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**Double R Productions** Doubles NAB's Congressional PSA Productivity

FOR IMMEDIATE RELEASE  
DATE

WASHINGTON, DC – **Double R Productions** teamed up with the National Association of Broadcasters (NAB) to create more than 700 public service announcements (PSAs) for NAB's Congressional Families PSA Campaign. Conducted in off-election years since 1985, this year's project was double the success with over 752 radio and TV PSAs being produced.

The tapings originally scheduled for six days were taped at two different locations, the U.S. Capitol and the Reserve Officers Association, where **Double R Productions** staff created a fully functioning High Definition (HD) studio. Due to such high demand the program was extended for an additional three days. The efficient **Double R Productions** crew videotaped over 200 members of Congress and their families.

"The coordination of the event had to be rapid, precise and high quality. We had more than 100 extra participants than in previous years. The great news is that these important messages will now reach even more communities," said **Double R Productions** President Rosemary Reed.

The PSAs feature representatives from 45 different states and territories, ranging from California and New York to Washington, D.C. and Puerto Rico. **Double R Productions** created PSAs about important social and health issues such as child literacy, combating diabetes and online safety. **Double R** collaborated with NAB's National Campaigns Manager Sarah Roberts Horn and Coordinator Kristine Fargotstein, a former **Double R** intern, now with the NAB.

**Double R Productions** is a full service communications firm, specializing in film, television and all manner of media production in Washington, DC. Projects include original programming, public service announcements, non-broadcast productions for corporate/non-profit organizations and government agencies as well as video news releases and commercials.

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