

PDA and Martin Keep President Bush in Positive Light

12/12/2002

PDA Lighting and Sound use MAC 2000 Profiles for series of key campaign events



PRODUCTS INVOLVED

MAC 2000 Profile II™

PROJECT DESCRIPTION

President Bush was credited with helping secure big Republican wins in November's mid-term elections as a result of his campaign appearances for GOP gubernatorial and Senate candidates across the U.S.

For Martin dealer PDA Lighting and Sound of Charleston, South Carolina the President's busy schedule, especially in the Southeast, meant opportunities for PDA to serve the White House with tight, turnkey lighting and sound production services.

PDA quickly sprung into action after getting the call from the White House to produce events for President Bush in Columbia, South Carolina; Johnson City, Tennessee; and Savannah, Georgia, all within a two-week period from late October to November 2, including two events on the same day.

"It is gratifying to know that we have gained the trust of the White House and have become a 'go to' company who delivers on behalf of President Bush," said PDA President Jeff Nickles. "Our equipment, especially the MAC 2000 Profiles were perfect for the job, which becomes the most important in the world for that moment since it involves the President. No matter what location or time parameters, PDA has met the logistical, production and equipment needs of the White House for the sixth occasion since George W. Bush was elected."

CASE STORY

Martin MAC 2000 Profiles played big roles and were well suited for the airplane hangars in which the President spoke. The Profiles projected warm hues and gave the venues bright washes. PDA also cued the Profiles to move at high points of the President's speech. Conventional lighting was also included. Program controls included the Martin LightJockey, among others.

PDA is proof that reliability and the ability to move on a moment's notice are essential deliverables in working with the Commander in Chief. In the political arena, live event production and presenting a polished image are more important than ever in getting the word out in a concentrated period of time since those events generate tremendous attention on regional and national scales.

Founded in 1991 by Jeff Nickles, Charleston-based PDA Lighting and Sound is the largest distributor of Martin lighting products in the United States' Southeast region and the largest lighting and sound company in South Carolina. PDA has the technical and production expertise for any event production, offering lighting, sound, special effects, rentals, sales, installations, repairs, and full production. PDA maintains a San Diego office and has worked on many events around the U.S., including San Diego, Chicago, Atlanta, Orlando and Charleston.

INFORMATION

For more information contact your local Martin distributor or PR Coordinator Larry Beck at Martin Professional at:

Telephone: +1 719 686 0793,
E-mail: larry.beck@martin.dk