



THE LEADING PUBLICATION FOR COMMERCIAL, INTERACTIVE, & BRANDED CONTENT PRODUCTION

\$5.00

AUGUST 18-SEPT. 7 2006



Agency Initiatives For Vendor Diversity Start To Take Shape

Demand Is Increasing for Qualified Minority And Woman-Owned Prodn. Cos.; Search Also Encompasses Edit/Post, Other Sectors

By Robert Goldrich

AUSTIN, Texas—Vendor diversity initiatives at ad agencies are beginning to pick up positive momentum, with shops such as GSD&M, Austin, Texas, actively seeking and in some cases hiring qualified minority and/or woman-owned production houses for select projects.

One of the architects of the GSD&M program is Anita Laney, who served as that agency's staff director of vendor program diversity for three-and-a-half years before opening in November 2005 her own Austin-based independent venture, Professional Partnering Solutions, which specializes in vendor diversity consultation to companies in different sectors, including the advertising industry. Among Professional Partnering Solutions' clients are BBDO Detroit and GSD&M.

Based on the inquiries she's received, Laney expects an increasing number of agencies to proac-

tively pursue vendor diversity in the months ahead. Further underscoring this movement is last month's Omnicom Diversity Summit at DDB New York, during which Laney made a wide-ranging presentation on the subject, addressing such areas as what clients look for and best practices.

"A big push in the advertising community for supplier diversity is developing," related Laney, who noted that in some respects the GSD&M approach could become, and in some instances is serving as, a template for other agencies.

A GSD&M outreach program to find out about minority and/or woman-owned production houses generated "an overwhelming response" from reps and companies, related Laney. Greg Lane, senior VP, director of media production at GSD&M, noted that as part of the creative/production department outreach, agency staffers attended industry confabs

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IBC Preview: Hot Topics, Technologies

By Carolyn Glardina

AMSTERDAM—In a few short weeks the annual International Broadcasting Convention (IBC) will begin in Amsterdam, focusing on content creation, management and delivery—while highlighting such seminal topics as the HD transition, mobile content delivery and digital cinema. This subject matter will be addressed in the conferences, on the exhibition floor and in the digital cinema screening theater.

In commercialmaking, specific areas to watch are the continued industry shift toward software-based nonlinear color correction

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Aardman Set To Receive IBC Honor

By Carolyn Glardina

AMSTERDAM—The 2006 IBC International Honor For Excellence will be bestowed on four-time Oscar winning Aardman Animations, a leading character animation studio for features, television, commercials, music videos and shorts. The Bristol, UK-based shop is perhaps best known for its beloved Wallace and Gromit characters, which are the subjects of two Academy Award winning shorts (*A Close Shave* and *The Wrong Trousers*)

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Two Team For Kangaroo Project Win

By Robert Goldrich

MINNEAPOLIS—Mark Setterholm, executive producer of Minneapolis-based production house Drive Thru, and John Benson, a freelance writer in Kansas City, Mo., have teamed on the winning concept for the fifth annual Kangaroo Project competition. Sponsored by the nonprofit Sean Francis Foundation in order to mentor promising creative and filmmaking talent via the production of

worthwhile public service ad work that is guaranteed airtime, the Kangaroo Project this time around is a PSA that promotes prevention of domestic violence.

Setterholm and Benson's concept topped assorted entries in judging by a panel of advertising and production professionals. The two entrants' PSA centers on the song "Hell No," representing that defining moment when a person decides he or she is not going to take it anymore. Plans

call for the PSA cast to consist of people who have had that experience relative to the subject matter. The spot will reflect the fact that once people make the personal decision to change their lives, they then find out how they aren't alone and that support is available.

The concept won with the proviso that Setterholm and Benson can secure the rights to "Hell No" (from the musical *The Color*

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Agency Heads Of Production

- 11** Heads of production assume lead roles in helping to shape and define their agencies' future. How and why the producer skill set has become such a coveted commodity in the brave new media world.

Music & Sound

A cross-section of the spot music industry reflects on audio identities, original composition, licensing and competitive demos. Plus the Summer Top 10 Spot Tracks Chart, and a look at the creative genesis of tracks number one and two.

