

Colleen Flynn
COM707 Writing for Media Professionals
Bean
Press Kit



**Joe Gaetani
Digital Media Producer
Founder and Owner, Rightside Productions**

Joe Gaetani is the founder and owner of Rightside Productions, an award-winning, full-service, video and multimedia production firm focused on creating powerful, informative and original content for broadcast, web, and DVD. Gaetani specializes in TV commercials, promotional videos, training and sales videos, animation, and DVD authoring. He brings a personal approach to client service, technical expertise, and creativity to create compelling video projects.

Gaetani founded Rightside Productions in 2006 as a way of merging his creativity and active lifestyle with his expertise in video production. He began producing videos for friends and colleagues in the snowboarding, surfing, and skateboarding industries and has since expanded Rightside Productions' client base to include Burton Snowboards, the National Ski Areas Association, Stowe Resorts, ESPN, Motorola, Mountain Dew Throwback Tour, DC Shoes, Cabot Creamery, Champlain College; nonprofit clients United Way, Meals on Wheels, and LIFT; and retailers, real estate companies, and film festivals.

Gaetani is a two-time finalist in the [72 Hour Filmmaker Showdown at the World Ski & Snowboard Festival](#). The annual competition brings together filmmakers from around the world to shoot, edit and produce a 3-5 minute short film over the course of 72 hours and presents the finalists' videos to an audience of more than 1,800 viewers at the festival.

He is a graduate of Champlain College in Vermont with a bachelor's degree in business. Gaetani is an avid snowboarder, surfer, and skateboarder. He lives in Burlington, Vermont with his wife.



Frequently Asked Questions

1. How was Rightside Productions (RSP) founded?

Rightside Productions was founded in 2006 by Joe Gaetani in Burlington, Vermont. Joe wanted to merge his active lifestyle with his expertise in video and soon he was filming video for friends and colleagues in the snowboarding, surfing, and skateboarding industries.

2. What specific video-production services does RSP offer?

RSP offers a wide variety of video-production services to satisfy every client's needs and tastes. RSP specializes in TV commercials, promotional videos, training and sales videos, animation, and DVD authoring. It can tailor products for broadcast, video, and web. RSP sources music from several vendors and can find the perfect soundtrack to accompany your video. Additionally, founder and owner Joe Gaetani is a seasoned snowboarder, surfer, and skateboarder with the ability to shoot on-location and in-action for clients with extreme-sports or exotic-locations needs.

3. What equipment and editing software does RSP use?

RSP uses the most advanced video production and editing software currently on the market. RSP uses a variety of high definition video cameras and the team has expertise using Final Cut Pro for film cutting and sound effects. Depending on the project, RSP will secure additional or specific equipment and software to achieve desired effects.

4. Who are RSP's clients and what types of videos has RSP produced for them?

RSP has extensive experience filming for snowboarding, surfing, and skateboarding companies, campaigns, and tours. RSP's extreme-sports video has been used by companies such as Burton Snowboards and the Dew Tour. Founder Joe Gaetani recently produced a split skis video that was picked up by Snowboard Magazine, Transworld, Snowboarding, ESPN, Frequency, and TGR. RSP's experience in these industries has extended to several apparel retailers including skateboard and street-shoe brand DC Shoes and Special Fit winter gear. Over the last four years, RSP has expanded its client base to include nonprofits, colleges and universities, local businesses and national corporations.

5. What sets RSP apart from other video-production companies?

RSP takes a collaborative, one-on-one approach to client service. This allows clients to share their ideas and think big about where they want to take their message and their brand, and RSP possesses the experience, creativity and technology to bring those ideas to life. RSP understands the needs of clients and provides competitive, affordable rates and fast, efficient turnaround time without sacrificing quality.



Featured Clients



Burton Snowboards
Rightside teamed up with Burton Snowboards and the National Ski Areas Association to film and edit a new version of Burton's Smart Style video. The finished video will be used nationwide to assist in terrain-park safety.



Cabot Cheese
Rightside Productions has produced several commercial spots, including spots featuring soccer star Julie Foudy, rock band Grace Potter and The Nocturnals, and Cabot's "Hug A Farmer" campaign.



DC Shoes
DC Shoes has requested Rightside Productions' services for several video projects including its fall 2011 lookbook and its "My Studio Sessions" campaign featuring several style bloggers.



MOTOROLA Motorola's newest technology offerings.



Green Mountain Coffee Roasters
Rightside Productions produced Green Mountain Coffee Roasters' commercials promoting its partnership with McDonalds franchises.



ESPN.com
Rightside Productions has covered several Vermont-based ski and snowboard tournaments for ESPN.com, including special coverage and promotional commercials for the Mountain Dew Throwback campaign and its Dew Tour.



CHAMPLAIN COLLEGE

Alumnus Joe Gaetani has worked with Champlain College on several promotional videos.



LIFT
Rightside Productions produced a spot for LIFT's celebrity advocate Ben Harper, and its signature story video that has served as a compelling fundraising tool for the nonprofit.

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Press Release

Subject: Burlington video production company celebrates anniversary, expands business

FOR IMMEDIATE RELEASE:

September 26, 2011

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Rightside Productions Moves to Expanded Office Space

BURLINGTON, Vt.—Local video production firm Rightside Productions recently moved into expanded office space at its current headquarters in Burlington, Vt.

The office will remain at the same address at 1 Lawlor Lane but will move to a different studio. The new office offers double the amount of space and floor-to-ceiling windows to accommodate Rightside and cooperative partners Driven Studio and Image Relay. The move coincides with Rightside's four-year anniversary and creates the potential for the business to expand by hiring additional staff and adding in-office editing capacity.

Joe Gaetani, owner and chief videographer with Rightside, said, "We're wrapping up our busiest production season to date, and we're looking forward to having a more professional, comfortable office space as we continue to grow and expand."

Rightside Productions is an award-winning, full-service video and multimedia firm focused on creating powerful, informative, and original content for broadcast, web, and DVD. For more information, or to see our demo reel and other projects, visit www.rightsideproductions.com.

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Pitch Letters

Chronicle
Chris Stirling
Producer
cstirling@thebostonchannel.com
chronicle@thebostonchannel.com

Young Entrepreneurs Bring Small Business, Fresh Ideas to Vermont

Hi Chris,

I wanted to share a story idea with you for upcoming Chronicle features on Vermont. A lot of New Englanders think of Vermont as the home of quirky, locally owned businesses along the lines of maple syrup, camping equipment, and Ben and Jerry's. But when you think of Vermont, do you think of video production? I thought you would be interested in examples of how small companies are bringing new, edgy types of business to Vermont. Rightside Productions, a Burlington-based video production firm, recently expanded its headquarters and the larger space will allow Rightside and its co-op partners to bring in additional technology and staff to grow their current client base (which includes Cabot Creamery, Burton Snowboards, and Champlain College) and take on new projects.

Rightside is looking ahead to a busy ski and snowboard season, so the coming months would be the perfect time to catch them in action. Press release with more info on the move is located below my signature. I'm happy to set up an interview with Rightside owner Joe Gaetani if you're interested. If you have any questions or need more info, please give me a call at (555) 555-5555 or email me at colleen.c.flynn@gmail.com, and feel free to visit www.rightsideproductions.com.

Best,
Colleen

Colleen Flynn
Manager, Communications and Media Relations
Rightside Productions
www.rightsideproductions.com

Burlington Free Press
Dan D'Ambrosio
Business Reporter
ddambrosio@burlingtonfreepress.com

Burlington Video Production Companies Expand Office Headquarters

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Pitch Letters

Hi Dan,

I wanted to share a story idea with you for the business section. After reading your October 2 story on the Diaper Fairy, I thought you would be interested in more stories about how other independent small companies are bringing business to Burlington. Rightside Productions, a local video production firm, recently expanded its headquarters to larger space at its current location. The expanded space will allow Rightside and its co-op partners to bring in additional technology and staff to grow their current client base (which includes Cabot Creamery, Burton Snowboards, and Champlain College) and take on new projects. While many other Vermont businesses are still struggling to recover from the flood damage of Hurricane Irene, Rightside is looking forward to growing business in the fall foliage and winter ski months.

Press release with more info on the move is located below my signature. I'm happy to set up an interview with Rightside owner Joe Gaetani if you're interested. If you have any questions or need more info, please give me a call at (555) 555-5555 or email me at colleen.c.flynn@gmail.com, and feel free to visit www.rightsideproductions.com.

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Op-ed Assignment

From Joe Gaetani, President and Owner of Rightside Productions
To: Chronicle of Philanthropy

Why every nonprofit needs to invest in nonprofit video

As a professional videographer, I see a wide range of clients who utilize video to promote their products and services. What I do not see is a large number of nonprofit clients seeking help with professional video production, despite the fact that there are over 1.5 million nonprofits in the United States and all of them have a message to share. In order to become more respected, recognizable organizations, nonprofits need to start prioritizing video production in their organizational strategy planning.

Video can be a powerful weapon in a nonprofit's communications arsenal. It is a powerful storytelling vehicle that can tell a story quickly and create a lasting impression on a viewer. It has the ability to elicit emotion from a viewer and ideally prompt some type of action (e.g. donation, volunteering, sharing with networks, etc.). The Girl Effect spread awareness about educating young women to hundreds of millions of viewers with its Nike-produced video campaigns, and charity: water has raised millions of dollars to build wells for cleaning drinking water through its birthday videos campaigns. Video breaks through the noise of the barrage of messages that people receive on a daily basis and gives them a dynamic way to experience a nonprofit's work. It is a medium that can be shared widely and cost-free to worldwide audiences on platforms like YouTube and Vimeo. When it is created thoughtfully, video has a long shelf life and can yield a multi-year return on investment. Most importantly, video has the ability to raise money. I recently produced a video for volunteers from the anti-poverty nonprofit LIFT and they presented it to an audience of more than 300 guests at their annual fundraising benefit in

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New York City. The event raised more than \$300,000, and many repeat supporters reported that they decided to contribute more money to the organization at the event than in previous years because of the inspiration they felt after learning more about LIFT clients' personal journeys from poverty to prosperity in the video. Many new guests reported a similar feeling of inspiration, but they also thought that the video gave the organization a sense of legitimacy.

Many nonprofits argue that their limited budgets require that they concentrate on program expenses instead of "nonessential" expenses like video production. Yet the good work that these programs are doing cannot create significant impact if the nonprofits are not telling their stories and publicizing those stories. Nonprofits must intentionally place professional video in their communications strategy and allocate money in their budgets to afford the production expenses. And video production does not have to be expensive; many professional videographers offer nonprofit rates to accommodate the limited budgets of nonprofits. (However, it is important that a nonprofit consider quality in addition to price.) When you consider that a single front-page ad in the Wall Street Journal costs \$90,000 and between \$75,000 and \$100,000 for the New York Times, spending \$5,000 to \$10,000 to have a dynamic, visually appealing, independently hosted, and shareable video with an infinite run-time quickly becomes a smarter investment. As they plan goals for next year, nonprofits need to ensure that video is included in those plans and begin researching local videographers to help them achieve those goals.

Joe Gaetani is the owner and president of Rightside Productions, an award-winning video production company based out of Burlington, Vermont.

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Feature

Standing at the top of the second highest trail on Stowe Mountain, one can see the ridges of Vermont's Green Mountains peppered with tiny specks zigzagging down the runs of the surrounding ski resorts. The vivid blue sky and cotton clouds reflect back into the blue of Lake Champlain in the distance. The air is crisp and cold, the scene eerily quiet and serene with the exception of a faint whistle of wind. Few skiers are up at sunrise to witness the shadows slowly giving way to blinding sparkles on the snow, and for the few brave enough to endure the bone-chilling morning cold, there seems to be an unspoken agreement to maintain silence.

Suddenly a neon-green blur slices through the air, sailing 20 feet overhead and somersaulting like a gymnast. A red-and-orange flame speeds by, running fast and low to the ground and swerving under the green blur. In the blink of an eye, the green blur hits the packed snow with a "crunch" and a figure emerges, leaning into the turns of his snowboard as he eases his way down the mountain. He grinds to a halt and whips around in a shower of powder. "Did you get it, man?"

The flame has stopped just behind the green-jacketed boarder, brushing snow off his hat to reveal a Patagonia logo. A flurry of other logos appear as he shakes white crystals from his red-and-orange jacket, removes his gloves, and pulls off his goggles. He yells back, "Yeah, dude, we got it. You have to see the angle I scored underneath you. So sick! Let's head down toward the next set of jumps and do a few passes there."

The neon acrobat turns out to be the carrot-top snowboarding legend Shaun White, but his fiery companion is a less recognizable face. His name is Joe Gaetani, the owner of the video production firm Rightside Productions. White and Gaetani are capturing footage for White's endorsement deal with Burton Snowboards. White's new 10-year endorsement deal with Burton is an unprecedented contract for any professional athlete, but it is history-making for the extreme sports industry. Few could have imagined a decade ago that the fringe snowboarding culture would surpass skiing as winter sports' biggest cash cow. Viewership for the 2010 Winter Olympics snowboarding finals beat out the women's figure skating finals for the first time in history and snowboarding apparel and equipment is now a billion dollar industry. Extreme winter sports' skyrocketing popularity means big business for TV networks, tournament organizers, and product lines, and extreme sports videographers are now reaping the rewards of an intensified demand to capture the high-flying action on film.

While White's aerial maneuvers are captivating to watch, seeing Gaetani at work is equally as fascinating. Depending on the shot, the cameraman has equipment strapped to his hand, his helmet, or his Camelbak. He has even rigged a specially designed board with a screw-in handlebar to mount his camera on when he needs to race after White and maintain a steady shot. When he is not zipping alongside White and his fellow riders, Gaetani can often be found crouched beneath jumps waiting for the perfect overhead shot or lying on his stomach atop pipes to capture his subjects' entrance into a trick. It is not uncommon to see Gaetani perched in pine trees or dangling in some precarious position, pushing the limits of how a shot can be assembled.

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Jake Burton, CEO of Burton Snowboards, marvels at the marriage of skills that extreme sports videographers like Gaetani possess. “Few people have the athleticism that these guys do, but they’re not just boarders. They’re artists, and more importantly, they’re salesmen. They’re able to translate that rush that gets a boarder’s blood pumping when they watch a video spot, but these guys have also mastered how to get the Burton logo on the bottom of a board displayed at precisely the right moment. And that means sales for us.”

Jeff Dryer, art director for the Winter X Games, echoes Burton, saying that he relies on snowboarders and skiers who have taken up video to get the footage he needs. “The extreme sports community is constantly pushing the envelope, and we have to push with them. They won’t be satisfied with run-of-the-mill footage. Traditional videographers don’t cut it. They don’t have the affinity for risk that a boarder-turned-videographer possesses.”

Among the small, tight-knit band of professional extreme sports videographers, the veterans who command the biggest contracts are also the most aggressive of the bunch. They are routinely labeled “intense” and at times “twisted” by even pro snowboarders. Like Gaetani, they thrive off of finding new ways to capture the perfect shot. Gaetani recalls a particular shoot he did in the spring of 2009 for a North Face promotional campaign where his true colors as a videographer were revealed.

“We were shooting in the Rockies and our helicopter had just dropped us off at the summit. As it was departing and we were descending, a strong wind picked up and forced the helicopter to bank hard toward the side of the mountain. It was April and the snow had already started to melt, and instantly the whole mountain started moving. We had a split second to get ahead of the deluge and at that moment we were boarding for our lives. But as I was strapping my camera to the back of my helmet, I made sure to keep it rolling.”

The avalanche footage became a viral sensation and became the new angle for North Face’s campaign. It catapulted Gaetani to international stardom within the skiing and snowboarding community and his office in Burlington was soon flooded with requests for montage work.

Despite the action-packed lifestyle, the work is grueling. After Gaetani and White wrap for the day, Gaetani will head to his office to begin uploading the day’s footage and will work into the late hours of the night color correcting and sound editing. He travels 300 days out of the year, working long, odd hours and he rarely takes a break. “I flew home from a shoot the day before my wedding. The Mrs. was not pleased,” Gaetani laments.

And while the contracts can be lucrative, the large tournaments are few and far between and the apparel companies have a set number of weeks each year in which to film their ad campaigns. Competition is stiff among the videographers, and most fill their time with other projects for local commercials, nonprofits, and the occasional function.

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“Weddings are the worst,” Gaetani laughs. “They’re the big money-makers though. But once you get used to filming something going 50 miles an hour, it gets a bit harder to stand still for an hour-long wedding ceremony.”

Later that night, as he downs another 5-Hour Energy shot, Gaetani’s face glows blue in the dark from the light of his Macbook. He shuts the lid of the laptop and casts his glance toward the two large plastic suitcases near the doorway that hold the camera and lighting equipment he will need for his next trip. “Its funny. I told myself when I graduated from college that I wouldn’t pursue a career that had me chained to a desk all day long. But here I am still working at 3:00am. I guess my desk just follows me wherever I go. But I can’t complain. I love it.”

His next business trip? “Maui. I’m shooting the ads for the Vans Triple Crown surfing competition.” Yes, Gaetani has also parlayed his surfing skills into his film career. Not a bad gig.