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Double R Produces Big HD Numbers for the NAB

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Since 1985, the National Association of Broadcasters (NAB) have worked with **Double R Productions** to produce 30-second PSAs for the Congressional Families Public Service Announcement Campaign. This year, the spots feature members of Congress from 48 different states and territories, ranging from California and New York to the Virgin Islands. In 2009, **Double R** broke all previous records by producing nearly 800 PSAs for the campaign! More than 200 participants came out to raise awareness on topics ranging from breast cancer and diabetes awareness to encouraging reading and deleting online predators. With input from the NAB and sponsoring agencies, **Double R** wrote scripts for each of the eight announcements, including three new spots: “Skin Cancer Awareness”, “Emergency Preparedness” and “Going Green”. **Double R** coordinated the HD production of the new spots last fall, which included multiple locations and casts. In the spring, the **Double R** crew headed into the studio for 11 days of shooting. **Double R**’s first challenge was creating an entire HD studio in a small room in the basement of the US Capitol for two days before moving to the Reserve Officers Association for the duration of the shoot.

“With such a large turnout, we had to move the members through the studio every 15 minutes. We had to work quickly and efficiently without sacrificing excellence. This project proves it isn’t the size of crew that matters, just the quality of the staff and great teamwork. We are small but mighty, and our numbers prove it!” stated **Double R Productions**’ President, Rosemary Reed.

Double R Productions’ Senior Editor, Michael Gionis edited all the HD spots on Avid Nitris DX and prepared the near seven-hour reel for SD and HD satellite feeds. **Double R** also coordinated the SD and HD closed captioning. Representatives from **Double R** were present at each feed site to ensure the feed ran smoothly. As a token of appreciation, individual DVDs were created for each participant.

Double R Productions is a full service communications firm in Washington, DC, specializing in film, television and all manner of media/web production. Since 1987, **Double R** projects have included public service announcements, original programming, corporate, non-profit and association image pieces, along with video news releases and commercials. **Double R** also works with government agencies on everything from media training and documentaries to interactive video training projects.

