



Outbound once again aboard the New Jersey Transit local to Trenton is where I originally composed this. On that train, I often recall the too, too many times I rode past a memorable graffito on the back of a billboard near Metuchen, "Buz Loves Donna 4 Ever." I still look for it now although the message is long gone and I know I shall not find it. This trip always makes me wonder how long forever was for Donna and Buz. It seems forever never lingers.

A motion picture editor now for over three decades, recent years were my "Great Unlearning." The Summer of 2014 saw the completion of Silver Skies, the first feature I ever cut, an endeavour that required me to master a different medium. Silver Skies was written, produced and directed by Rosemary Rodriguez. Since its finish, I've cut EPK-style behind-the-scenes segments for social media promotions. But I still don't know Walter Murch.

In 2008, I resigned my partnership at the creative post-production house Just Add Water to pursue other disciplines of movie making, such as writing and directing--but always the editing, always. My former partners, with whom I've worked most of my professional career, have continued our familial relationship. They employ me frequently on a freelance basis, as recently as May, 2015. They are also supportive in that they permit me to occupy a work station on the premises for my projects.

A favored verse is this melancholy moment from Coleridge, The Rime of the Ancient Mariner:
"The many men so beautiful
and they all dead did lie.
And a thousand thousand slimy things lived on.
And so did I."

Since 2009 I've also been an advisor on, or attempted to develop, a number of independent documentaries. I've produced "New York Subway Ride," a profile of the expressionist sketches of artist George Fasbinder. I collaborated with the movie-making collective, Dark Kidney Films, for which I edited the narrative short "Kinhold," and assisted with post-production on another narrative short "A Game Of Chance." With Dark Kidney Films I co-produced two pilots for unscripted programs, "Inspiration:Digital" and "Minute Masters Challenge."

The literary figure with whom I most identify is Doctor Bovary. The literary figure with whom others most identify me is Doctor Zaius.

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My career as an editor of television commercials began when I was apprenticed to David Dee, at his premier independent post-house, EventTime. David, himself much lauded, is arguably the inventor of the Rip-O-Matic, sometimes called a Steal-O-Matic, by which the agency can cheaply present the advertiser with a prototype commercial. Then came the Sizzle Reel...

I have collaborated on innovative, award-winning, and culturally resonant campaigns for clients like [A.1. Steak Sauce](#), [Tampax](#), [Gillette](#) (yes, The Best a Man Can Get™) and [Grey Poupon](#). Except for the last, I don't know who posts these spots on YouTube; however, I am very grateful, whatever their motivations might be.

Some Vital Statistics:

Nieces and Nephews, Seven

Grand-Nieces and Grand-Nephews, Twelve

God Children, Four

Best Man, Thrice

Early in the 1990s, I had the fond opportunity to tell John Frankenheimer that Jordan Lymon was the greatest president we never had. Lymon is a character in the gripping and prescient motion picture, Seven Days In May, directed by Mr. Frankenheimer, with whom David Dee and I worked on two TV commercial projects.

Through the good people at [Wunderman](#), the now-deceased agency, I was privileged to work on very creative and compelling direct response advertising (DRTV), both hard sell yet elegant.

Mensch Factor: The [Anthony S. Zuccarello](#) Memorial Scholarship, Rutgers University School Of Management and Labor Relations, which I fund in honor of my father, who believed that we are our brother's keeper. Give me work so I might fund it further.

In the Year Of Our Lord, 1998, three long-time co-workers and I broke away from our then employer to found Just Add Water. The company's primary client continues to be [Macy*s](#). By means of my freelance return engagements, I have maintained my relationship with the creative teams of this marquee retail advertiser. Just Add Water represents me and [showcases my work](#) on the company website.

My brother-in-law claims that, as a child, I would never pay attention to the television until the commercials came on. Talk about destiny.

Historically, my colleagues and I went beyond conventional editing to provide [international adaptations](#) for Gillette and its family of brands such as Oral-B and Duracell. I learned to say



"razor," "shave" and "microfins" in two dozen languages, a talent that helped me on a recent trip to Paris.

I'm a member of the Blue Cat Class of 2005 when my original, feature-length screenplay, Holy Hell, was selected as a [Top Five Finalist](#). It received Honorable Mention at 2013 WilliFest, for which I was a fully credentialed guest of the Fest. It was announced in February, 2004, as a Top Ten Finalist for the [Moxie Films](#) New Century Writer Awards Screenplay Competition (eighth place with cash prize--huhu!). It was a semi-finalist in competitions over the years in between, yet Holy Hell remains unproduced, unoptioned, and unsold.

My role model is Adlai Stevenson, who said, "My definition of a free society is a society where it is safe to be unpopular." More famously, he also said, "Don't wait for the translation, answer 'yes' or 'no'! ...I am prepared to wait for my answer until Hell freezes over."

As a politics junkie, I yearn to create campaign advertising. Spec work brought me within one degree of separation from a remarkably weird [political scandal](#). Over the years I've found myself on that Trenton train for my New Jersey hometown to produce local TV spots. My candidates have all been Democrats and, oh yes, have all been victorious.

I'm rewriting this in Bryant Park on a brilliant sunny day but I should wrap up. After all, never trust an editor with a suntan.

A handwritten signature in black ink that reads "Francis Zuccarello". The signature is written in a cursive, flowing style.

Mr. Francis Zuccarello