



OCTOBER 2012

PRESIDENTIAL ADDRESS – This is where I typically babble about the weather ("hot July and August") and then complain about the days getting shorter. We advanced smoothly through the hot and dry 2012 summer, always quite a busy season for us with many clients in the upper part of North America trying to

squeeze in exterior shoots before the weather changes to "that stuff that comes next" and with staff members coming and going on holidays. New clients appeared, old ones re-appeared, and many of the projects we worked on hit the small and big screens so we could see

our cleared names in action. A warm happiness comes over each of us as we turn on the television at night and say: "Hey! I made up the name of that beer brand! And that's the hardened ex-convict whose surname I had to change!" [What an odd way to make a living.] A major project of migrating from an old server to a new one began mid-summer and is creeping along as our tech guru juggles client projects with that technology challenge. We hope soon to have a shiny new central mechanical brain linking the 7 of us in our various locations. Just in time for the next newsletter.

INS AND OUTS – It was a sad day for us when Cathy Gleason hung up her clearance skates in August! It was also a sad day for you the client because WOW

was she good at this work. Parenting 3 small boys (toddler, beginner instigator, advanced instigator) while working finally drained her gas tank, they held a big squirt gun to her head and forced her to say "so long" to us for now. For our part, we have 70 remaining fingers crossed in hope that she will someday rejoin our adult gang of advanced graduate instigators. Thank you "cag" for your 12

fabulous years.

MAD CRAZY ROLODEX-

For a feature-length project, our typical work curve includes several days of working on a clearance report followed by some hours spent reviewing revisions then a several-week period of sporadic requests from

the art department looking for help with names being put on signage, etc. There can be another chapter, however, and that one starts with the project's hiring of an in-house "clearance coordinator." These are production office staffers who serve as liaison between the prodco and the owners of actual products, artwork, business names, etc. being featured on-screen. It is this person who then raids our insane rolodex. We then connect him/her with the email addresses or phone numbers or fax numbers (remember those?) for the gatekeepers at entities as varied as Labatt beer, Laurel & Hardy, Lear Jet, Liberace, LIFE magazine, the Liquor Control Board of Ontario, Lucasfilm Ltd., Luger firearms... Our rolodex is a great resource which we are happy to share with our clients during any phase of the project.





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555 NUMBERS - Yes it does sound like something from a movie, the 555- number. Unfortunately, there is no way around it. An organization called NANPA (North American Numbering Plan Administration) determines how phone numbering sequences will be assigned. We have contacted NANPA again this month to find out if the fictional sequence assigned to the media industry has changed; it has not. The range set aside for fictional use by movie and television projects is from 555-0100 through 555-0199. There are NO area codes set aside exclusively for fictional media use. If you would like to learn about a production that did not follow these guidelines and had consequences, visit the "library" page of our website and read about the feature film Bruce Almighty (www.easternscript.com/library.html).

HELP US HELP YOU - Okay, we know that the typical production office doesn't look forward to getting clearance reports, that they do not feel gleeful-like-Christmas-morning when they unwrap those emails, that the reports are not considered creative content, and that they essentially serve to advance the insurance industry. We know that! We do! We hear loud and clear that a clearance report is a .pdf bucket full of cold water and annoying last-minute changes to incorporate! While we regret that this requirement is considered such a pain in the butt, it is nonetheless an essential part of the modern media creative process and

we work hard to deliver you precise answers in a timely fashion. Much time is spent devising and clearing alternatives for you to incorporate should you have to make content changes. We know that sometimes our alternatives are not welcomed with open arms. Helpful hint: our work on those name alternatives improves when we have input from you on what you are after, otherwise we are only making our best guess. To avoid wasting your time and money on unwanted alternatives, may we ask that next time you email us and describe exactly the result you need ("has to sound Italian" or "has to have 4 letters and the first one is W" or "has to sound scientific and rhyme with SCENE")? With your creative input, we can help you find exactly what you are looking for.





BIG SCREEN:

Cas & Dylan starring Richard Dreyfuss. This road trip movie follows "an ailing 61-year-old man who, seeking to end life on his own terms, inadvertently ends up on the lam with a young woman, played by Tatiana Maslany." (Katherine Brodsky, *Variety*) *An Enemy* starring Jake Gyllenhaal, a new feature film from Denis Villeneuve. Described by *IMDb Pro* as a thriller in which "a man seeks out his exact look-alike after spotting him in a movie." *I'll Follow You Down* starring Gillian Anderson, Haley Joel Osment. "The story is about a scientist who mysteriously disappears during a business trip, devastating his wife and son Erol. Erol and his grandfather years later make a shocking discovery about Gabriel's whereabouts." (uncredited, *Deadline Hollywood*) *Jimmy Picard* starring Benicio del Toro. "The film will follow the true story of Picard, a Plains Indian of the Blackfeet nation, as he returns from WWII and begins experiencing unexplainable medical symptoms shortly thereafter." (Charlie Schmidlin, *Indiewire*) *Sex & Sunsets* starring Ryan Kwanten, Sara Canning, Catherine O'Hara. The film tells the story of "a failed writer, played by Kwanten, who meets the girl of his dreams, played by Canning, just as she is about to marry another man." (Greg Kilday, *The Hollywood Reporter*).

SMALL SCREEN:

Grojband - animated series, half-hour. "The series follows cool-as-a-cucumber 12-year-old Corey and his three best friends ... as they struggle to rocket their garage band to international stardom. When they realize their lack of lyrical creativity (the only thing stopping them from making it big, they believe), Corey hits the jackpot when he stumbles upon the diary of his drama queen older sister." (Chris Arrant, *Cartoonbrew*) *Hard Rock Medical* - live-action, half-hour. "The storyline has young students learning their trade in uniquely rural situations – like extracting buckshot from the backsides of locals in isolated northern communities – while trying to make their way through a fictional medical school." (Etan Vlessing, *PlayBack*) *The Next Step* - live action, half-hour. "The Next Step is a single camera tween drama, shot in a reality television style... it follows the lives of a group of elite dancers at Miss Amy's Dance Studio. The tightly knit team train, rehearse and hang out together within a well-established social order that sees star dancer Emily and her band of followers, the E-Girls, running the studio." (uncredited, *Canada Newswire*). *Unlikely Heroes* - a digital series that "focuses on a rag-tag group of young teens who accidentally unlock the door to a futuristic civilization." (uncredited, *Cynopsis Media*)