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Video News



A series of clips from the FDA spoofs, including raw studio footage, digital elements and final composites.

Pixel Workshop Creates Live Satellite Broadcast Spoofs for FDA

Columbia, MD - Pixel Workshop, Inc., one of the regions leading digital content creation studios, has announced the overwhelming success of a joint project with the Food and Drug Administration (FDA). Producer/director Ilana Bittner of Pixel Workshop teamed up with Bob Fatula and Glenn Scimonelli from the FDA to produce a two day, seven hour teleconference, Tracebacks of Fresh Produce and Other Commodities.

The live satellite broadcast was designed to teach

local, state and federal food inspectors how to conduct a traceback investigation when a food poisoning outbreak occurs. The trio of producers created several spoofs based on old police and spy films and TV shows.

"Much of the positive feedback we got was about the spoofs," explained Bittner. The audience told us they stayed more interested in the show because they wanted to know what Rick was going to do next. Our talented hosts, Lisa Newman-Williams and Rick Foucheux, gave terrific per-

formances."

Foucheux played various characters from James Bond to Alfred Hitchcock while Newman-Williams played her host role straight. "We worked food elements from the show into our spoofs," recalls Bittner. "For example, when Rick plays James Bond, we had him throw a tomato toward the camera instead of shooting at it with a pistol."

"The things you can do with an empty studio, a computer and a talented crew are amazing," Scimonelli marvels. "It was

the only way we could pull this off and still stay within our budget. We never would have been able to build the hallway with all the doors for the Get Smart spoof. The whole thing was created digitally in the computer from floor to ceiling." Some of the spoofs can be downloaded from Pixel Workshop's web site, www.pixelworkshop.com.

Pixel Workshop specializes in digital video, animation and special effects for television and film. For more information; 410-381-8555.