



Impulse Media Productions is a full-scale production company located in the heart of New York City. **IMPULSE** offers a combination of traditional and digital media solutions designed to seamlessly deliver your message. At **IMPULSE**, our one-stop shop capabilities allow us to be personally involved in all aspects of the project. By working closely with each client to create a distinctive story, we successfully elevate the message from page to screen.

Our team of experienced producers and cutting-edge editors consistently meet the needs of any project. Beyond their video work, our staff's creative capabilities also include website and marketing development for industries as varied as Real Estate, Health Insurance, and Governmental Organizations. Spearheading productions spanning the globe, we have an eye for style and a fresh perspective, embracing the newest technologies, and meeting any challenge!

## About Us

**IMPULSE** was founded by editor-turned-producer Matt Meyer. Mr. Meyer's vision of fusing television content with the emerging new media world provided the 'impulse' for **IMPULSE**. Culling both corporate and television production, Mr. Meyer assembled a team of highly experienced individuals to produce the polished and distinctive look exemplified in all **IMPULSE** projects. As an inventive production company, **IMPULSE** transforms the typical corporate project into an informative, memorable, and entertaining video experience.

## Clients



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# IMPULSE PRESS KIT 2009



## PRE-PRODUCTION

- BUDGET ALLOCATION
- PITCH PROPOSALS
- MARKETING & ADVERTISING STRATEGY
- MEDIA CAMPAIGN DEVELOPMENT
- PRODUCTION OFFICE SPACE
- PRODUCTION PREPARATION
- SCRIPT DEVELOPMENT

## PRODUCTION

- PRODUCTION COORDINATION
- PRODUCERS
- DIRECTORS
- CAMERA CREW
- FULL SERVICE EQUIPMENT
  - HD, DIGIBETA, BETA, HDV & DV

## POST-PRODUCTION

- EDITORS
- 8 EDIT SUITES WITH FULL SERVICE EQUIPMENT & SOFTWARE
- MAC G5 COMPUTERS: FINAL CUT PRO & AVID EDITING SYSTEMS, PHOTOSHOP, ILLUSTRATOR, AFTER EFFECTS
- EXTENSIVE MUSIC LIBRARY & BANG MUSIC RESOURCES
- MULTI-SOURCE OUTPUTTING (HD, DIGIBETA, BETA, DVD, VHS)
- VOICE OVER & RECORDING FACILITIES



# IMPULSE PRESS KIT 2009



## TV SHOWS

- THE FINE LIVING NETWORK “ANY GIVEN LATITUDE”
- GAMEPLAY HD “THE MAKING OF FORZA2” HD SERIES
- THE HISTORY CHANNEL
  - “HISTORY VS. HOLLYWOOD: GANGS OF NEW YORK”
  - “HISTORYCENTER” SERIES (OVER 50 WEEKLY EPISODES)
- VH1
  - “CELEBRITY WEDDINGS”
  - “NEEDLE DROP”
- PRESENTATION TAPES & FULL PILOTS

## COMMERCIALS

- CRUNCH FITNESS “VIRGIN” SPOTS
- MTV2 “DOLLAR BILL”
- ESPN CLASSICS “GREATEST GAMES”
- ROY’S RESTAURANT “SAIL AWAY”
- PEPSI SMASH “FASHION SHOW” (STREAMING VIDEO SPOT)

## INDUSTRIALS

- NEW ERA “NEW ERA, NEW SITE”
- ADECCO “LEADERSHIP” SERIES
- THE JAVITS CENTER “WESTSIDE EXPANSION”
- THE NEW YORK TIMES - “EXTRA, EXTRA”
- MUSEUM OF TOLERANCE (ISRAEL) “BUILDING THE FUTURE”

AND MANY MORE... FEEL FREE TO ASK FOR OUR DVD REELS:  
SAMPLING REEL (ALL CATAGORIES), TV REEL, PILOT & PRESENTATION  
REEL, PROMO & COMMERCIAL REEL, CORPORATE REEL, OR YOUR OWN  
'SPECIFIC NEEDS' REEL.



# IMPULSE PRESS KIT 2009



## THE STAFF

### **MATT MEYER**

#### *FOUNDER, PRESIDENT OF DEVELOPMENT & PRODUCTION*

Producer and editor extraordinaire, Matt's work can be seen on A&E, The History Channel, MTV, VH1, The Fine Living Network, GamePlayHD and countless other networks. His television experience aids his creative touch in corporate videos, as seen in work for clients such as: Adecco, Bain & Company, and the Gap. Gifted with top ten hand-eye coordination in the country; he's constantly ready to take the creative impulse to the next level.

### **DAVID ALLENSWORTH**

#### *EXECUTIVE PRODUCER*

With a background as an Executive in Development for VH1, David has had his hands in the creation and production of a variety of television pilots and series. David most recently mastered the HD format as a Supervising Producer for Rainbow Media and continues to create and produce original television shows and corporate videos.

### **MIA KAMINSKY**

#### *SENIOR PRODUCER, CASTING DIRECTOR*

With more energy than 20 producers, Mia ignited the drama in many reality shows by casting the crazies we love to watch and by producing their stories. She has created headlines in [The New York Times](#) and [The New York Post](#) from her work in the syndicated shows Shipmates and Blind Date. As the casting director for TLC's Date Patrol and Bravo's Queer Eye for the Straight Guy, and show producer for NBC-Universal's Home Delivery and E! Network's #1 Single, Mia has an eye for talent and brings out the stories everyone wants to watch.

### **CLAYTON BENN**

#### *PRODUCER*

Joining Sesame Street as a development associate, he quickly moved up the ranks to associate producer in Sesame Street's international co-production team. His great attention to detail and polished style in productions has been greatly appreciated by the varied talents he has worked with like Danny Glover and Christopher Buckley. Currently, he is producing a highly rated Turkish news program.



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## ERIN JOHNSON

*EDITOR & GRAPHIC DESIGNER*

An **IMPULSE** intern before graduating from the acclaimed School of Visual Arts in Film Editing, Erin showed herself as an obvious prodigy and was immediately adopted into the **IMPULSE** Family in 2007. She continues to feed her addiction to documentaries, as she recently was lead-editor on the Joebama documentary, covering the inner workings of the 2008 Presidential campaign.

## NATHAN FIRER

*ASSOCIATE PRODUCER*

Still running from the law, Nathan is a non-practicing attorney who finally returned to New York to pursue a more creative life. In a former life, Nathan worked on the editorial side for George, Vibe, Spin, and The Princeton Review, and has done freelance business development for several NY-based companies. Nathan lends his creative talents to **IMPULSE** in several areas including PR, marketing, production, casting and script writing.

## ASSOCIATES

### BRIAN JONES

*PRESIDENT OF BANG MUSIC, PARTNER IN WARNING RECORDS*

A very tall man and former collegiate basketball player, Brian was always able to see the most opportunity ahead in his musical career. After working at the William Morris Agency, he joined up with Bang Music, composing a range of work in commercials and television, proudly counting hundreds of major corporations and advertising agencies as clients.

### STEVE KORIAN

*PRODUCER, IOMEDIA PRESIDENT*

As the initial collaborator with **IMPULSE**, Steve and his 3D animation company, io-media, co-produced hundreds of videos, from a 40 foot screen projection at the Meadowland's Xanadu shopping center to a virtual tour of the new New York Yankee stadium to life-like views inside the human body for Pfizer.

### MITCH GOLDMAN

*DIRECTOR, PRODUCER*

Mitchell cut his teeth producing small guerilla projects for advertising giant TBWA/Chiat/Day. He cultivated his skills and keen eye working on bigger and bigger projects ranging from music videos and short films eventually taking him to national 30-second commercial spots and feature films. His advertising experience coupled with his TV and film work have made him the go-to guy on **IMPULSE's** branded entertainment projects.



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## VICTOR GALLO

### *PRODUCER*

From writing, directing and editing, Victor is a producer who loves working as the team leader, but can just as easily work independently. Working with Fortune 500 clients to almost uncontrollable actors in his highly acclaimed internet series, 'Isn't life delicious', Victor balances his professional demeanor and sometimes sophomoric humor in the most dignified way. **IMPULSE** is backing his current scripted dark comedy, "Live Nude Girls" which has generated a considerable amount of interest from several networks.

## ANDREW BAUER

### *LEAD EDITOR & GRAPHIC DESIGNER*

A man of many talents, Andrew has projected his work all over the world in visually guided theatrics on Broadway and beyond. His best talent and time is spent in a dark room, hunched over, fine-tuning the minute pieces to the perfect graphics package your project craves. As the lead editor on The Fine Living Network series, "Any Given Latitude", he built the foundation for all of **IMPULSE's** HD broadcast shows.

## MAT LYNCH

### *CAMERAMAN & EDITOR*

Currently immersed in shooting and editing a feature length documentary on the (new) 'Students for a Democratic Society', Mat has the gift of being an amazing storytelling editor, with the vision and skills to shoot the story while simultaneously editing it in his head. An extremely dedicated artist, he has put himself in the protest movement by SDS and almost in jail. When not crossing the line of journalist and cellmate, Mat refines his work at **IMPULSE** with projects as diverse as *UTN1: An Iraqi Boy Band* to the corporate videos of the 'strip mall maker', Stanbery Development.

## DAN BUONSANTO

### *DIRECTOR OF PHOTOGRAPHY*

A true visual artist, Dan has the passion and skills to make anything he captures through his lens into a stunning display of composition and lighting, where every aspect of the image has meaning. His work on features, like "Bad Thing Gone Worse" and "Mr. Las Vegas" helped secure his position with **IMPULSE** as the lead DP. Specializing in highly stylized videos from the corporate to fashion worlds he has recently added a collection of some of the most captivating shots of 2 year olds in the **IMPULSE** original pilot, "Pre-School Confidential".



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## BILL KALATSKY

### *PRODUCER & CASTING AGENT*

A rare breed of actor, writer and producer, Bill "Orson Wells" Kalatsky fills the **IMPULSE** office with his boisterous laughter and outrageously innovative and memorable pitches. Always the best casting director, Bill still finds time to provide **IMPULSE** with several pending pitches soon to be on air.

## NICOLE LEAVENWORTH

### *DIRECTOR OF MARKETING*

Nicole has a background in the Internet and high finance, making her the perfect woman to handle **IMPULSE's** diverse marketing needs. From launching viral videos to making sure that our videos have the right marketing message, Nicole finds what is needed and gets the word out there.

## JAMIE URMAN

### *CAMERAMAN*

An award-winning Director of Photography from Palo Alto, California, Jamie received a Masters in Cinematography from the American Film Institute (AFI). His professional experience includes a broad spectrum of formats, including Narrative, Documentary, Commercial, Music Video, and Television. Always ready for an on-the-spot, out-of-the box creative thought, Jamie once convinced a construction worker to let him use a 40 foot lift to capture the ideal shots in **IMPULSE's** "The Making of Forza 2" HD series.

