

PRESS RELEASE

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TV PRODUCTION COMPANY AWARDED MILLION DOLLAR CONTRACT IN TEXAS

BATON ROUGE, LA. - Launch Media, a Baton Rouge based production company has been awarded a \$1.2 million contract in Southeast Texas to produce an internal newscast for one of the leading engineering, construction and project management companies in the nation.

The plan is to expand an oil refinery in the area, in an effort to lower emissions from its operations. The newscast will provide a way to centralize communication with the broad base of personnel on the job.

“It is a great opportunity for our company to expand in other geographical areas,” says John E. Jackson, owner and Executive Producer of Launch Media.

Launch Media, along with its project partner Taylor Made Concepts signed on to produce the program for 2-years, opening up a satellite office and studio. As a result, six new positions were filled, in addition to the companies using vendors in both Baton Rouge and Alexandria for support.

“This concept is extremely innovative in that it allows our client to convey timely and important information to thousands of their employees in an effective but creative manner,” says Jackson.

The newscast is being produced and edited entirely on-site. At present, it is broadcast to 4500 workers with that number expected to increase to 7000 within the first quarter of next year.

The expansion project is one of the largest construction sites currently underway in North America.

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