

# At Plymouth video firm, one man does everything

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Digital Video and Consulting

*Photo by: Digital Video and Consulting*

If you've seen TV commercials for places like George Washington Toma TV and Appliance in Weymouth and Brockton, and Southers Marsh Golf Club in Plymouth, you've seen the work of Digital Video and Consulting in Plymouth, owned by Lou Leta. He's produced commercial, corporate, and online spots since the late 1990s, earning a variety of awards that include an Emmy for a commercial his company did with Boston Bruins legend Ray Bourque. We spoke with Leta for this story.



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**Q. How did you get started in this business?**

A. I was one of those freaks who always knew what I wanted to do, which was work in video before I even knew what video was. My grandfather gave me a camera, and I had my own dark room, then went to Norwich Free Academy to learn filmmaking. When I got out of Boston University film school, I went into TV, but got sick of working for other people. I started freelancing in 1991, and toward the end of the '90s started my company.

**Q. Do you have many employees?**

A. None. I'm a one-man operation, but I have a network of independent contractors I use, such as sales personnel, actors, gaffers, lighting people, audio people, musicians, web editors, and so forth. Plus, I have a voice-over part of the business that uses talent from all over the country.

**Q. Do commercials comprise the bulk of your business?**

A. We've done well over 3,000, but about half of what we do is "about-us videos," web videos that companies use to talk about their products or services. We've done those for places like Back Yard Living in Abington and Fleming's Lighting in Cohasset.

**Q. What's the biggest challenge of your work?**

A. Getting someone to agree to your concept. I do all the writing, producing, and directing, and it can be hard to get clients to agree with what you think is a great idea. It's a very subjective business, but I was taught the customer is always right.

**Q. What's the favorite TV spot you've done?**

A. Southers Marsh -- we did a series of commercials spoofing the cranberry ads you see, including one that shows a guy playing through by driving a golf cart through a bog with cranberry farmers standing in it. I thought those ads were pretty funny.

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