

JOCK of the BUSHVELD[©]

January 2011

Production:

Yet another year has passed us by and the team at Jock would like to wish everyone a very Happy New Year. The team have all arrived back from their holidays safe, relaxed and refreshed. Duncan had a busy December month, spending it in all kinds of discussions with our new partners in the United States. The Jock team would like to extend a warm welcome to our American team: Dennis Rice (Executive Producer), Robyn Klein, Sandra Missakian (Co-Producers) and Jim Cox (Writer). Great to have you on board!

Over the next couple of months we will be re-visiting certain parts of the film: adding to the dialogue track, plus working on music through to final mix. We will therefore be looking at a later release date for the film, around the third quarter of 2011. This month the team have been busy grading and tweaking picture. The team also started work on a new Jock Smarties commercial for Nestle. This will be flying in February on our screens, so watch out for it.

We have recently signed off on beautiful concept and design work done by publisher, Penguin Books. There are a total of 12 books that will be in stores for release. These books range from a Jock baby's board book, to children's storybook, sticker and activity book and a new Jock novel. Books are also being published in Zulu and Afrikaans. The books look fantastic and children will certainly fall in love with Jock as they read all about Jock, his friends and their many adventures.

We had a very interesting meeting with Thato Mokhali, who is from the Northern Cape Department of Sports, Arts, and Culture. Thato is Assistant Manager in the Drama, Film and Television sector and spent a morning at our studios brainstorming how we can incorporate our Jock film, in a school cinema program currently running from Kimberley. We have put a few ideas together and will be chatting to her and their team more toward the release of the film.

I would like to just take this opportunity to say thank you to the many people who have sent us emails recently with wonderful words of encouragement for the team and the film. So many have been inspired by what they have seen, read or heard lately in the media, on television, in the cinemas and on our website through these newsletters.

The support means so much to us so please keep it coming!

In a recent email sent to us from Jean Thoren of Animation Magazine, was one such quote: "I absolutely loved the film's concept and I can tell that it will be a very successful film, I honestly cannot wait for its international release. The film has inspired me beyond words". This is from an animator who had a preview of the film at Annecy last year.

Marketing by Andy Rice:

The year has started for those of us in marketing with a mixture of excitement and anticipation. Excitement, because we know that over the next couple of months there will be some fabulous news about the movie which will add a whole new dimension to our marketing drive. Anticipation, because until these new developments are 100% confirmed, we have to keep things under wraps and bite our tongues!

The change of release date from Easter to sometime around the South African spring has created some short term challenges, but these will be more than offset by the benefits that will accrue in the long run. The majority of our existing licensees have greeted the news enthusiastically, as they recognize that while they will have to wait a few months longer to see Jock on our screens, the Jock brand will be so much bigger once it has an international distribution machine behind it. And it gives us a little more time to put the finishing touches to some of the plans we have developed for the period between now and the World Premiere! Watch this space

All the Best
Kerry Liss
Production Supervisor

Jock and his friends

