

# SHIELS PRODUCTIONS

*A full service video production company for broadcast, cable and the corporate world serving tourism destinations & attractions, nature-based organizations, outdoors, recreation and sports industries.*

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[www.shielsproductions.com](http://www.shielsproductions.com)

## MARKETING **SOLUTIONS** IN A TIGHT ECONOMY

The country is grieving and the economy is in a slowdown. All of us are watching our dollars. Marketing budgets have been cut. Still, the only way to grow a business is to attract new clients. Shiels Productions helps by providing strategically targeted video and television support at prices that won't drain your resources.

If your challenge is to grow a business, find inspiration in the solutions I have created for others. I use my storytelling and production skills to make organizations and their products and services more attractive. Here's how.



We just finished a busy season producing *The Zoo Filez*, our award-winning weekly series for The North Carolina Zoo. *The Zoo Filez* is viewed weekly on eight North Carolina TV stations. We have won several national awards for this series including the prestigious Mercury Award and The Communicator Award for outstanding video production. I also have recently concluded projects for Daniel Stowe Botanical Garden and Gaston County Tourism, Grandfather Mountain, The Grove Park Inn Resort and Spa and The North Carolina Aquarium.

This year The Grove Park Inn was reborn as The Grove Park Inn Resort and Spa. Shiels Productions created a two-minute TV news story that was distributed by the Carolina News Network and CBS to all affiliate stations from Virginia to Florida.

Our newest music video essay for The Daniel Stowe Botanical Garden is now finished. This project highlights the garden's thirty fountains surrounded by a natural palate of colorful plants. We also produced a 20-minute B-roll tape for the use of visiting broadcast media and for an upcoming promotional video.

At Grandfather Mountain, we were mesmerized while the two youngest bear cubs displayed their playful charm for the camera. We met an unusual cinnamon colored black bear, and captured the amazing underwater antics of river otters chasing after mountain trout in their beautiful natural habitat. Finally, we told the story of the highly endangered bald eagle's struggle for survival. Each of these stories was broadcast on eight North Carolina TV stations during the month of August.

On the coast, we produced a series of stories for the North Carolina Aquarium about crabbing, alligators and the dangers facing North Carolina's estuaries. We also told the heartbreaking tale of the feral horses that live on North Carolina's barrier islands.

Could your business benefit from the illuminating effects of a video or TV production? Please visit my website at <http://www.shielsproductions.com> to learn more about how a Shiels Production can help, or feel free to contact me directly.

