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Contact: David Friedman
Magno Sound
(212) 302-2505

MAGNO BRINGS FILM SENSIBILITY TO BRAVO REALITY PROGRAMMING
– *Cinematic sound quality, faster post-production* –

NEW YORK, DATE, 2005 – A combination of post-production ingenuity and expertise has enabled Magno Sound, one of the East Coast’s largest post-production company, to bring a cinematic sound quality and enhanced editing efficiency to two of the Bravo Network’s prime-time reality programs – the popular *Celebrity Poker Showdown*, and the new series, *Kathy Griffin: My Life on the D List*.

“Magno has brought Bravo a sound-mixing approach that eliminates the inordinate environmental noise and generally poor audio that plague so many TV reality shows,” said Paul Michael (Rerecording Engineer/Mixer), Magno. “We’ve applied our film sensibility, and the mixing skills, personnel and equipment we typically use for cinema post-production to bring these shows an added vitality and clarity.”

For example, Michael noted that *Celebrity Poker Showdown* was initially characterized by the client and editors as having an audio “flatness” that belied the “fun, raucous energy” people would actually experience if they were in the studio audience. “With the new sound design, Magno has added a vibrant audio



dimension to the show. It makes watching *Celebrity Poker Showdown* feel like you're at a party, which is what Bravo wanted to achieve.”

“The sound that’s recorded during most reality show shoots is often poor, and in some cases unintelligible due to extraneous noise or miking issues,” continued Michael. “It was a great feeling when the producers of *Kathy Griffin: My Life on The D List* were able to clearly hear audio that they originally were going to subtitle.”

Magno also applied its expertise to greatly increase the efficiency with which the Bravo shows are mixed.

Michael explains that Magno achieves this workflow efficiency through a process it has designed specifically for TV. As part of this process, a Magno sound editor with extensive film experience conducts a preparatory edit, sound design and pre-mix. By the time the project comes to Michael, he is able to make use of a uniquely configured Dolby Certified 5.1 HD Film/TV studio to complete the final mix in usually less than one day.

“The finished mix quality is great, and because of our speed we’re able to minimize costs for the network,” said Michael. “At the end of our mix, we can immediately provide Bravo with DVDs, DigiBetas, DVCams or any other format they require. They don’t need to go to another facility for that anymore, which was previously the case.



Picture This Television, which produces both Bravo shows, confirms the value of Magno's expertise and approach.

"The improvements that Magno has brought to the audio mixes for *Celebrity Poker Showdown* and *Kathy Griffin: My Life on the D List* have been obvious and significant," said David Eisenberg, post-production supervisor for Picture This Television. "They were able to juggle the many tasks we threw at them, often at very short notice, with an attitude that made us confident that the job would get done quickly and competently. We were never told that something couldn't get done, regardless of the difficulty or timeframe of our request.

"Magno has also saved us hours of time and manpower, because we can finish an audio mix, make delivery dubs and ship tapes all from the same building."

Michael noted that more reality TV shows have begun following the lead of shows such as *Celebrity Poker Showdown* and *Kathy Griffin: My Life on the D List*.

"Dramatic shows like *The Sopranos* and *Law and Order* are already being mixed like films today, and it was just a matter of time before the reality shows became enamored with that level of audio quality and process, too," said Michael. "At Magno, we've been able to help reality shows achieve that high quality at a reasonable budget."



Magno Sound, founded in 1950, offers diverse post-production services for the television, film and related industries.

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Note to editors:

Additional information available on request.