



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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Message from the President:

"We have a really short turnaround."

"Help! Our event is in two weeks. Can you make a video?"

"We've talked to other video companies and they say it will take at least three months. We need something in a month."

The **Double R Productions** response is always, "sure, no problem."

Why do we say that? Because we come from broadcast originally and we've never missed a deadline yet and that's a fact.

How do we do it? Here are a few tips.

-Organization is the key as well as a saying we use around **Double R** that I'm sure is not original, but we call it the "7 Ps of Production,"
Prior Proper Planning Prevents Piss Poor Production.

-We have a simple six or eight step (depending on the project requirements) production formula that we follow and insist that our clients follow too, which everyone knows about in advance so once that's established we're ready to meet any deadline.

-We create a specific timeline with delivery and approval points and we tell our clients that if they don't meet their approval deadlines, then we probably won't make their final deadline and THAT'S NOT GOOD!

-We absolutely insist that we will not shoot until either a script or a very detailed outline has been approved by ALL who need to provide approval.

-We also absolutely insist that once the final edit script is ready that we will not edit until ALL who need to approve it have approved that script.

-If these steps are followed and then we give them our very best, almost completed edited video for their first screening, we usually just need a few tweaks and we're done.

Would we like a bit more time? Sure we would, but for the Rural Telecom Associations, the KickBack Points Program and even for the client who wanted a dancing flash mob in Boston this summer, our **Double R** turnaround team made video magic happen, on budget and on time. How can we help you?

Yours in Speedy Production,



President, **Double R Productions**



www.doublerproductions.com



YouTube

MOOVING Around Town!



Double R video helps CFH strengthen communities

Double R Productions produced a video to mark the 30th anniversary of the Coalition for the Homeless (CFH). **Double R's** Producer Rosemary



Reed, Associate Producer Catherine Baum, Director of Photography Gino Bruno and Production Assistant Nahielly Hernandez visited three of the Coalition's program sites to capture heartfelt stories of how CFH strengthens communities and rebuilds lives. Reed interviewed case managers as well as the residents and clients they help. The video will be presented at the Coalition's 30th anniversary event on Oct. 18.



New interns travelled far to Double R!

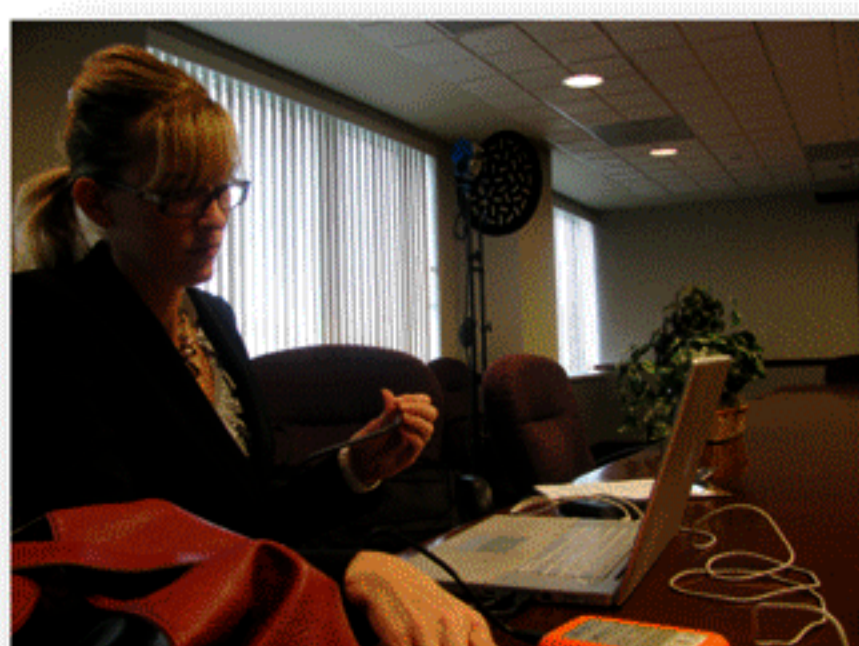
Double R's fall 2011 intern team has kept busy designing marketing materials, assisting on professional shoots and planning, scripting and implementing their own projects since joining the **Double R** team just after Labor Day.



Double R welcomes Ilse Schooneknaep of Belgium, Amber Ferris of Scaggsville, Maryland and Nahielly Hernandez of Mexico.

AHP reaches checkmate with Double R video!

The Association for Healthcare Philanthropy (AHP) launches its new strategic plan for health care development in a few weeks and **Double R Productions**, known in the business for its quick turnaround, is producing the kickoff video. Starting in Gaithersburg and ending in Annapolis, Maryland, **Double R** Producer Rosemary Reed, Associate Producer Catherine Baum, Director of Photography Gino Bruno and Production Assistant Ilse Schooneknaep accomplished a lot in one day. They captured footage at Anne Arundel Medical Center in Annapolis and at an Asbury Foundation site in Gaithersburg. A native of Belgium, Ilse enjoyed her first professional shoot and she even offered an interviewee a Belgium cookie! **Double R's** Michael Gionis is editing the piece, which includes graphics of a chessboard.



Each move on the chessboard transitions to the next section of the five-year plan. The video closes with checkmate of course. It will be shown at AHP's October conference in Boston.