



Larry Jordan & Associates

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Larry Jordan To Appear on Wayne Norris' Business And Technology Radio Show on KZSB 1290 AM in Santa Barbara

Agoura Hills, CA (April 16, 2007) Internationally-renowned editor, director, and trainer Larry Jordan will be a guest on Wayne Norris' radio show, "Business and Technology." The interview will air on KZSB 1290 AM radio in Santa Barbara at 2:00 PM on April 30, 2007. Jordan will be discussing changes in digital video editing technology in recent years, concentrating on Apple's recently announced version of Final Cut Studio.

"I'm delighted to share my thoughts about digital video editing with Wayne Norris' audience," Jordan said. "There are many changes happening in the market at the moment, particularly with Apple's announcement about the new version of Final Cut Studio. I'll tell Wayne's listeners about those changes and opine about their implications to the industry."

Later in the year, Jordan will be in Santa Barbara for two days to deliver three seminars on Final Cut Studio. Jordan will present "Picking the Right Hardware" and "Optimize Your Editing with Final Cut" on June 25, 2007, and "Mastering Final Cut Studio" on June 26, 2007. All seminars will be presented at the Hotel Andalusia.

For more information about Jordan's interview or the seminars, including dates, times and registration, visit www.larryjordan.biz.

About Larry Jordan & Associates, Inc.

Based in Southern California, Larry Jordan & Associates, Inc. provides consulting, training and support for editors and post-production firms using Apple's Final Cut Studio suite of products. The company was founded by Larry Jordan, a producer, director, editor, consultant, and an Apple Certified Trainer, with over 25 years video production and post-production experience. He is a member of both the *Directors Guild of America* and the *Producers Guild of America*. In addition to authoring over a dozen tutorials and

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books on Final Cut, Jordan is also the founder and editor of *Edit Well*, the rich-media newsletter for Final Cut Studio, published by Peachpit Press. Jordan combines his extensive production experience with his teaching skills to bring a wide-ranging, real-world perspective to his seminars.

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