

Double R Continues to Answer NAB's Call

Washington's venerable Double R Productions (www.doublerproductions.com), located near Dupont Circle, recently completed the latest edition of a project the company "has been involved with since 1985," says president and CEO Rosemary Reed. The National Association of Broadcasters (NAB) Congressional PSA campaign gives members of Congress and their families (see photo) the opportunity to tape two PSAs of their choice; they're distributed free to NAB member TV stations and audio tracks are edited for radio.

For the 12-day production, Double R set up a full HD studio, master control board and two make-up stations in the basement of the U.S. Capitol, then shot footage at the Capitol and Reserve Officers' Association and Veterans of Foreign Wars buildings. The spots were



lensed with a Panasonic AJ-HDX900 camera, edited on an Avid Nitris, closed captioned and Sigma-encoded, then delivered by satellite. This year Double R taped 232 participants, representing 48 states, in 350 PSAs.