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Dear Prospective Video Customer:

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I write this letter in support and recommendation of Avista Video of Albuquerque, New Mexico. I have nothing but the highest praise for their creativity, efficiency and the collaborative spirit they bring to their work.

As a member of the New Mexico Supreme Court's Committee for the Improvement of Jury Service, I was the executive producer for the state's very first jury orientation video. My jury subcommittee wrote the script and prepared a rudimentary storyboard for our 20-minute production. Avista Video was selected through a competitive process to complete the project.

Avista worked cooperatively with us to refine the script, select voice talent and then we hit the road to shoot video that would encompass the entire state. The plan, well-executed by Avista, was to present jury service through the eyes of the people in our diverse state who had been through it. That meant gathering interviews from Grants to Carlsbad, Las Vegas to Las Cruces. This was no easy task. Avista organized the road trip, handled logistics and worked well to complete even bi-lingual interviews.

The editing and post-production went without a hitch. Avista's personnel had to produce a medieval trial re-enactment; courtroom scenarios and develop graphics to cover scripting. I found the crew to be exceptionally creative, patient and always supportive of our mission, which was to educate jurors about the judicial process and motivate their involvement. The project was also completed on time and within budget. I have 20 years experience as a TV reporter and they met the standards I set for high quality work.

The video has been very well received. The New Mexico Supreme Court gave it a quick approval and jurors tell us they enjoy it, diminishing the dread that a jury summons sometimes brings. The video was also selected for a Silver Anvil Award by the New Mexico State Chapter of the Public Relations Society of America.

This was my second successful video project with Lisa Witt and the Avista crew. I recommend them highly for their innovative technical skills and their ability to work cooperatively with clients.

Sincerely,

Janet Blair