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Subject: White Dog Studios is moving to a new location!
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WHITE DOG STUDIOS

June 2010 Newsletter

It's going to be a busy summer for us here at White Dog Studios -- and before things really heat up, we wanted to get in touch, to let all our colleagues, friends, and clients know what we're up to!

Construction is Underway on Our New Studio Space!

Yes, as of July 1st, we'll have a new address! We're not leaving the Midtown area, and we think our new location at the 587 Virginia Ave. (near the corner of Monroe Dr.) will be extra convenient for our clients. We're also looking forward to having Piedmont Park just steps away and hope to spend a few quiet lunch hours there when our schedule allows.

You'll be able to find us on the bottom floor of the Virginia Hill condo building, in Suite 1. We'll be sharing a space with Guillotine Post, a talented group of video editors that we collaborate with frequently on projects.

Moving is never fun, but we're happy to report that everything is on track at the moment. A busy production schedule during April and May left us with mainly the weekends to work out construction details for our new space. As you can imagine, there are specific challenges involved in building an audio studio, where silence is truly golden!

More To Know:

- We'll be updating our website once the move is finalized, but until then you can see a [map and directions](#) here.
- Our phone number won't be changing, so you can still reach us at 404.355.2200.
- In fact, really not much will change at all -- we're still the same, full-service audio post production house that did the bang-up job on your last project.

White Dog Studios is on the Set with "Drop Dead Diva" TV Series

Lifetime Television's hit series, *Drop Dead Diva*, made its debut in 2009, receiving high praise from TV critics. Now in its second season, the show is being shot in Peachtree City, Georgia -- and White Dog is right there on the

back lot days out of the month.

For those who haven't seen it, the series is a comedic drama that tells the story of a shallow, super-skinny model who's killed in a car wreck, only to find her soul returned to earth in the plus-sized body of a brilliant, altruistic attorney.

Earlier this year, *Diva's* production staff decided they needed to add automated dialogue replacement (ADR) to their on-site audio recording capabilities. White Dog to the rescue! We designed and supervised the construction and soundproofing of a mini-recording studio on the premises -- quite a challenge, since freight trains regularly rumble past the back lot and a kennel operates next door.

Basically, ADR involves re-recording the lines an actor originally spoke during taping, to improve audio quality or make changes to the way the lines are delivered. (Shooting on location often results in unacceptable amounts of background noise that can obscure the actor's lines.)

White Dog has set up a specialized sound studio for ADR on the *Diva* production lot. Here, cast members watch the scene we're working on, following along with the action while performing their lines over and over again. The best take makes it into the final cut of the scene. The process is also known as looping.

During *Diva's* first season, there were no on-site ADR capabilities, and the cast had to make the 45-mile trek to Atlanta several times a week to record their lines. By offering this service on-site, White Dog Studios is saving the cast and crew both time and money, by eliminating that needless commute.

If you've never seen Drop Dead Diva, check out the [official website](#), then tune in and enjoy! The new season premieres Sunday, June 6th.

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