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MIGHTY:PICTURES CREATES SPIKE TV'S 'ROCKY BALBLOWOUT' PACKAGE

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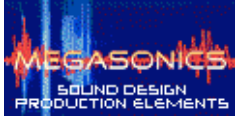
NEW YORK - Creative boutique Mighty:Pictures (www.mightypics.tv) recently produced a series of interstitials for "The Rocky Balblowout," Spike TV's marathon broadcast of the first four Rocky movies. The promos combine iconic scenes from the films with location footage shot at Gleason's Gym in Brooklyn, where boxers share their enthusiasm for the Rocky franchise. (12/13/2006)



These real people tell Spike TV viewers why they still find the characters, story and music from the film anthology to be a source of inspiration. Spike TV director of on-air operations, Iness Moskowitz, asked Mighty:Pictures to develop six :30 spots and five :10 teasers that include real fighters talking about the films, notes Mighty:Pictures' president/creative director, Charlie Sadoff.

Executive producer/COO Mary Matyas put together a crew that included DP Mark Smith, 2nd cameraman Andrew Romero and sound man Ivo Hanak. Sadoff added his director and producer skills to the project.

DP Smith shot the fighters and trainers at Gleason's with a DVC PRO camera package using a 35mm lens adapter to achieve a film look. Editor Steven Cheifitz spent six days cutting the spots and teasers in the company's Avid suite.



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