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## John Barber Opens New Ad Shop

Capitalizing on free-lance talent he has worked with over the years, John Barber of John Barber and Associates has launched a new full-service advertising and production agency in Milwaukee.

Barber came to Milwaukee via New York, Hollywood “and all points yonder” says the recently retired director of mass media for the locally headquartered Wisconsin Evangelical Lutheran Synod (WELS).

His 18 year tenure with the WELS exposed him to an “abundance of local talent” says Barber, who worked with professionals in an all fields of communications including writers, directors, artists, videographers and composers. “The advantage,” he says, “is to be able to be up and running right away because the people who are literally the

associates are a consortium of professionals whose gifts and talents have been proven over the years.”

With local, and national awards under his belt, Barber said he and his associates are ready to pitch national jobs in both the secular and church world. Before leaving the WELS, Barber garnered several awards, including a TELLY and an Awards in Media Excellence for the docu-drama Harvest of Joy – a synod history. Projects have taken him from Greece to Israel shooting on location for the WELS.

Barber’s domain at the WELS was as diverse as he is. He directed and produced internationally syndicated radio programs, children’s television, broadcast commercials and promotional videos. One of his accomplishments was achieving big results on razor-thin budgets – a talent which will bode well for future clients, he says. “Try recreating Christ’s tomb and his resurrection in your backyard.”

Barber also brings a star-studded history to his resume. As an actor he’s performed on stage, screen and television. He notes his film performances were done for “not really Turner Movie Classics.” But he concedes his work in “Journey to Center of the Earth” with James Mason and Pat Boone was a cut above his work in cult film “The Incredible Two Headed Transplant.” His work on NBC included performing and writing for the Diana Shore Show where he worked with “all the big names in the business.” Barber then formed his own Los Angeles production company where he worked on radio

and television campaigns for such giants as Kodak, Sears, Continental Airlines, Ford Motor Company and Maxwell House.

His love of the church brought him to Milwaukee. It's a move, he says, "I've never regretted for a moment. It's brought me tremendous gratification both spiritually and professionally."

Today, Barber sees evolving technology, such as interactive media, as an exciting opportunity for himself and his associates. "As technology keeps changing, the opportunities to exercise creativity are ever more exciting and the possibilities loom larger than ever."

Barber and Associates is headquartered in Milwaukee at 2120 N. 62<sup>nd</sup> St. and can be contacted at 414-256-0137 or [barberjackbar3@aol.com](mailto:barberjackbar3@aol.com).