



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



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Monthly Moo- February 2011

Message from the President:

Happy Moo Year...but wait, it's now February. Do you have video on your website or newsletter yet? If you haven't thought about it, check out these stats:

- YouTube is the second largest search engine online, which means more people are searching for videos on YouTube than they are searching for information on Google, which amounts to 790.7 million searches. WOW! That's a lot.
- Online video marketing continued to gain momentum in 2010, with an average of 179 million Americans watching video online each month.
- More than 88.6 million people watched online video on an average day in December 2010, UP 32% from December 2009.

Those statistics come from comScore 2010 Digital Year in Review.

-According to Internet Retailer, Shoeline.com saw a 44% increase in online sales conversions by using videos to showcase their products.

-A 2009 Eyeblander Research Analytics Bulletin says people retain 10% of what they read, 20% of what they hear and 30% of what they see...combining all three, via video, yields 50% retention and 70 to 90% when interactivity is added.

Of course we know you're savvy and have already thought about online video, so what are you waiting for? I've heard people say that the quality of video on the web is so awful that they don't want to denigrate their site with bad audio and grainy, flip-cam quality. That's why **Double R Productions** is at your service. With careful planning and perhaps even collaboration with some like-minded groups, you can have professionally shot, excellent video that showcases your organization or company and that's why you call **Double R Productions**. Start your first quarter out right. Video will help you convey your message more effectively and **Double R** will make it a painless, cost-effective and professional process. Let us show you how.

Call us today!

Yours in Video,



President, Double R Productions



www.doublerproductions.com



YouTube

MOOVING Around T'OWN!



New interns in Double R-land

Double R recently welcomed spring interns Carina Brommet, a junior at Berry College, David Castro, a junior at San Diego State University, and McKenzie Kuehnlein, a sophomore at University of Toledo. These production assistants are MOOVing nonstop on projects ranging from the arts to political protests.



Double R shoots MTCI Resiliency



Double R Productions produced a video for Management & Training Consultants, Inc. (MTCI), to promote the company's resiliency training for employees in high-stress jobs. **Double R** President Rosemary Reed interviewed MTCI leaders at the company's headquarters in Dumfries, VA. Director of Photography Gino Bruno shot the interviews over a white background with a purple hue to match the company's resiliency logo. **Double R** Production Coordinator Catherine Baum noted memorable sound bites for postproduction and transferred HD footage. Production Assistants Carina Brommett, David Castro and McKenzie Kuehnlein provided talent makeup, release forms and still photography.

Double R produces 3 new spots for NAB's Congressional Families PSA Campaign

Double R Productions shot and edited new spots focusing on volunteerism, breast cancer awareness and mental health awareness for this year's Congressional Families PSA



Campaign. Conducted in off-election years since 1985, the public service announcements feature hundreds of congressional members and their families informing their communities of important health and social issues. Additional spots by **Double R** include emergency preparedness, healthy heart, literacy, online predators and skin cancer awareness. **Double R** will shoot the congressional tags for the PSAs in May on Capitol Hill.

