



LOS ANGELES | NEW YORK

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# Newscast Creative Now FAA Certified for Drone (sUAS) Videography and Photography

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## *Jim Sulley receives FAA Remote Pilot-In-Charge (PIC) Certification*

**Nov. 16, 2016 (New York)** ...Award-winning content creation agency Newscast Creative has earned Federal Aviation Administration (FAA) certification for commercial use of small Unmanned Aerial Systems, also known as drones. Newscast will now be able to utilize drone aerial video and photography for a broad array of public relations and communications campaigns.

"With this certification we are now able to add aerial video and photography to our suite of solutions for clients looking to communicate their brand messages through compelling content," said Jim Sulley, President of Newscast Creative, who now holds a Remote Pilot Airman's Certificate.

From solar farms to cruise ship launches, Newscast has proven that artfully orchestrated aerial video and photo can make the difference in the look and feel of a project.

Newscast has used manned aircraft platforms for aerial shoots for some time, however, the unmanned drone flights provide a significantly lower cost alternative.

"Drones do not replace all manned flights, but add a greater range of opportunities for the capture of photo and video which normally might be out of budget for many productions," said Sulley.

With the growing concern for safety, the FAA's Small UAS Rule (Part 107) went into effect Aug 29, 2016 and requires that all commercial drone flights be conducted under the supervision of a person holding a remote pilot airman certificate with a small UAS rating.

Part 107 requires a deep understand of the rules and regulations when operating in the nation's different airspace classifications.

"Safety is our utmost concern and we are pleased that the FAA has devised a plan that allows for the commercial use of drones, while maintaining the U.S. as the safest airspace in the world," added Sulley. "We have implemented our own safety protocol for all flights to ensure the safety of both the general public as well as our flight operation crews."

### About Newscast Creative

New York-based Newscast Creative develops multimedia communication solutions for corporations and their agencies, harnessing the power of still, moving images and audio to deliver their messages 24 hours a day, seven days a week. As an independent company, Newscast Creative employs award-winning photographers, producers, designers, web developers, and communications professionals who produce content for clients that range from non-profits to Fortune 500 companies.

From concept development and strategic consultation content management, Newscast creates and delivers the compelling content that media and corporations need. Newscast Creative is a fully insured production company.

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