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Otto Media Takes a Different Look "Beneath the Surface" of Onondaga Lake

Otto Media are offering a different view of Onondaga Lake with the documentary "Beneath the Surface" which will focus on the remarkable history and stories that surround the lake.

Syracuse, NY, April 19, 2013 --([PR.com](#))-- News stories about the pollution and subsequent clean up of Syracuse's Onondaga Lake are numerous. With "Beneath the Surface" Writer / Director Mark Eischen and Otto Media are offering a different view. The 42-minute documentary will cover the remarkable history and stories that surround the upstate New York lake.

"When researching the project, we saw that there is already a lot of information out there on the environmental side of things. We realize people can get that information elsewhere," said Mark Eischen of Otto Media. "The focus of this film is to look back and to share some remarkable stories that perhaps people haven't heard before."

Partnering with Otto Media is the Onondaga Historical Association Eischen has been granted full access to the association's archives, photos, and research center. Rounding out the content of the film will be interviews from OHA curator Dennis Connors, members of the Onondaga Nation and local scholars. In addition to airing on local television, the team plans to submit the film to national television outlets and various festivals and competitions. The documentary will also be made available to regional school districts as a teaching aid.

Eischen and his team hope to showcase what the lake has meant to the upstate New York region throughout history. "It has been interesting to learn what a critical role the lake played in the Civil War and the War of 1812, not to mention westward expansion with the Erie Canal," Eischen said. "And perhaps even more importantly, you add the history and traditions of the Haudenosaunee people and you have a story that is quite compelling; One that we feel is totally unique to this lake."

Otto Media is aiming for a Fall 2013 premiere date. A local event is planned in conjunction with the Onondaga Historical Association to celebrate not only the completion of the project, but the rich history of the lake that may have been recently overlooked.

For more information on "Beneath the Surface" check out the video trailer at <http://ottomediaco.com/beneaththesurface> or the project's Facebook page which can be found under Beneath the Surface The Storied History of Onondaga Lake. To make a tax deductible donation to the Onondaga Historical Association to support this project please contact Lynne Pascale at (315) 428-1864 ex. 314.

About Otto Media

Otto Media, specializes in the creation of traditional and innovative media for local, national and international businesses. The agency leverages the latest technology to deliver high production value with scale to accommodate small to large business marketing and advertising budgets. Otto Media is headquartered in Syracuse, New York and serves clients throughout the United States. Visit <http://www.ottomediaco.com> to learn more.

Contact: Bret Moses bret@ottomedia.co (315) 849-2012

Contact Information

Otto Media, Inc.
Marisa Audley
315-849-2012
[Contact](#)
www.ottomedia.co

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