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## Lisa Alford appointed VP at Evoke Entertainment, secures 2 content deals

### Description

Evoke Entertainment, a company in LA, has hired Lisa Alford as VP of development and Breanne Laplante as head of business affairs. Alford will focus on streaming, independent films, and TV movies. Laplante will manage business affairs in the US and Canada.

Alford used to work at Johnson Production Group and has experience at TriStar Television and Sony Pictures Television. Laplante was previously with Reel One Entertainment and has worked at Insight Film Studios and the Canadian Media Producers Association.

Evoke Entertainment has made deals with producer Anthony Fankhauser and Lexi Lewis. Fankhauser's company is called Ames Media, and Lewis's company is Magic String Productions. Evoke Entertainment has produced shows like Creepshow, Twelve Forever, Day of the Dead, and is working on Breaking Bear. The company has been in business since 2011.

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### Vocabulary List:

1. **Development** /dɪ'veləpmənt/ (noun): The process of developing or being developed such as in a business context.
2. **Streaming** /'stri:mɪŋ/ (noun): The delivery of content over the internet in real-time allowing users to access it without downloading.
3. **Independent** /,ɪndɪ'pendənt/ (adjective): Not influenced or controlled by others; self-sufficient particularly in the context of film production.
4. **Affairs** /ə'feɪz/ (noun): Matters or transactions of a business or organization; often referring to financial and legal matters.
5. **Producer** /prə'du:sə/ (noun): A person or company responsible for the development and production of movies television shows or other media.
6. **Entertainment** /,ɛntər'teɪnmənt/ (noun): Activities that capture interest and provide enjoyment; commonly associated with film music and television.

### Vocabulary quizzes

#### Multiple Choice ( Select the Correct answer for each question. )

1. What is a tribute?



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- Option: A form of payment for services  
Option: A gift given in appreciation or recognition  
Option: An official document  
Option: A type of musical instrument
2. What does the term "experience" refer to?  
Option: A feeling of sadness  
Option: A journey or event that impacts a person  
Option: A type of flower  
Option: A mathematical equation
3. What is streaming primarily used for?  
Option: Fishing  
Option: Broadcasting content over the internet in real-time  
Option: Cooking food quickly  
Option: Water transportation
4. Which industry commonly uses animation techniques?  
Option: Construction  
Option: Healthcare  
Option: Entertainment  
Option: Agriculture
5. What does the term "empowering" signify?  
Option: Promoting environmental conservation  
Option: Giving power or authority to someone  
Option: Exploring outer space  
Option: Creating new recipes
6. What is commonly associated with the term "investment"?  
Option: Financial assets purchased with the hope of generating income or appreciation  
Option: Investigative journalism  
Option: Cooking techniques  
Option: Vehicle maintenance
7. What does the term "traditional" imply?  
Option: Modern and innovative practices  
Option: Following customs passed down through generations  
Option: Professional sports  
Option: Structural engineering
8. Which field involves activities related to the creation of goods or services?  
Option: Fashion



- Option: Chemistry
- Option: Quality control
- Option: Manufacturing

9. What are headliners in the entertainment industry?

- Option: Medical professionals specializing in neurological disorders
- Option: Prominent performers or acts featured at the top of a show
- Option: Top-ranking executives in technology companies
- Option: Leaders in ocean exploration

10. What does "victory" typically represent?

- Option: Winning a competition or overcoming an obstacle
- Option: Scientific breakthroughs
- Option: Financial losses
- Option: A specific type of food dish

**Gap-Fill ( Fill in the blanks with the correct word from the vocabulary list. )**

11. The \_\_\_\_\_ of new technology is essential for progress.
12. A \_\_\_\_\_ is a special event that recognizes an important occasion.
13. The strongest \_\_\_\_\_ in the competition will advance to the final round.
14. The outcome of the match was \_\_\_\_\_ with no clear winner until the last minute.
15. The conference aimed to promote \_\_\_\_\_ perspectives on global issues.
16. Children can play creatively in a \_\_\_\_\_ environment.
17. \_\_\_\_\_ is a significant source of revenue in many countries.
18. The Minister of Foreign \_\_\_\_\_ attended the diplomatic meeting.
19. The \_\_\_\_\_ is responsible for overseeing the making of a film or show.
20. Skydiving is an \_\_\_\_\_ adventure sport that many people enjoy.

**Matching Sentences ( Match each definition to the correct word from the vocabulary list. )**

21. Artists showcase their talent on stage or in front of an audience.



22. Being able to make decisions without outside influence or control.
23. An organization or group typically related to a particular trade or craft.
24. The knowledge or skills acquired through practical involvement in events or activities.
25. Activities that provide amusement or enjoyment for an audience.
26. Competing or contending for a particular prize or goal.
27. Having characteristics of lively and engaging motion often in films or cartoons.
28. An action or event designed to recognize and mark a significant moment.
29. A person or team competing for a position of superiority in a challenge or competition.
30. The activity of visiting new places for leisure relaxation or exploration.

## Answer

**Multiple Choice:** 1. A gift given in appreciation or recognition 2. A journey or event that impacts a person 3. Broadcasting content over the internet in real-time 4. Entertainment 5. Giving power or authority to someone 6. Financial assets purchased with the hope of generating income or appreciation 7. Following customs passed down through generations 8. Manufacturing 9. Prominent performers or acts featured at the top of a show 10. Winning a competition or overcoming an obstacle

**Gap-Fill:** 11. development 12. celebration 13. contender 14. unpredictable 15. diverse 16. sandbox 17. Tourism 18. affairs 19. producer 20. exciting

**Matching sentence:** 1. performing 2. independent 3. guild 4. experience 5. entertainment 6. vying 7. animated 8. celebration 9. contender 10. tourism

## CATEGORY

1. Entertainment - LEVEL1

### Date Created

2025/02/12

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