

# Global Creative

Photographer: Elvis Piedra Studios



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## JUSTIN O. COOPER

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Served as **Publicist** to **Grammy-winning** singer & actress **Ann Nesby** and Marketing Rep for Warner Music Group (WEA)

# JUSTIN O. COOPER

Media

Story

He writes and produces media content as the CEO and Global Creative Consultant of [JOC Media & Entertainment](#), LLC, an international creative consulting agency specializing in film production, marketing communications, and music supervision & licensing solutions.

Currently working with [New York Life Insurance](#), Cooper is a creative consultant for the company. In this role, he writes, edits, and produces internal and external media assets, including instructional videos and national TV commercial ad campaigns for the **Fortune 100 Company**.

Cooper, well-versed in global film incentives and physical production resources, also consults as a film liaison for [The Royal Film Commission — Jordan](#) and Thailand-based [Benetone Films](#). He connects both organizations to Hollywood studios, networks, executives, and producers interested in shooting abroad. He has provided support to notable projects, including **ALADDIN** (Disney), **STAR WARS: EPISODE IX — THE RISE OF SKYWALKER** (Lucasfilm), **DUNE** (Legendary Entertainment), and others.

Before charting his path as an entrepreneur, Cooper led the global marketing and publicity efforts for the **Association of Film Commissioners International** and was a Senior Publicist at Rogers & Cowan, a leading **Hollywood PR firm**. Cooper garnered earned media placements in **Variety**, **The Hollywood Reporter**, **Screen International**, **The New York Times**, and other notable trade and lifestyle publications.

From **2011–2014**, Cooper was the film liaison for Southern Regional Medical Center in Metro Atlanta, Georgia. There he oversaw on-location physical **production** logistics for an array of features and episodic **TV series** that include **WHAT TO EXPECT WHEN YOU'RE EXPECTING**, **RIDE ALONG**, **PROJECT ALMANAC**, **MILLION DOLLAR ARM**, **NECESSARY ROUGHNESS**, and productions from ABC, BET, Lifetime Networks, and others.

Prior to his **film** work, **Cooper** served as the **publicist** to Grammy-winning singer and actress [Ann Nesby](#) and as a marketing representative for **Warner Music Group** (WEA).

As a songwriter and music publisher, he is affiliated with **SESAC** and is an **ASCAP** Award recipient as a songwriter for his work with Grammy-winner Tom Scott's single, "You Are My Everything." As a **published journalist**, Cooper's by lines have appeared in **Music Industry Quarterly**, **IMARA Woman Magazine**, and others and serves as editor and publisher of **SOLIVAGANT Magazine**.

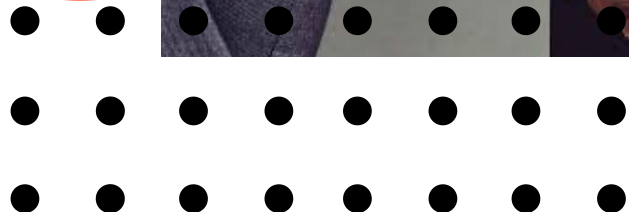
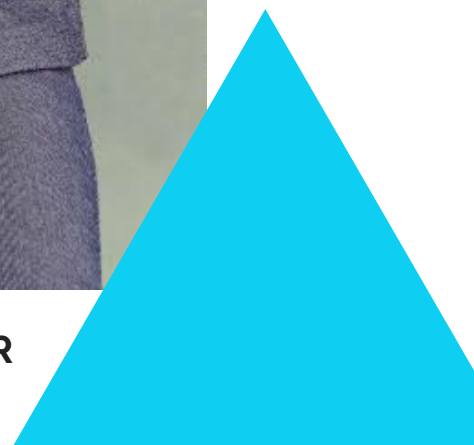
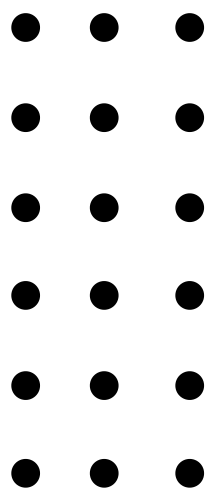
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# Spotlight



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JUSTIN O. COOPER

GLOBAL CREATIVE

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# INTERVIEW

GLOBAL CREATIVE SPOTLIGHT

## JUSTIN O. COOPER

**Please tell us how JOCMedia & Entertainment, LLC came about?**

**Justin:** JOCMedia is the current iteration of an entrepreneurial dream and journey that spans over 20 years. Initially, it was a side hustle, leading to a full-time, globally focused Los Angeles-based business. The experience of being “let go” was the catalyst that propelled me to go into business for myself. I thought it was the worst thing that could have happened to me, but in turn, it was the best thing for me. I took preliminary steps by rolling out JOCMedia as DBA sole proprietorship and, amid the COVID-19 pandemic, decided to further cement the business by registering the company with the US Government and The State of California as I was beginning to scale the business.

**What services do you provide?**

**Justin:** JOCMedia is a globally-focused creative services agency providing consulting for international film production in film incentives, tax credits, and physical production support; corporate and non-profit marketing communications that incorporate producing video, digital, and print media content; and providing music supervision and licensing solutions.

**JOCMedia  
& Entertainment**

**What was the experience like working on projects such as ALADDIN (Disney), and Star Wars: Episode IX – The Rise Of Skywalker along with networks such as ABC, BET, and Lifetime?**

**Justin:** With my work as the US Film Liaison Officer for The Royal Film Commission – Jordan, I was one of the points of contact for the initial conversations around ALADDIN and the last Star Wars feature that included organizing trips to Jordan for high-level executives, to sitting in on secret meetings to discuss logistics and discussing film incentives in the millions of dollars, the experience at moments felt surreal. Still, I was reminded that everything I did before these few projects prepared me for the seat at the table.

Earlier in my career, I worked as a Location Liaison in Atlanta, Georgia, where between 2011-2014, the location I represented was one of the top locations to shoot medical and hospital scenes in (Southern Regional Medical Center). Projects from hit movies like What to Expect When You're Expecting and Ride Along to TV series and productions, Being Mary Jane, The Anna Nicole Smith Movie, and others choose to work with me and the team that supported my efforts which led to earning more than a half-million dollars in location fees for the non-profit community hospital. These earnings offset the cost of patient care for those who could not pay their hospital expenses. Knowing that I contributed to this community uplift effort through my work in TV and film was and is still very personally fulfilling.



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JUSTIN O. COOPER IS OUR GLOBAL CREATIVE SPOTLIGHT

## **What do you enjoy most about the work that you do?**

**Justin:** As an entrepreneur, I enjoy being my own boss, the flexibility of my schedule to establish a work-life balance that allows me to enjoy my life, travel, and spend time with my loved ones. Moreover, I enjoy the variety within my work where no two days are alike. One day I could be writing content for a Fortune 100 executive, writing a script, conversing with a Hollywood producer about filming abroad, to working on graphic design. I enjoy my work, and it often doesn't feel like work because I wake up every day excited about the challenges and tasks on my to-do list.

## **What are some other memorable moments in your career so far?**

**Justin:** There are many, but the top (5) would be:

I wrote for Grammy Award-winning artists Ann Nesby and Tom Scott on the 2002 single, "You Are My Everything," for which I garnered an ASCAP Plus Award.

Working hands-on with an array of productions and establishing relationships with studio executives and US domestic and international government entities and commissions.

Attending and walking the red carpet at the Cannes Film Festival with a member of The Jordanian Royal Family. Serving as a film industry panelist and speaker in South Korea.

The extensive work I've done in service to Fortune 100 company New York Life Insurance

## **What are you currently working on?**

**Justin:** I just finished my latest 2021 national holiday ad campaign for New York Life Insurance airing nationally on BET, CNN, OWN, and other cable networks in Atlanta, Charlotte, Chicago, Dallas, Houston, Los Angeles, Miami, New York City, and Washington, DC. I am also continuing to connect Hollywood to the global markets I represent from Jordan, Thailand (Benetone Films), and Hungary & Bulgaria (Abroad Films).

## **Where do you see JOCMedia & Entertainment, LLC in the next 5 years? What steps are you taking to get there?**

**Justin:** By 2026-2027 JOCMedia will transition to being a full-service production hub for long-form corporate and entertainment content, having leveraged the relationships established and forged with the agencies and studios we currently work with. We'll get there by being steadfast by continuing to deliver on our current standard of excellence, customer service, and creativity.

## **What advice would you have for aspiring media and entertainment consultants?**

**Justin:** It's simple, "The future is what we make it." The key is knowing the direction you want to go in, being the answer to someone's conundrum, and getting started. Technology has leveled the playing field for anyone to get in where they can fit in figuratively. Always be willing to shoot your shot.