

## 26-Year-Old Develops TV Production Company

If there's one thing about Italians that everyone knows, it's that we are the most passionate people on earth. When there is something we want, we don't let anyone or anything hold us back. That's why at the age of 26, Lisa Marie Latino has started her own television production company, Long Shot Productions, LLC.

Latino, a native of East Hanover, NJ and a second-generation Italian, always wanted to be on TV talking about sports. "I was in second grade and told my mom, 'I want to go on TV and talk about football!'" she remembers. Having always lived and breathed Yankees baseball and Giants football, Latino has worked towards that goal her entire life.

Lisa Marie attended Seton Hall University where she hosted a sports talk radio show. However, TV is her passion, so she transferred to Montclair State University after learning about its broadcasting program. While in school, Latino interned and later worked at New York's WFAN 66 AM with Mike Francesca and Chris Russo of "Mike and the Mad Dog" and interned with WWOR MY9 TV. After graduating, Latino worked for the Caucus Educational Corporation. Since 2007, Latino also works part time during the fall as a produc-



LISA MARIE with her grandparents Rose and Dominick Ranieri.

tion assistant for the New York Giants' radio team.

After working with the Caucus Educational Corporation for three years, Latino decided to try something new. "I just had all these ideas," she said. "And at that time in my life, I wasn't afraid to capitalize on them." So in

September 2009, Lisa Marie left her job to start her own company.

Long Shot Productions is a full-service television production company specializing in producing promotional videos, commercials and more, in addition to event planning and public relations. In the five months Long Shot has been in business, many local businesses have used its services to make videos to advertise on the internet. "Today through social networking, websites and online adver-

tising you can get your product out there," Latino said. "We've had wine makers, salons, other websites come to us to do a promotional video, and we've started working on a political campaign to get the word out to voters through the internet."

Long Shot also has show developments in place. "We're launching on the internet to get a following," Latino said, "then pitching it to networks." Long Shot also produces "In the Zone with Lisa Marie Latino," a weekly online show in which

Latino explores events in sports and entertainment.

When Lisa Marie's not busy going on shoots or meeting with clients, she's writing in her sports blog at [www.theyan-keepinprincess.net](http://www.theyan-keepinprincess.net). After a friend suggested she blog, Latino bought a domain and named it a nickname she earned while doing her radio show at Seton Hall.

What keeps Latino inspired to do so much? "My grandparents," she says. "They came here from Italy with nothing in their pockets, didn't know the language and didn't have an education - and they made something of themselves."

Her maternal grandparents, Rose and Dominick Ranieri, formerly of Newark's North Ward, immigrated from Satriano, a town in the province of Catanzaro in Calabria, and her paternal grandparents Anna and Philip Torcivia came from Pachino, in the province of Siracusa, Sicily.

Today Lisa Marie keeps their struggles of making it in a foreign country in mind in everything she does. "My grandparents had to start from scratch, learning the language, working hard, buying houses and putting their kids through school," Lisa Marie says. "I see everything my grandparents have accomplished and apply that hard-working Italian mentality to everything I do."

For more information, please visit [www.longshotproductions.tv](http://www.longshotproductions.tv) or call 973-476-2380.

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