

**FOR IMMEDIATE RELEASE**

## **DJ Steve Porter Returns To Alma Mater To Create School Video With Students**

### **Teams With Current Students At The Williston Northampton Academy To Develop "Williston Is . . ." Promotional Video**

**HOLYOKE, Mass. (June 30, 2011)** --- DJ Steve Porter, world-renowned master video remixer and owner of the PorterHouse Media production company, has produced videos for ESPN, the NBA, the NFL, IBM, FedEx and many others.

But perhaps no other work has brought him more pride than his recent project with his high school alma mater, The Williston Northampton Academy of Easthampton, Mass.

Porter was recently commissioned by the preparatory school to produce a video entitled "Williston Is . . ." to use in recruiting efforts, and to show what an exceptional place Williston is to learn and live.

Porter, a 1997 graduate of the school, developed and oversaw a project which consisted of the school's film class students shooting the majority of the video used of students, faculty and alumni finishing the sentence that began "Williston is . . ." The class then worked with Porter in adding original music to the video, as well as editing the final cut.

"Williston Northampton was an incredibly special time in my life, and to be asked to come back to develop a piece to further the great tradition of the school was a humbling honor," said

Porter. "Working with and mentoring current students and seeing the excitement in their faces as we created the video was also something I'll never forget."

"Williston Is . . ." can be viewed at <http://info.williston.com/news/bid/34959/Williston-Is> .

#### **ABOUT PORTERHOUSE MEDIA**

PorterHouse Media is a full service multi-media production company headquartered in Holyoke, Mass., and with offices in Los Angeles and Toronto. Its mission is to deliver high quality entertainment through unique audio and visual compositions. Founder DJ Steve Porter is one of the world's most noted master video remixers, and has been credited with being the pioneer in this field.

On the cutting edge of viral marketing and advertisement, PorterHouse Media offers spontaneous word of mouth enthusiasm. PorterHouse Media has created a fresh and exciting marketplace to reinvent the "cool factor" of any company or brand.

Launched only in early 2010, PorterHouse Media has already amassed a lengthy client list, with many more coming on board each month.

For more information; Online: [www.porterhousemedia.com](http://www.porterhousemedia.com) / Twitter: @porterhousemdia / Facebook: <http://www.facebook.com/porterhousemedia>. Media inquiries contact Marcus at [marcus@porterhousemedia.com](mailto:marcus@porterhousemedia.com) or call 973-553-9463.