

various video games, CD-ROM titles and corporate initiatives to enter emerging Internet and digital entertainment markets. He secured exclusive rights and developed the Official Internet Website for the Oscars®, negotiating strategic marketing alliances with the Academy of Motion Picture Arts and Sciences, ABC Television, AOL, Kodak, Revlon, Microsoft, and all of the major film studios. David developed Internet marketing strategies and implementations for Revlon, Kodak, Aramark, AMPAS, the American Academy of Achievement and many other organizations, public and private. He also wrote the business plan, raised two rounds of private financing, and launched The Learning Network, an Internet-based e-learning company, where he served as its first President, CEO, and Chairman of the Board.

David earned his Bachelor's Degree in Psychology and Communications from the University of Southern California, and an MBA from Pepperdine University

Mark Hirsch

Senior Publicist



A Media Relations professional and Gold ADDY Award-winning copywriter, Mark Hirsch has over twelve years of experience in achieving national media coverage and top tier placements for his clients.

Mark's unique brand of media pitching was developed during his five years as a registered representative in the investment banking industry, selling IPO shares to high net worth clients. Moving on to a high profile Beverly Hills PR agency, Mark launched his career as a successful publicist, where he represented such clients as British Airways, Weyerhaeuser, See's Candies and Libby's. Mark has planned and executed over 450 Video News Release campaigns for many of the world's leading brands including:

- 3M
- AT&T
- Baxter Biotech
- BMW
- Braun
- Cisco Systems
- Digital Equipment Corp.
- E*TRADE
- Hormel
- IBM
- John Hancock
- Kimberly Clark
- Lotus Development Corp.
- MASTERCARD
- Motorola
- NY Life
- Pfizer
- S.C. Johnson & Sons
- Smith Kline Beecham
- State Farm Insurance
- Sun Microsystems
- Tetley
- The Internal Revenue Service
- The National Association of Securities Dealers (NASD)
- The National Safety Council (NSC)
- The CDC
- Toyota
- U.S. Surgical

Larry Thomas

Director / Writer / Producer



Larry Thomas is a triple threat – a director/writer/producer with over twenty-five years of production experience.

His professional career includes seven years at channel nine in Los Angeles. (KHJ and later KCAL) Thomas directed a wide range of programming, including news and public affairs, live event coverage, telethons, sports, and music shows. He has received several local Emmy awards.

Thomas was also the writer/producer/director of the pop-culture classic ELVIRA, MISTRESS OF THE DARK, a campy, syndicated program that was seen throughout the country and that made the Elvira character a Halloween perennial.

Thomas has participated in various commercial campaigns for companies like Scott Paper, Lee Pharmaceuticals (those press-on nails), and Target Stores. He directed 65 episodes of "RICHARD SIMMONS SLIM COOKING", a syndicated program that featured the exercise guru and that originally aired on CBS O&Os.

His knowledge of the infomercial arena began with the landmark **WHERE THERE'S A WILL THERE'S AN A** series, hosted by both John Ritter and Michael Landon. He has directed or written a vast array long-form commercial programming, including infomercials for Hamilton-Beach and Target, infomercials that starred Morgan Brittany, Robert Culp, Richard Karn, Cheryl Ladd, Pat O'Brien, Jim Palmer, Sarah Purcell, and a multitude of others. **PERFECT SMILE**, hosted by Vanna White, was another runaway success that Thomas directed, selling well in excess of a million units. As well as his work with major celebrity talent, Thomas has a unique knack for directing "real people" testimonials.

Over the past three years Thomas directed has **CYBERSONIC 2** with Vanna White, a follow-up to the monster hit, **CYBERSONIC** with Robert Urich, **POWER ZONE** with Denise Austin, **BOSLEY MEDICAL**, and a four tape home video series for LITTLE LEAGUE BASEBALL.

Recent short form commercials and sales presentations include SPRING CLEAN with Cathy Rigby, LET'S DO IT AGAIN (an oldies collection), EZ START BATTERY booster (direct response), REGINA BELL CD release (retail ad), MURAD HAIR CARE (point-of-purchase), and MOLDEX INTERNATIONAL with Mike Ditka (sales presentation). **LaserCare Center**, hosted by Barry Nolan of Hard Copy. **Straight to the Maxx**, hair straightening system. Fit After Forty, exercise and diet. Stott Pilates, exercise.

Cell-Rx, skin care, hosted by Paula Abdul and currently testing. **MaxiGlide Hair Ceramic Flat Iron**. Currently running and placed in the top forty of Jordan Whitney.

S. T. Go of Beverly Hills, skin care.

Thomas is continually involved in production, focusing on both long-form and short-form commercials and other broadcast programming, as well as home-video, corporate, and how-to projects.

Darryl Rehr

Producer / Writer / Director



Darryl is a producer, writer and director of prestigious documentaries which have appeared on **History Channel**, **HGTV**, **TNN**, **Travel Channel** and elsewhere. His Emmy-award-winning TV News career includes work for **Entertainment Tonight**, **Fox News Channel**, **CNBC** and many others.

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TVA's News Team

Mark Kriski



In addition to co-hosting "BUSINESS WORLD NEWS" Mark Kriski can be seen daily on the "KTLA Channel 5 Morning News." His unique style combines astonishing versatility with a driving ambition to provide a lighter look at the news to Los Angeles' early risers.

A 5-time Emmy Award winner (2 personal, 3 for "Morning News"), Kriski was praised in a recent news article by renowned Los Angeles Times television critic, Howard Rosenberg.

Kriski studied radio and television arts at Fanshaw College in London. Kriski's radio career included stints as a DJ, program director, weather announcer and promotion director. He has also appeared in commercials and engaged in voice-over work. Always eager to meet viewers, Kriski makes many personal appearances at KTLA community events and others activities.

Asha Blake



Asha Blake has managed to achieve what few women on television have been able to do, work successfully in television news and syndicated daytime programming. During her career, Blake has anchored several national news programs for ABC and NBC news, and won several awards while reporting for four local stations. Over the course of her career, she has earned six Emmy nominations, four of which were just in the last year.

In addition to anchoring the news, she acted as writer, producer, and talent for three different programs and won two Emmys for Best Writer and Best Performer for her show, "Asha Blake: One on One". Those special programs also earned 12 Emmy nominations for her team in 2006.

Previously, Asha co-hosted the national news programs "Later Today" on NBC, and "World News Now," "World News this Morning," and "Good Morning America Sunday" on ABC. She also reported for "World News Tonight with Peter Jennings" on ABC. Regionally, Asha also worked as a news anchor in Detroit, Minneapolis, and Little Rock.

Asha has hosted two nationally syndicated shows: "Smart Gardening" on PBS and "Life Moments", the nationally syndicated daytime women's reality program that celebrated great and unbelievable moments in the lives of every kind of women. "Life Moments" was distributed to over 80% of the television markets in the United States, and "Smart Gardening" had wide distribution as well.

She has been actively involved with many charity organizations, including serving as a celebrity ambassador for UNICEF, volunteering for Make A Wish, and supporting Race For A Cure and Meals on Wheels. Following the 9/11 Attacks, Asha created and launched a public service website providing a free advance planning guide to help organize pertinent personal information in the event of an emergency. She is also writing a book version, "4My Emergency," to help families in crisis.

Asha was born in South America and raised in Toronto and Minnesota. She received her Bachelor's Degree from the University of Minnesota Journalism School. She has a daughter, Sasha, and has a passion for photography, rollerblading, cooking and reading.

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Awards

Special Recognitions & Awards



Eight Time Emmy Award
Winning News Team



Seven-time Telly Award
Winner



Five-time Gold Aegis Award
Winner

1987-2008 - TVA featured on NBC, CNN, in Newsweek, LA Times, Ad Age, Adweek, Amusement Business, Marketing News, Direct, Film & Video, Response TV, Electronic Media, etc.

2008 - Awarded national media campaigns for the hit movies, "Bottle Shock" and "Nobel Son" (TVA's CEO, Jeffrey Goddard was executive producer).

2007 - co-Produced nationally televised ceremony "The CAMIE Awards"

2006 - Launched national media campaigns for Klegg USA with Paula Abdul; and for best-selling books, "The Smartest Investment Book You'll Ever Read," "Weapons of Mass Distortion," "John Goddard's The Survivor" and "The Alcoholism and Addiction Cure."

2005 - TVA's VNR for Space Adventures breaks all-time viewing record.

2004 - TVA creates hit newsmagazines "Entertainment World News" and "Political World News."

2003 - DVD for Cessna Aircraft wins The Aegis, Telly, Omni, Aime, Axiem, and Videographer awards.

2002 - "Business World News" reaches 75 million households nationwide.

- VNRs for Universal Studios and Nickelodeon break viewing records.
- United Airlines commences in-flight airings for TVA's newsmagazines.

2001 - TVA creates hit newsmagazines "Entertainment World News" and "Political World News."

- TVA promotes award-winning movie "The Other Side of Heaven."
- Commenced airings of "Health World News."

2000 - "Business World News" featured in Investor's Business Daily, LABJ, and on KCET TV.

1999 - Commenced national airings of newsmagazine show "Business World News"

1998 - Co-produced the largest outdoor spectacular on the East Coast and in Six Flags history.

1998 - Received five Gold Aegis Awards for Cessna, Daewoo, Litton Industries, Nickelodeon, and Highlander (the TV series).

1997 - Featured on The Learning Channel's "How'd They Do That?"; Produced hit shows for Nickelodeon and Highlander; Commenced production on news-magazine show "Business World News."

1996 - Received two Telly Awards in 3D Computer Graphics/Animation and Best Special Interest Video; Produced a film-based attraction (five-stories high) for theme-park in Dubai, U.A.E.; TVA conducts 7th annual New Media Symposium at BonAdventure Hotel.

1995 - TVA finished production of the world's largest WaterScreen show in Shanghai, China.

1994 - TVA conducted its 5th annual New Media Symposium at BonAdventure Hotel (2,500+ in attendance)

1993 - Received five Telly Awards in Computer Animation; TV Pilot; Marketing; and Direct-Response TV.

1991 - 2008 - Featured in PBS' Special "Power in the Pacific"; Judge for the Emmy Awards.



President's Award Southern
California Motion Picture
Council



Themed Entertainment
Association



International Association of
Amusement Parks &
Attractions



National Association of
Television Program
Executives

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www.businessworldnews.tv

www.entertainmentworldnews.tv

www.healthworldnews.tv

www.politicalworldnews.tv

Testimonials

American Red Cross



The Red Cross community is grateful for the professional and cooperative spirit with which you undertook this project. The high quality results are a testament to your creative skill and imagination and the success is in no small way related to your hard work and willingness to strive for excellence. It was a pleasure working with you and we will certainly turn again to TVA for future endeavors. **H.T. Linke**, Director, Communication and Marketing

Applied Medical



During Applied's medical convention in Chicago, TVA saturated the market by running the **Spotlight** on local cable channels and in hotels surrounding the convention center (via closed-circuit cable) as well as on-board shuttle buses.

"All of us at Applied Medical are very pleased with the BWN production that you developed which features our new Intromit Hand Port. ...the coverage we are receiving on national television has increased awareness of this exciting new surgical technology. I wanted to thank everyone at TVA for the professionalism and sincere interest that was displayed throughout the entire production. The finished product reflects your commitment to excellence. I sincerely enjoyed working with you all and will be contacting you again for future projects." **Terry McCarthy** V.P. Marketing

Baskin Robbins



"Your company was always responsive to our needs, always on schedule, and thoroughly creative. We will certainly not hesitate to call

upon you again in future endeavors and will heartily recommend your company as one of the best we've seen." **Maureen McConnell** Marketing Mgr.

Cessna



For several years in a row, Cessna has assigned TVA along with a number of agencies to produce high-end projects including the multi-award winning "Citation X Experience" DVD. Cessna needed a state-of-the-art business tool to market the fastest business jet in the world to potential buyers. The result makes full use of cutting-edge DVD technology with over 50 motion menus, interactive 360 degree virtual tours of both the inside and outside of the Citation X, a simulated flight deck, 5.1 surround sound and a direct link to the Cessna website. "It's the next best thing to flying the plane itself."

To date, the DVD has won The Aegis, Telly, Omni, Aime, Axiem, and Videographer awards. Based on its immediate success, two new multimedia presentations were soon to follow for the CJ1 & CJ2 Business Jets. "Excellent! "Outstanding! "Yours was a jacket job!" **Tom Zwemke** Director of Communications

Charme - The Science of Skin Renewal



...the November 10 airing on WE-TV alone generated over 30,000 web hits and 60 phone calls to our distributor." **Shigeru Ikuta** Sr. VP Mikuni Corp.

Children's Miracle Network



The 4-5 minute program and PSAs TVA created with **LeAnn Rimes** and **Michelle Kwan** helped them exceed revenues by several million dollars. It aired nationally and in Canada on

television, and in nearly 2,000 movie theaters and on-board Delta Airlines everywhere they fly for an entire month. In a "Spotlight on Success" segment with actor **John Schneider**, BWN went behind the scenes to show how **CHILDREN'S MIRACLE NETWORK** achieved the **single most successful fund raising event** in televised history, raising an unprecedented \$229,000,000 to help 17 million kids. **Roger Cook**, VP Communications

Cortislim

One thing that rang through loud and clear for us is that your group does a great production. We love your work. **Dr. Greg Cynaumon** co-creator of Cortislim



DeVry



I'm really really pleased!
GREAT JOB!

I appreciate the work that's gone into this!

Kudos!

Joe Hines

Marketing Director
DeVry University and Keller Graduate School of Management

Guthy - Renker

Lenny Lieberman and I certainly enjoyed seeing your facilities this week. You've created quite

a name for yourself and I can see why. I particularly appreciate your philosophy of leveraging out producers, directors and various other talented people to deliver the goods at a time when you need them most. You have really put together quite a package. A combined synergy of our various organizations could be potentially



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profitable for all of us. **Greg Renker**, co-founder

Jordan Education Media, Inc.



"For several years we've been using one of the

top production companies in the country, TVA, to assist us with the production and editing of our in-school communication programs. Our educational videos have been of such high quality that hundreds of thousands of schools are continually using them across the nation and such sponsors as **Lincoln-Mercury, McDonalds, Disney, Dominoes, Kellogg's, and Nickelodeon** have been quick to jump on board as sponsors....we are able to get very competitive pricing with feature film duplication quality, exciting packaging and distribution that to date, has met every deadline and budget that we've thrown at them." **Brian Bice** President

LJ International (JADE)



(Share price has tripled since hiring TVA)

"Again, I can't thank you enough. You guys delivered, again, especially on such horrible guidance from me." **Haris Tajyar**, Managing Partner, Investor Relations International

Medialink



"We have never had so many

PSA directors show as much enthusiasm as they showed for these PSAs. Strong interest included some nationals. The directors loved the talent and the cause. They returned our calls promptly if we left a message and a few of them called us for the tape, because someone in their newsroom saw it on the wire."

Tanja Sadowski Account Supervisor

Namco



"Reaction to the SPOTLIGHT has

been universally positive. It really looks good." **A. Homma** President

NCR

Great return on our investment.



TVA offered just the right blend of Hollywood glitz and corporate message." **Matt Stankey** VP Marketing

NeuroMedica Inc.



NeuroMedica was faced with a

significant marketing challenge and limited production budget to introduce a new category of health / wellness products... neuroceuticals. Because of the difficulty in explaining this departure from conventional vitamin supplements TVA proposed various approaches to bring the 'medical event' focus to our product line. Starting with our first age management product, Nurenex, TVA provided excellent production guidance to create a credible information showcase fully utilizing the strong testimonials Nurenex has received. Production went like a finely tuned NASA project and we are very pleased with the enduring value of the TV programs which were created by the high energy team at TVA.

Nathan Sassover Founder /CEO NeuroMedica Inc.

Nutrilite Health Institute

Tremendous success! And I've never looked so good on-screen.



SAM REHNBORG,

PH.D., President,

Opex Communications



OPEX Communications is a small nationwide telecommunications business in Chicago,

Illinois. TVA and its TV show, "Business World News" has allowed us to expand our brand very economically through their professional production and

distribution capabilities. We were able to reach millions of people at a fraction of the cost of traditional marketing methods. The production value was superior and the format was very convincing. We are very pleased with the response and recommend their services to any size company. **Thomas W. Jacobs** CEO

PracticeXpert, Inc.



One of the challenges we have in our business is

getting people to understand what medical billing is, and how our combined technology and services approach delivers a superior product to the customer, on a lower cost basis. Recently we presented our company's story at the **National Investment Banker's Association** conference in Las Vegas. We began with a power point presentation and it was clear that many of the attendees did not understand our business, from our presentation. However, during the breakout sessions we played the corporate video {edited from the TV news Spotlight} that you produced for us, and it was as if the audience were going through an **epiphany**. Suddenly everyone seemed to understand what PracticeXpert is all about, and as a result, we have extremely strong interest from a number of sources for funding our company.

If I haven't said so previously, I want you to know that your staff did a great job... I think you and your crew really captured the essence of our story and they were all very accommodating, encouraging and easy to work with. Thanks for your efforts on our behalf. **Michael Manahan** CFO

Qualcomm Inc



They are very pleased with our

work to date and have since assigned us new projects. **Andrew Hussey, Porter Novelli**

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Redwood Consultants, LLC

" These guys are class act. The package we did is called MediaBlitz!...watch these guys they are great! The CEO is a great guy and delivers the goods. **Jens Dalsgaard**, Managing Director

ROI CAPITAL GROUP, INC



ABSOLUTELY AWESOME!!! YOU ROCK!! It

was a total pleasure working with you. We are very, very happy with this. All our best.

Daniel Silver, CEO

ROI Capital Group, Inc
www.roicapitalgroup.com

SCAN

Senior Care Action Network



Spotlight and Level III package was instrumental in

getting new national legislation passed. "I think your crews were excellent in working with a complex set of objectives and subject matter. Your professionalism was outstanding." **Paul Kenkel**, Director of Public Relation

Six Flags Great Adventure



"Now that a few weeks have passed since the Opening Day of our attraction "Quest for Camelot Nights," I can

catch my breath long enough to tell you what a tremendous success it has been. Judging from the thousands of "oohs" and "aahs" this show is getting every night, the show is a bonafide hit and we greatly appreciate your fine team's expertise and hard work in ensuring its success. I realize it took many long and hard hours to provide the specially formatted 70mm 8-perf film. for projection on the World's largest floating Aqua-Screen - 96' x 182'. I'm proud to say this production is the largest outdoor

spectacular in Six Flags History and is the only one of its type on the East Coast. Thanks for helping to bring it in on time, budget and with quality that exceeds all expectations. More to come, I'm sure. **Bob O'Neill** Entertainment Director

Sony Pictures



One of TVA's oldest and dearest clients.

Dozens of award-winning campaigns awarded since 1984. "Best cost to quality ratio we've received to date." **Jun Takahashi** Exec. V.P. Promotions

Space Adventures



Our latest campaign for this repeat client resulted in

placements on *Good Morning America, The Today Show, CBS' The Early Show, CNN (43 times!), NBC Nightly News, Fox News, MSNBC, CNBC, Bloomberg TV, NY Times*, and 790 broadcast affiliates with at least one station in every one of the top ten DMA's. Results to date: over 169 million cumulative viewers in the U.S. alone - setting a record for the most watched VNR during 2004-2005. Client's PR firm gave TVA the highest marks possible and said they would definitely hire TVA again.

Systems Paving



Thank you for doing such a great job... It has

proven to be a resounding success...greatly increased our sales by increasing our customer's confidence in us and our product. Please feel free to call me if you need a reference. **Rene' Jackson**, Mgr.

Here are the results of our field survey:

- 81% of our sales team offer the video to the client.
- 72% of the 81% watch it.
- 96% watch it in its entirety
- Top two reps (highest closing percentages) - they offer the video to 100% of the people.

Debbie Katz Marketing Manager, Systems Paving Franchising, Inc.

You came through with flying colors! **Carol Worthington**, Worthington Levy Creative

Technicolor



"Best we've ever seen. Thank you for making our project a success."

David Blaine, Sr. VP Worldwide Marketing. **Carrie Bissell**, Sr. VP Advertising

Universal Citywalk



Now that the dust has settled and Universal CityWalk is officially open, I

wanted to take an opportunity to pass along my sincere thanks for the superb job you and your team did in producing and distributing electronic news coverage of our grand opening event. Your understanding of our needs and your quick response to address those needs was deeply appreciated. The end product was a tight, well-shot, well-edited piece worthy of airplay on any newscast. Again, thanks for the outstanding job and I look forward to working with you again.

Kim Reed VP Public Relations

Universal Studios, Hollywood



"You guys were great! The project went great!"

Eliot Sekuler, Director of Publicity

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Tofu, Cars and Videotape: Hollywood Firm Gives Selling a New Look

■ **Marketing:** A former TV star in Japan, Jeff Goddard has transformed the video brochure into an effective deal closer for an array of products.

By TERESA WATANABE
TIMES STAFF WRITER

When it comes to bridging East and West, Jeff Goddard is a tireless middleman. In 1978, the Glendale native pitched the Mormon faith in Japan, learning that nation's language and culture through door-to-door encounters in southern Honshu and on Shikoku island.

In 1983, he joined the Tokyo office of advertising giant Ogilvy & Mather and persuaded the Japanese to eat more Sunkist oranges, use more Exxon oil and wear Lee jeans.

Then he began pitching the American viewpoint to the Japanese, gaining status as a celebrity *gaijin*, or foreigner. He made more than 300 TV appearances, during which he was interviewed on questions ranging from East-West relations to "Do you like Japanese women?" He even became a regular panelist on a TV quiz show, "Those Amazing Foreigners: They Get It Right Every Time!"

Now Goddard is back in Southern California, this time selling the merits of what he calls the future of transpacific marketing: video brochures.

Goddard, 31, is president of The Video Agency in Hollywood. It produces, distributes and markets videos in 40 languages that are used to sell products, project corporate images and attract overseas investors. Goddard says video marketing combines the best of three media: It has the visual appeal of television. It can target consumers as precisely as direct mail. And it can convey the details of print brochures.

Video brochures also save the cost and time of sales trips, overcome language barriers and allow the potential buyer to see the product directly, Goddard says. A recent study by the University of Pennsylvania's Wharton School of Business found that video brochures increase information retention by 50% and speed up buying decisions by 72%.

"The future of advertising isn't broadcasting with traditional mediums," says Goddard, a natural pitchman who punctuates his speech with excited waves of his arms. The future, he said, is target marketing.

Jon Douglas and Coldwell Banker are using Goddard's videos to sell million-dollar properties to wealthy Japanese, Taiwanese and Hong Kong residents. Baskin-Robbins is using them to find joint-venture partners for its 31 flavors in Indonesia and South Korea. Sony has used them to make video magazines about its products. For such large companies, Goddard's agency can make elaborate videos whose costs run into the six figures.

But the agency can also produce videos for as low as \$5,000 for small businesses. When Newport Beach couple Steve and Barbara Kent wanted to franchise their baked potato business, Posh Potato, they went to Goddard. He produced a video about their business for less than \$10,000 and introduced them to a potential joint-venture partner in Japan. The couple took their video to Japan — and came back with a deal and a \$650,000 check.

Scott Richardson, vice president of a San Clemente auto-painting business, said the 25-minute video produced by The Video Agency has helped sell 89 franchises in the United States, Canada and the United Kingdom. His firm, Color Nouveau, made back its \$8,000 investment in the video in one month, he said.

First, the video depicts the problem: runaway shopping carts nicking cars, careless passengers



Jeff Goddard, above, has made The Video Agency a multimillion-dollar operation, and clients say sophisticated production and equipment distinguish his videos from other firms'.

throwing open their door and ding the sides of parked cars. Then it shows how Color Nouveau's paint restoration system can eliminate the scratches more quickly and cheaply than typical body repair shops. Although brochures are also sent to prospective customers, Richardson said not one sale has closed without the video aid.

'They say, "OK, here's another brochure, and I'm already bored with reading." But the video takes them in, captures their interest, creates a desire, convinces them.'

SCOTT RICHARDSON
Vice President, Color Nouveau

"They say, 'OK, here's a brochure, and I'm already bored with reading.' But the video takes them in, captures their interest, creates a desire, convinces them. And they call. And boom. The final sales close," Richardson said.

The Video Agency also helps develop a firm's overall ad campaign. When Morinaga Nutritional Foods Inc. wanted to break into the U.S. tofu market a few years ago, it faced a formidable problem. Surveys indicated that Americans regarded tofu as a strange cultural product that ranked with lima beans, liver and brussels sprouts as one of their least-liked foods.

Goddard's firm developed a 30-minute cooking video showing how tofu could be used in such familiar recipes as strawberry cheesecake and lasagna. The agency also produced two cable-TV shows on the health merits of tofu and a five-minute sales video for buyers. The videos were part of Morinaga's ad campaign, "Tofu Magic," that included a cookbook by Julia Weinberg, a free sample and an 800 telephone number for questions.

After the campaign was launched, sales increased 130% in 1988 and have continued to grow about 30% since, said Morinaga's marketing consultant, Tom McReynolds. He said Goddard's work, as well as the other ad

This article appeared in:

The Los Angeles Times

Business Section

October 8, 1990

promotions, helped reposition tofu as a versatile, healthful ingredient for such mainstream recipes as pies.

"What we did not do properly was have our

Japanese people listen to it first," Kishi said. "As far as promoting business, anything visual is good but, in our own experience, [the video] wasn't a home run."

Kishi said the U.S. side sent half a dozen videos to Japan, and no more have been requested. To promote business in the future, Kishi plans to use more sales presentations instead. "In Japan, especially, it does mean a lot when you do it yourself. When you're talking face to face and eye to eye, it shows how much commitment you have."

To develop a video, Goddard works with a client to come up with an overall theme. For production, he relies on a vast network of writers, directors and camera people, as well as distributors. Their names are plucked from several giant-sized Rolodex files in his black, high-tech office at Universal Studios.

All production is done on the backlot of Universal Studios and with ATS in Hollywood. The \$20-million studio, frequented by the likes of Ron Howard and Steven Spielberg, boasts state-of-the-art equipment such as the "waveFront" animation that made the Batmobile's computer graphic shields look real in "Batman."

Such sophisticated production, as well as the professional editing, distinguishes Goddard's work from other marketing videos, said Maureen McConnell, manager of international marketing for Baskin-Robbins International Co. Goddard developed videos introducing Baskin-Robbins to potential overseas partners. The ice cream company, which operates in 44 countries, sends out brochures for casual requests for information but uses videos for serious inquiries.

"Videos bring everything to the moment... a much more exciting presentation than brochures," McConnell said. "The bad news is that you have to have a TV set to plug it in."

Goddard combines his knowledge of Japan with a family background in film. His father, John, is a producer of adventure films and documentaries. His mother and sister are actresses. Goddard and his Japanese wife, Kaoru, have two children.

From the time Goddard started his business out of his Van Nuys home in 1987, The Video Agency has grown from grossing one hundred thousand dollars a year to \$5 million. Goddard used to make three videos a month but now handles up to 15, including promotions for a computerized wallet and how-to videos for home improvement projects.

And although he initially focused on soliciting business from Japanese firms, he has shifted his focus to helping U.S. firms sell in Japan and other Pacific Rim markets. A new project is a video trade magazine, which will offer U.S. products in overseas markets.

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Services are the focal point of TVA's thriving business

WHEN IT COMES TO HOLLYWOOD, the concept of services takes on a whole new meaning.

Beyond core technical support and integration, computer-driven video production ser-

vices are energizing some smaller independent technical companies, providing them with a reach they did not have in the past.

For example, The Video Agency (TVA), a nine-year-old company in Studio City, Calif., is redefining how computers are used for everything from creating a promotional video to coordinating elaborate theme-park multimedia displays. TVA also will provide digital storage services to those who cannot or will not invest in the technology themselves. The company's clients include Warner Brothers, MCA/Universal and Sony Corp.

Jeffery Goddard, president and executive producer at TVA, said the film business was part of his upbringing, although finding a niche in video-marketing activities has helped his company distinguish itself from competitors and provided it with the freedom to engage in more experimental work.

Goddard, son of a documentary/adventure film maker, supported himself during college by working on film crews. Later, he made a name for himself in advertising, working for Ogilvy and Mather in far-flung locations, such as Tokyo.

SPOTLIGHT

By Heather Clancy

TVA's bread-and-butter business lies in working in small-budget corporate situations—creating video brochures that can be distributed by companies on a variety of different media—but Goddard enjoys testing the limits of technology.

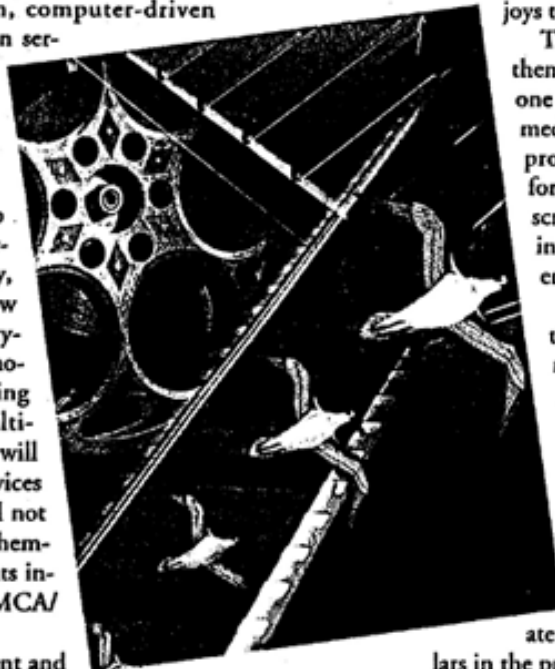
TVA's work for Frobeld Land, a new theme park in Shanghai, China, represents one extreme example of the power of digital media. The company was at the center of a project to create two water-screen shows for the park: Films are projected onto the screens, which measure 120 feet by 60 feet in size, and combined with live performers and laser effects.

TVA also is experimenting with virtual reality, albeit in a very practical manner. This technique is helping curb the costs for a golf video that was being produced by the company at press time. The opening scene, for example, is supposed to be set in Scotland during the time of Mary Queen of Scots. Instead of building an elaborate set on location, however, TVA opted to use virtual-reality technology to cre-

ate the effect and saved thousands of dollars in the process, according to Goddard.

Goddard's passion for the power of computers in Hollywood extends to a conference that his company helps sponsor each year in Southern California. In the future, he will be watching developments in the delivery of video: Goddard believes the industry eventually will move toward distribution of media in a more electronic or digital format, a trend that is being supported by the rise of more and more digital cameras.

"As soon as the technology is there to serve it, we'll be there," Goddard said.



Goddard enjoys testing technology's bounds.

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1-888-322-4296

info@tvaproductions.com

Los Angeles Times

HEARD ON THE BEAT / INTERNATIONAL TRADE

How the Wet Was Won

TVA's Water Productions Make a Splash

By EVELYN IRITANI
TIMES STAFF WRITER

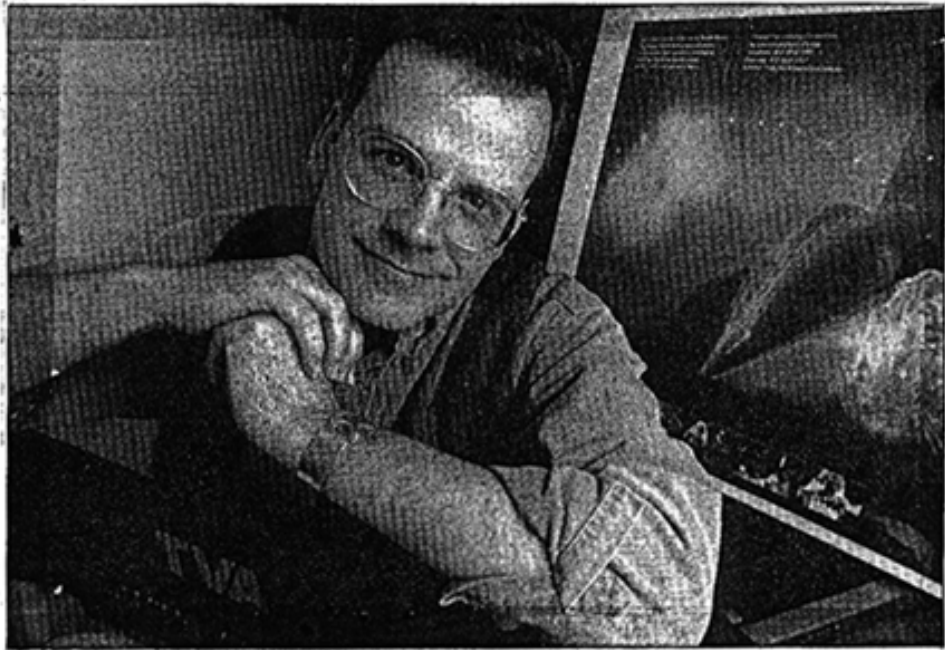
Southern California entrepreneur Jeffrey Goddard is exporting water, in a manner of speaking. His Studio City-based TVA, the Video Agency, is marketing multimedia water shows to theme park operators around the world, particularly Asia.

He calls it a dive-in, a high-tech show projected onto water screens. Viewers can watch from the edge of the pool or even enjoy the theatrics as they float on inner tubes.

TVA, whose annual revenue exceeds \$1 million, is one of a handful of companies involved in this new form of entertainment. The water screens are created by projecting 3-D computer-generated images onto a fan-shaped curtain of water, as large as 120 by 60 feet.

So far, Goddard's firm has produced five water-screen shows, including the world's largest water-screen production, for a theme park in Shanghai. In Dubai, the operators of Wonderland Family Fun Park are attracting close to 20,000 people a night to their 70-millimeter water-screen attraction, which depicts a journey from outer space to the Caribbean.

"This is an incredible way to keep the crowds coming," said Goddard, who lived in Japan as a Mormon missionary before starting his career in advertising in 1983 in Tokyo.



GERARD BURKHART / Los Angeles Times

"This is an incredible way to keep the crowds coming," Jeffrey Goddard says of TVA's shows.

Indeed, the appetite for American fun and fantasy is growing. Tim O'Brien, an editor at Nashville-based **Amusement Business**, said the hottest markets for theme parks, particularly water parks, are Asia and Latin America.

The economic growth in many Asian countries has created a large and increasingly sophisticated middle-class population willing to pay big for designer names and glitzy entertainment.

O'Brien said **Walt Disney Co.** pioneered the concept of water screens, which have become the flavor of the month at theme parks around the country.

"People love spectacles," he said.

This is not cheap entertainment. The price tag for a production ranges from \$450,000 to \$800,000. The computer-generated graphics, which can cost as much as \$5,000 a second to produce, are projected onto a mist created by giant pumps.

TVA is producing a water-screen show for a Thai shopping mall operator that involves a battle between a live performer and a gigantic dragon that rises out of the water and shoots laser bolts from its eyes.

"Virtually any company or group that has access to water can have an instant Imax-style theater at a fraction of the cost," Goddard said.

Theme park operators are

happy with the water-screen shows because they keep visitors around longer. The projections must be done in the dark.

"The longer they stay, the more money they [park operators] make," Goddard said. "When people are tired, they buy tons of food and souvenirs."

Meeting the demand for bigger and better fantasies is one of TVA's biggest challenges.

"As people become more visually sophisticated, they have increasing levels of impact and uniqueness," he said. "They need higher visual fixes."

Times staff writer Evelyn Iritani can be reached via e-mail at evelyn.iritani@latimes.com or by fax at (213) 237-7837.

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