

The **real** story behind our **fake** promo



Drew Sidener, Writer/Executive Producer

Brett Heinzerling, Writer/Producer*

Mike Vialpando-Nuñez, Writer/Editor/Producer*

Jud Luyties, Photographer*

Chad Roark, Graphic Artist*



*Actual Promo Superstars

What Matters?



Not this.



Los Angeles, California



Beverly Hills, California



Ohio

What Matters?



Not this.



What Matters?

This.



What
Matters?

Emotional appeal, female demo



What
Matters?

Emotional appeal, female demo

This story is about the
Loss of the Possible.



What Matters?

Emotional appeal, female demo

This story is about the *Loss of the Possible*.

- No first tooth, first steps or first day of school.
- A potential family – unmade.



The Process

- **Covering Colorado First**
Promote OUR story – not A story



The Process

- Covering Colorado First
Promote OUR story – not A story
- ~~TSRs/Episodics/Promotables/Topicals~~ < IMAGE



The Process

- Covering Colorado First
Promote OUR story – not A story
- ~~TSRs/Episodics/Promotables/Topicals~~ < IMAGE
- Not the point of THIS exercise



The Process

- Covering Colorado First
Promote OUR story – not A story
- ~~TSRs/Episodics/Promotables/Topicals~~ < IMAGE
- Not the point of THIS exercise
- I'm between you and



The Shoot

- Shoot all original video – no news b-roll



The Shoot

- Shoot all original video – no news b-roll
- Hey, kids! Let's go to the playground!



The Shoot

- Shoot all original video – no news b-roll
- Hey, kids! Let's go to the playground!
- Medical reporter = cheap labor



The Shoot

- Shoot all original video – no news b-roll
- Hey, kids! Let's go to the playground!
- Medical reporter = cheap labor
- Reporter's wife/baby = even cheaper labor



The Shoot

- Shoot all original video – no news b-roll
- Hey, kids! Let's go to the playground!
- Medical reporter Kathy Walsh = cheap labor
- Reporter's wife/baby = even cheaper labor
- Canon EOS C500, slider for low-angle shots,
Steadicam rig





COVERING COLORADO FIRST

WEEKNIGHTS AT
5/6 and 10