



Bring Us Your Vision
We Consult,
Shoot & Edit
We Get it Right!

Who Are We?

Founded in 1987, **Double R Productions** is a woman-owned, full-service communications firm specializing in television and video production.

How Can We Help You?

- Original Programming
- PR & Marketing Videos
- Training & Education
- Public Service Announcements
- Media Training



1621 Connecticut Ave NW
Suite 400
Washington, DC 20009
Tel: (202) 797-7777
Fax: (202) 797-7771

Monthly Moo- April 2011

Message from the President:

The house was packed and the discussion was lively at a **Double R Productions**-sponsored Women in Film & Video (WIFV) Executive Members breakfast this week. The topic: "Finding Your Creative in Non-Broadcast Media" and apparently it struck a chord with many. I was so pleased to host and moderate with an excellent panel of professionals, including: Sheila Brooks, SRB Communications, Lori Butterfield, Home Front Communications and Nutan Chada of the Defense Logistics Agency's Strategic Visual



Communications program. What good company to be in and with many questions from a sharp audience, we covered everything from how the world of video production is changing rapidly to the difference between creating video for broadcast and non-broadcast.

Obviously the client is King or Queen for the day in non-broadcast production and the creative challenges are often liberating, lucrative and FUN!

Unanimously the view was that the Internet changes everything with almost all projects ending up somewhere on the web. Good show WIFV www.wifv.org and many thanks to the able **Double R** staff who assisted in making this breakfast a great way to start the day!



Yours in WIFV,



President, **Double R Productions**



www.doublerproductions.com



YouTube

MOOVING Around T'own!



Double R "Condenses" IAR Conference Into Two Videos



Double R Productions traveled to Orlando to shoot the International Institute of Ammonia Refrigeration's annual conference. **Double R's** Associate Producer Catherine Baum worked with a Florida crew and IAR's Bob Armstrong to capture three days of footage, which **Double R** will use to edit both a highlights video of the conference and the IAR membership video.



DC Collaborative Flies Forward With Double R Video

Double R interns Carina Brommet, David Castro and McKenzie Kuehnlein captured auction bidding, orchestra performances, award presentations, interviews and more at DC Arts & Humanities Education Collaborative's "Taking Flight with the Arts" Gala. The Collaborative will post the highlights video on its Web site.



Double R Dresses Suited for Change with Video!

Double R Productions is producing a video for Suited for Change (SFC), a nonprofit that provides professional clothing, career guidance and life skills to low-income women. **Double R** President Rosemary Reed conducted interviews with SFC supporters over a display of the organization's boutique outfits, arranged by **Double R's** Catherine Baum and McKenzie Kuehnlein. Director of Photography Gonzalo Accame shot footage of volunteers suiting clients in the boutique as well as the SFC open house. **Double R's** Catherine Baum will be at SFC's Suited for Spring Luncheon next month to capture the keynote by Robin Givhan, former fashion editor of the Washington Post, among other event highlights. **Double R's** Michael Gionis will edit this video to attract more clients, referral partners, volunteers and donors to SFC.

