



August, 20, 2010

To Whom It May Concern:

As Operations Manager for the Jemez Community Development Corporation, I am writing this letter in reference to our recent experience with Avista Video Histories in which we were extremely satisfied.

The Pueblo of Jemez contracted with Avista to produce a 15-minute, promotional/informative marketing video for our new Red Rocks Canyon Trail. The video will continuously play in our visitor center and promotes the trail to prospective visitors. We also developed an abbreviated 5-minute version that will be posted to our website for the same purpose.

Taking on a video production was something neither myself nor my staff had done before and we were a bit apprehensive about the process. We knew what we needed but weren't sure on how to get there. Avista stepped up, guided us, and made us feel comfortable throughout the entire process. I was most impressed with how Avista listened to our ideas, took what we were visualizing and formed it into a tangible part of the video. This can be seen in the beginning of the video where we were able to incorporate the traditional Towa Language.

From the very start of the process, Steve answered our questions and provided efficient and creative feedback to the script's narrative and visual content. He provided tips for my first time narrator and continued the guidance throughout the recording process. Being that we were writing the script ourselves, I had many questions. Steve suggested ways to keep the message "on track" and to the point. By offering up creative ideas, he helped us convey our message more effectively.

When it came time to shoot, our video required the use of untrained volunteer actors to play the parts of the hikers/tourists and our staff from the Walatowa Visitor Center to play the trail guide. None of our volunteers were familiar with being in front of a camera. Steve introduced little tactics that would either make us laugh or get us to relax enough to deliver our lines. In the end, we got what we needed.

Upon presenting the finished video to the Board, it was met with very high praise and satisfaction. It clearly surpassed our expectations in communicating not only the desired message but also the beauty of our land. Who knew our trail could look so good? We will definitely use Avista Video again for future projects and hope that you will too.

Sincerely,

A handwritten signature in black ink that reads "Monique Sando".

Monique Sando

Jemez Community Development Corporation

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