Alex & Me*, starring the recent FIFA Women's World Cup winner, Alex Morgan. For the promos, one big challenge was how to convey that for the majority of the story, Alex Morgan isn't really "there" in person with her young protégé, but she's more of a hallucination, which was a major part of the comedy and light-heartedness of the movie. Thankfully, with some clever editing tricks and timing, we were able to get the point across within the context of thirty seconds.

As 2019 began, I helped launch Nickelodeon's new sitcom *Cousins for Life* with a big promo campaign tie-in with the always-popular *Henry Danger* series.

As winter was ending, I shook off some rust and flexed my directorial muscle in creating a Kickstarter launch video for *Strange Tails*, a comic collection of three hilariously bizarre stories... space lobsters on the run from an attacking, alien armada of butter-people? Yep!

As the Kickstarter campaign moved along, I added a short, call-to-action video to keep the support coming, and I'm happy to report that the project was fully funded. If you were a supporter of this—**thank you**. You should have already received your reward(s) by now!

In the early spring of 2019, I joined with Definition 6 in NYC to lend some editorial help with the massive campaign for the Nickelodeon *Kids' Choice Awards* hosted by DJ Khaled. A project of that scale has so many moving parts (and so much slime!) leading up to the big event, but the team at Definition 6 made it look easy. I also "pitched in" with a successful pitch project for Al Roker Entertainment at about the same time.

Moving into late spring/summer, I returned to Nickelodeon promo work for the launch of the all-new *All That*. This update of the popular sketch comedy series from the 90s features a great new cast of kids with original series veterans, like Kenan Thompson and Kel Mitchell, lending their support. As anyone who has ever worked in comedy will tell you, it's all about the timing, and I've been happy to lend my experience to help promote *All That* to a new generation.

This coming fall has a few new projects on the horizon for LightRock. And if you've talked to any editors recently, you'll know there is newfound excitement surrounding Apple's upcoming release of the new Mac Pro tower. After many years without any significant releases by Apple in the professional computer arena, this is one launch I'm watching very closely!

As a reminder, I offer the flexibility of editing remotely from my own LightRock studio (new and improved!) using either Avid or Premiere, as well as the more traditional, on-site edit session approach – or even a blending of the two options if preferred. Whatever the project, I will continue to provide a high level of creative and collaborative editorial service to my clients, and as always...cookies!

RATES:

Editorial: (Avid or Premiere)	\$600 / 8hr day
Overtime:	Time-and-a-half (includes weekends and holidays)
Cancellations:	50% fee



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