



Double R Productions Shoots Smart for Phi Beta Kappa

The super intellectuals of Phi Beta Kappa teamed up with Double R Productions experts this summer to welcome new members and inform prospective ones about the nation's oldest academic honor society. Double R's Rosemary Reed and Catherine Baum walked out of Double R's cool office in Dupont Circle and into the heat for a video shoot with their neighbors around the corner at Phi Beta Kappa headquarters. When they arrived at the four-story townhouse on New Hampshire Avenue, Reed immediately recognized the historic Phi Beta Kappa gold key logo at the entrance, the same key her mother wore as a member.

Shot in HD, one video delivers a message from President Fred Cate and will be emailed to the society's new members just in time for the start of the school year; another video for PBK's Website will feature interviews with society members and leaders touching on their mission and their passion for the liberal arts and sciences.

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.

