



MEDIA MECHANICS WINS TWO 2008 NEW YORK FESTIVAL AWARDS

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(NYC) Media Mechanics and producer Ben Manilla came home with the Gold award for "Jimi Hendrix, Live at Monterey: American Landing" in the Best Music Special category and the Gold award for "The Sound of American Culture" in the Culture and the Arts category.

"Jimi Hendrix, Live at Monterey" focuses on Hendrix's early career and his explosion onto the American rock scene at the Monterey International Pop Festival in 1967. The sixty-minute radio documentary traced Jimi's early work as an R&B sideman to his playing small Greenwich Village clubs in NYC. There, he was discovered by The Animals' Chas Chandler, whisked to England where he formed the Jimi Hendrix Experience, and took London by storm. Though there have been many documentaries about Jimi, this is the first to concentrate on his life before his American debut at Monterey. The documentary featured rare interviews with Hendrix, Noel Redding, Mitch Mitchell, Chas Chandler, Michele Phillips, and many others.

"The Sounds of American Culture" was broadcast on NPR's "All Things Considered." Featuring three recordings chosen by the Library of Congress to be included in the National Recording Registry. The specials were narrator-less audio postcards that interspersed original interviews with the chosen recordings.

The recordings include Sam Cooke's song "A Change is Gonna Come," in which Aretha Franklin, Sam's brother L.C. Cooke, and biographer Peter Guralnick talk about the protest anthem. Bob Marley and the Wailer's "Burnin'" is featured as Marley's big break and the first time reggae broke through world-wide. Recorded shortly after Bob Newhart left his job as an accountant, Newhart's seminal debut comedy album "The Button-Down Mind of Bob Newhart" is discussed by the comedian himself and late-night talk-show host, Conan O'Brien.



Media Mechanics is operated by industry veterans Paul Marszalek (Paul Marszalek Worldwide), Mike Henry (Paragon Media Strategies), and Ben Manilla (Ben Manilla Productions). Media Mechanics offers a full range of multi-platform media and content services. With offices in New York, Denver, and San Francisco, Media Mechanics provides expertise in media strategies, content development, programming, consulting, production, and distribution to innovative media brands worldwide.

New York Festivals (NYF), now in its 51st year, is an International Awards Group (IAG) Company. Recognizing The World's Best Work™ in advertising and programming, IAG and its other advertising brands, AME, Globals and Midas, honor advertising and marketing in global communications through eight annual competitions. The finalists traveled to New York from all over the world to attend the awards. Categories covered a broad range of topics including Human Relations, Children's Programming, Sound, Breaking News Story, Educational, and many more.

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