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Double R Productions and The National Partnership Show that “Actions Speak louder than Words”

FOR IMMEDIATE RELEASE

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Double R Productions, a DC communications firm, produced a fundraising piece for the National Partnership for Women and Families 2007 Annual Luncheon. Shown to an audience of 1,500, the video summarizes the Partnership’s message of “actions speak louder than words,” addressing the progress they have made as well as stressing the importance of their current objectives. By using “people on the street” style interviews, problems such as lack of healthcare, no paid sick leave and pregnancy discrimination were confronted and provided with possible solutions. The video featured National Partnership staff members, including the National Partnership President, Debra Ness. The three and a half minute segment summarizes the Partnership’s message while serving as a prelude to speeches by Ness and the Partnership’s honored guest speaker, former US President Bill Clinton.

The **Double R** staff coordinated a day long shoot, which included multiple locations, interviews and stand ups. Michael Gionis, **Double R**’s senior editor who has been with the firm nearly fourteen years, edited the piece on Avid Adrenaline. This video continues **Double R**’s legacy of production versatility and demonstrates their knack for creating state-of-the-art videos with a strong impact.

Double R Productions President Rosemary Reed states, “We were thrilled to work with The National Partnership again this year! It is always a pleasure to work with such a dedicated organization. We were honored to have our piece and President Clinton on the same stage.”

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