

WHERE DO WE START?

I look forward to helping your organization tell a story that extends your vision into the world. This is a wonderful creative process – together, we narrow down the boundless possibilities into a manageable and affordable scope of work, bring it to audiences and transform lives.

Discovery Phase:

Clarify the message We spend time together to identify the special character and values of your organization as well as your business goals and objectives

Survey the field I develop and share a report on other projects in this space – what can we learn from them about production and distribution?

Explore options I present 2-3 approaches at different price points

Draw up plans We agree I should develop one option into a treatment including business case, storyline, budget and timeline

Production Phase:

Create the team I activate my network of photographers, audio technicians, editors, musicians and graphic artists to find the right person for your project

Direct production Every team member works in support of your story

Manage the budget I ensure on-time, on-budget delivery

Distribution Phase:

Embedded from the start In the Discovery phase we survey the field, reviewing both production and distribution of similar projects

Write the plan I contact my network of broadcast, online and third-party distributors to make recommendations that fit your business goals

Next steps:

Drop me a line at Katie@mediaalley or (206) 355-2290 to introduce your project. Together we will discuss what services will advance your organization most dramatically and how much it will cost to get it done.

-Katie Jennings

