



## Mixer, Loren Silber, Fails to Impress Mother with Sound Mixing Skills

**Santa Monica, CA** – Sound editing veteran Loren Silber remains unable to impress his mother Delores despite his recent success mixing six of the top ten commercials aired during the Superbowl. “She doesn’t understand that’s a pretty big achievement,” said Silber. “I mean, what can I do that will ever be good enough for her?”

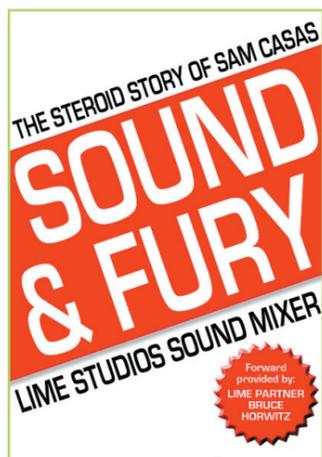
The fact that Silber’s spots for **Bud Light, Budweiser, Ameri-Quest** and **Motorola** were considered to be among the best commercials aired during the **NFL’s** championship game was lost on Mrs. Silber, a seventy-three year old retired life insurance secretary.

“Sound editing is fine and well,” said the elder Silber, “but it’s hard to talk about it at my weekly canasta game if Helen Schneerburg is bragging about her son Marty’s orthopedic practice in Cincinnati.”

Mr. Silber remains adamant that he will earn his mother’s admiration through the craft of sound editing. “Just wait! Next year I’ll mix eight of the top ten spots,” he said. “Plus the half-time show! Then we’ll see who’s impressive.”

## Sound Editor Steroid Allegations Continue to Mount

**Santa Monica, CA** – In what could be considered the straw that broke the camel’s back, a new book from Scribner Press, **“Sound and Fury: The Steroid Story of Sam Casas”** further implicates the infamous Lime Studios sound mixer in a performance-enhancement drug scandal. The rumors began six months ago when word of Mr. Casas’s record-breaking editing speeds began to circulate throughout the LA region’s audio engineering community.



“I was suspicious when I realized he edited the Volkswagen ‘Small Dog’ spot in a half-hour,” said **Bruce Horwitz**, Lime partner and general manager. “But when he went into a destructive roid rage afterwards, I knew we had a serious situation.”

Casas maintains his innocence in the face of the growing allegations.

## LIME MIXERS: They’re Just Like Us!

- They love dogs!
- They hide from their boss!
- They align their speakers according to AES standard 139.75 paragraph 7 when working in surround to reduce interference!

## Lime Client Sees Virgin Mary in Breakfast, Eats Anyway

**Santa Monica, CA** – Half-way into eating his freshly prepared breakfast from the Lime Studios on-site kitchen, commercial producer David Del Moro discovered an image of Jesus’s mother in a toasted portion of his egg and cheese wrap.



“I stopped for a second to reach for a napkin and when I looked back at the tortilla, there was a profile of the Virgin Mother,” Del Moro recalled.

**Sandy Brianard**, Lime’s Account Manager was on hand for the divine breakfast revelation and excited by the miraculous resemblance between the browned image and famous Renaissance-era paintings of Mary. “I usually promote Lime for its speedy editing services and friendly atmosphere, but having religious symbols in our fresh breakfasts brings a whole new angle!”

After contemplating uses for the image of the Holy Mother, including making it into a shrine or donating it to a nearby cathedral, Del Moro lost his self control and ate the rest of the wrap. “I couldn’t help myself. I knew there was some more avocado and turkey-bacon at the end and I had to finish!”

## Sound Designer Communicates in 30-Second “Spots”

**Los Angeles, CA** – After 11 years mixing audio on radio and television commercials, sound designer **Mark Meyuhas** has come to the terrifying realization that his conversations mirror the 30-second spots he produces.

“When I started in this business, I figured there weren’t any harmful side affects,” said Meyuhas, whose long list of sound engineering credits includes Pepsi, Taylor Made and Honda. “But now, I’m finding that a career in sound engineering can cause drowsiness, dry mouth, and irritable bowel, not to mention a sense of fatigue...” Meyuhas continued to list symptoms for 10 more seconds before recommending speaking to a physician, and then cross-fading out.

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