

# NBCUniversal



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## **Jocelyn Jansons Selected as Inaugural Participant of The NBCUniversal New Mexico Directors Initiative**

*Jansons Joins "MacGruber," a Universal Television comedy series for Peacock,  
for Shadowing Opportunity*

**SANTA FE, N.M.** – NBCUniversal has selected Jocelyn Jansons as the inaugural participant of its New Mexico Directors Initiative. As part of its commitment to New Mexico, the Directors Initiative provides mentoring and shadowing opportunities to up-and-coming film and television professionals. It also creates a pipeline of in-state talent for future productions. Jansons, a New Mexico resident, joined the set of *MacGruber*, a comedy series for Peacock by Universal Television, a division of Universal Studio Group, in early July and has been shadowing directors throughout the month.



“I’m so grateful to NBCUniversal as well as to the executive producers of *MacGruber* for inviting me to be a part of the New Mexico Directors Initiative. I’ve learned so much during my time on set and now feel prepared to direct episodic TV, particularly comedy,” Jansons said. “I especially want to thank directors Jorma Taccone and John Solomon and *MacGruber* himself, Will Forte, for welcoming me into their magical, hilarious world and for so generously sharing their insights and knowledge with me.”

“We loved having Jocelyn on set. She is an incredibly smart, capable director and a joy to have around,” Jorma Taccone, writer, director and executive producer on *MacGruber*, said. “Take notice Hollywood and hire her for your next project. She’s good.”

“Shadowing programs like this one are invaluable opportunities for up-and-coming talent with unique backgrounds and fresh visions to gain experience and exposure in this industry,” Pearlana Igbokwe, Chairman of Universal Studio Group, said. “Along with our partners in New Mexico, we’re thrilled to welcome Jocelyn to the set of *MacGruber* for a first-hand look at the directing process from this extremely talented team.”

New Mexico Economic Development Department Cabinet Secretary Alicia J. Keyes said NBCUniversal offered the State of New Mexico the Directors Initiative as part of its film partnership agreement, which encourages studios to make a long-term commitment to the state and to workforce development. “Opportunities like the Directors Initiative are rare outside Hollywood,” Secretary Keyes said. “We are pleased NBCUniversal is helping to train local residents who will become the next generation of leaders in this growing industry. These investments in our workforce benefit New Mexico and the industry.”

“The director shadowing program is a vital part of our partnership with NBCUniversal, in that it directly nurtures and uplifts our New Mexico above-the-line talent, who can learn from industry pros working here in New Mexico. We thank NBCUniversal and the MacGruber team for their support, and extend a very well-deserved congratulations to Jocelyn,” New Mexico Film Office Director Amber Dodson said.

This endeavor marks a return for Jansons to the NBCUniversal family. She began her professional career at NBC as a teen host and reporter interviewing Andy Warhol, the NY Mets, and Iron Maiden for two Emmy-Award winning series, *Fast Forward* and *Kids Just Kids*, and as an assistant to Maria Shriver on *Sunday Today*. In Los Angeles, she was associate producer on *Chuck & Buck* and directed reality television for E! and Essential Entertainment. Jansons is a New Visions/New Mexico Award Winner and her short films, *Baby Monitor* and *Lobster*, are winners of the New Mexico Filmmakers Showcase. She is the founder and director of the non-profit New Mexico Girls Make Movies and taught the producing track of the New Mexico Filmmakers Intensive at the College of Santa Fe.

Jansons is currently in development on her screenplay *Wolf*, which won the George RR Martin Screenwriter Award, set to shoot June 2022, as well as on a 13-episode dramedy series set in the 90s that she wrote with her writing partner, Laurence Dumortier. She recently produced and directed a music video for Andy Primm’s new single, *Calendar Girl*. Jansons is a graduate of Brown University and the University of Bologna, Italy and is a Fulbright Scholar to Latvia.

The initiative’s launch comes shortly after NBCUniversal officially opened its New Mexico production facility last month. In late June, Gov. Michelle Lujan Grisham, Albuquerque Mayor Tim Keller, NBCUniversal executives, and other civic and industry leaders came together to cut ribbon on the production facility located in the Martineztown area of Albuquerque, New Mexico.

In June of 2019, NBCUniversal signed a 10-year lease with Garcia Realty and Development for production space in Albuquerque. The deal turned the empty Martineztown warehouses into a state-of-the-art television and film studio with two sound stages, offices, and a mill. The company also committed to \$500 million in direct production spend over the next 10 years and 330 full-time equivalent jobs, a total economic impact of \$1.1 billion over 10 years. The total number of jobs, direct and indirect, should exceed 800 annually, according to an economic analysis by the state.

*MacGruber* has been filming at the NBCUniversal production hub in Albuquerque since early July, employing approximately 225 New Mexico crew members, 61 New Mexico actors and stunt players, and 850 New Mexico background actors.

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### **About NBCUniversal**

NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses. NBCUniversal is a division of Comcast Corporation.

### **About the New Mexico Film Office**

The New Mexico Film Office (NMFO) is a state agency, under the office of Governor Michelle Lujan Grisham and the New Mexico Economic Development Department. NMFO markets the entire state of New Mexico for film, television, commercial, and multimedia production. NMFO fosters the development of New Mexico's world-class crew and local talent, promotes the treasure trove of unique locations across New Mexico, as well as local vendors and industry support services. NMFO administers and advocates for the film incentive program and services and supports productions by facilitating communication and networking between state and local officials, and a state-wide network of film liaisons. New Mexico offers a 25% - 35% tax credit back on spend on New Mexico's cast, crew, goods, services, and more. In 2021, two New Mexico cities were named on Movie Maker Magazine's 'Best Places to Live and Work as a Movie Maker.' New Mexico is a home away from home for Netflix and NBCUniversal.

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