

A B O U T A L B A R E L L A M E D I A

Albarella Media is a multimedia design and consulting firm based in Buffalo, New York. We offer more than 20 years of media experience and are known for our high level of client service, creativity and affordability.

We are a firm that is small by design and one that uses a hands-on team approach to communications projects. Our business is based on the premise that direct communication between clients and the people who work on their projects is the best way to produce a job that's creative, cost-effective and meets our client's marketing and business objectives.

To this end, Albarella Media has developed working relationships with a closely-knit group of experienced production and communications professionals who can work independently on specialized projects or in collaboration on comprehensive programs, depending on our client's needs.

This dynamic and highly flexible organizational concept offers the following advantages to our clients:

INTEGRATED PRODUCTION MANAGEMENT

Integrated production management solutions that emerge through the cooperative effort of a team of specialists.

CLIENT SERVICE

Higher level of flexibility and responsiveness to client's individual needs.

COST EFFECTIVENESS

More cost effective use of time and talent.

QUALITY

Clearer communications resulting in a better quality product that meets both creative and business objectives.

COMMITMENT

The continuity and stability that result from an unusually high level of commitment.

PROFESSIONAL AFFILIATIONS

Albarella Media and other group members are affiliated with a number of local, regional and national organizations for production and communications professionals. Through our affiliations network, we are able to access many types of industry and business information, market research and specialized services in US and international markets on behalf of our clients. Group members have been recognized on numerous occasions with creative and professional achievement awards from these organizations. Our professional affiliations include:

*National Association of
Professional Television Executives
National Association of
Broadcasters
American Advertising Federation
Meeting Professionals
International
Brainstorm/The Communicators
Club Of Buffalo*

MULTI-MEDIA EXPERIENCE

CORPORATE VIDEOS

RentWay Corporation
Mattel/Fisher-Price
MediaVest-Kraft Foods
Comptek Research
HSBC
Xerox
Rich Products Corporation
Lucas/Varity Corporation
Niagara Mohawk
McGard, Inc.
Monofrax, Inc.
Gaymar Industries
Children's Hospital of Buffalo
ARS
King Urban Center
Saint-Gobain Technical Fabrics
Univera Healthcare
Buffalo & Erie County Historical Society

CORPORATE MEETINGS/INDUSTRIALS

RentWay Corporation
Ford/UAW
Computer Task Group
Sea Pak Corporation
Gaymar Industries
Rich Products Corp.
Computer Task Group

BROADCAST/PROGRAMMING

Talkin' About Social Security
PBS
Let's Go Garden
VOD-Cablevision-NY,DC,LA
Hometown Spaces
WNLO-Buffalo

SERVICES

Video and film production
Interactive DVD development
TV Programming
Corporate communications
integration
Corporate videotapes
Corporate history documentaries
Sales and marketing presentation
Employee training presentations
Multimedia trade show production
Meeting and conference
management and production
Live role-playing enactment

A L B A R E L L A M E D I A P R O D U C T I O N T E A M

Working together to service RentWay for the past decade.

PRODUCER/DIRECTOR: JACKIE ALBARELLA

Jackie's credits include production for corporate events, sales & training videos, television programs and documentary films. With over 25 years experience in television and theater, Jackie has created communications in all formats; live, on tape and through interactive digital media. Jackie recently directed segments for MediaVest for use on the Kraft Foods branded website. She is an award winning producer and director and is well known for her creative problem solving abilities.

ART DIRECTOR/ASSOCIATE PRODUCER: PAM TIMMEL

Pam's experience ranges from corporate production to syndicated programming. Her credits include marketing and sales tapes for Rich Products and Gould's Pumps, as well as, associate producer for several PBS programs and documentaries. Her latest assignment was art director for MediaVest for production of their Kraft Foods branding video.

CAMERAMAN/DIRECTOR: JACK CUMMINGS

Jack has been shooting for over 20 years. His work ranges from commercials to network programming to feature film production. He currently works on assignment for NBC, as well as numerous corporations including the US Postal Service, Roswell Park Cancer Institute and New Era Cap Company.

EDITOR: GLENN HALEY

Glenn has over 20 years of editing experience. His credits include editing for PBS and many national and international corporations. He also specializes in post production development for interactive DVDs. In addition to non-linear avid editing, Glenn also excels at 2D and 3D graphics and animation development and creation.

TECHNICAL DIRECTOR: JOE ROMANOWSKI

As the owner of Indigo Productions, Joe has been involved with live performance for over 40 years. Indigo provides equipment and technicians for a wide range of events including live concerts, promotions and corporate meetings.

A/V EQUIPMENT: ORLANDO SANCHEZ

As National Sales Manager for AVW/Telav, Orlando has account executive responsibilities for many major events and meetings. Some of his clients include The Superbowl, The American Heart Association and NAB.

MARKETING COMMUNICATIONS:MARY ELLEN STERN

As owner of ME Stern Design & Communications Mary Ellen offers more than 20 years of experience in the areas of corporate communications, marketing communications and advertising for both business-to-business and consumer clients. Clients include LP Ciminelli, Unifrax Corporation and Saint Gobain Ceramics.

GRAPHICS DESIGNER: SCOTT WOOD

Scot Wood is an award winning graphic designer. Using the latest technology, Scot provides a multitude of design services. From storyboards, to 3D animated models, to the finished project. His accomplishments include exhibits for The National Railway Museum, The National Park Service and many corporate clients.

PROJECT APPROACH

P R O J E C T A P P R O A C H

Our approach to every project involves the same key elements that we use to assure a quality product. These are:

- Client Expectations
- Communication
- Collaboration

Whether it is a sales meeting or developing a media piece, we find that there are three primary aspects to the approach that we follow to assure that all objectives are met and the client is satisfied.

CLIENT EXPECTATIONS

At the beginning of the exercise, we meet with the client to understand the nature of the project, gather the drivers, or those aspects that are of key importance to the success of the project, and prioritize them to gain insight as to the relevance of each individual task.

Initially, we define the objectives for the project. These can be who is being targeted in the message or meeting, what information needs to be communicated, and when and how this material is to be delivered. Costs and expenditures are discussed and confirmed to assure that they match the tasks to be accomplished.

The bottom line is that we make sure that we identify all client expectations and use these as a check list throughout the project to insure that we are giving the client everything they need to achieve success.

COMMUNICATION

From the onset of the work, we encourage clear open channels of communication with the client, other vendors, and subcontractors involved in the project. We listen. We make sure we understand the objectives of the project and provide clear, concise information.

We create a detailed project plan, (PERT chart) which provides a clear understanding of the route the work will take. This will also identify KEY nodes in the plans that are important benchmarks. These are, many times, potential bottlenecks in the project. We make sure that these key dates are met, assuring that the work runs smoothly, with as few surprises as possible.

Project milestones are clearly tagged, by us and our clients, and we do all that is necessary to achieve these marks. We will submit easily understood weekly status reports that qualify and quantify the level of execution. We make sure that throughout the process, we continually assess these expectations to assure that we are doing exactly what is needed and what the client is asking for.

COLLABORATION

A RICH AND INTERACTIVE RELATIONSHIP, IN WHICH THERE IS A STRONG AND CLEAR EXCHANGE OF INFORMATION, IS CRUCIAL FOR THE SUCCESS OF A PROJECT. WE DO NOT BEGIN TO ASSUME WE KNOW EVERYTHING ABOUT YOUR BUSINESS. YOU ARE THE EXPERTS. BUT WE DO KNOW HOW TO COMMUNICATE THIS CONTENT TO ITS INTENDED AUDIENCE IN AN EXCITING AND INTERESTING MANNER. THE SYMBIOTIC RELATIONSHIP THAT CAN DEVELOP ENSURES THE ABILITY TO CREATE A POWERFUL AND DYNAMIC PRODUCT. GOOD IDEAS CAN COME FROM ANYWHERE, AND WE TRY AND FOSTER A WORKING ENVIRONMENT THAT IS RECEPTIVE TO THESE SUGGESTIONS AND INFUSES THEM INTO THE PRODUCT.

QUALITY CONTROL PROCESSES

Our process for quality control is defined by three principles.

EFFECTIVENESS

Throughout the project, we constantly evaluate the quality of the information, goods, or material that is being incorporated into the product. At all stages of the process, we attempt to provide value-added components to the project. Many times this can be something as simple as providing viable tools of communication. Whether it is a project website where all parties can collaborate, to clean and efficient layouts that are readily understood, we provide communication tools that improve the effectiveness of the project

TIME SENSITIVITY

At every step in the project we look at costs being incurred and make sure that resources are being spent wisely and in a timely manner. In many cases, a little foresight can save money and time.

FEEDBACK

This ties in with client expectations. One key aspect of quality control is making sure that it is quality as recognized by the client and not just the vendor. The schedule and PERT chart provide many opportunities for evaluating the quality of the project from both the perspective of client and vendors. These periodic “reality checks” can be a powerful tool to assure that the results actually exceed the expectations of the client.

Professional Awards

- 2005 National Telly Award- Buffalo & Erie County Historical Society- Capital Campaign Video
- 2005 National Telly – Lets Go Garden- Travels to London, England.
- 2004 National Association of Garden Writers- Award for Direction/Production- weekly series, Lets Go Garden.
- 1999 National Telly Award – Documentary for PBS -Talking About Social Security –
- 1994, 1995 Professional Communicators Award—video production
- 1994 National Telly Award—CM Theatrical Products, United Cerebral Palsy Association infomercial “Just Like You,” and Dunlop’s Pro Am Awards Open

- 1993 National Telly Award—King Urban Life Center and Buffalo’s Children’s Hospital Lung Center
- 1992 National Telly Award—animation, creation of the Safety Sam character and safety awareness video for Niagara Mohawk
- 1991 National Telly Award—“We Keep Your Eye on the Ball,” the video opening for Buffalo Bison baseball games
- 1981 New York State Broadcasters Award—documentary “A New Minority: The Mentally Retarded”