

# ROOY MEDIA LLC

## Company Profile

### BUSINESS ACTIVITIES

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- **HUMAN ISSUE PROGRAMMING:** Creating television, videotape, DVDs and other media products that educate people about important social and environmental issues.
- **MEDIA PRODUCTION SERVICES:** Providing high-caliber production services for nonprofit organizations, socially responsible companies and government agencies.

### HUMAN ISSUE PROGRAMMING (Rooy Media LLC Projects)

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- **MICROCREDIT:** Creation of several programs and videotapes profiling microcredit and microenterprise development, exciting new anti-poverty strategies:
  - **To Our Credit**, a two-part PBS series exploring microcredit and microenterprise development worldwide and in America (2 hours)
  - **Faces of Microcredit**, five short sketches of women around the world who have used microloans to improve their lives (30 mins)
  - **Celebration**, a “music video” featuring microborrowers from around the world, working and celebrating (7 mins)
- **SUSTAINABLE AGRICULTURE: Farmer to Farmer**, a six-part series that profiles sustainable agriculture practices that have been developed by many farmers over a twelve-state area:
  - **Field Crops** – showing how to achieve soil fertility, weed control, and pest management on large-scale farms (30 mins)
  - **Rotational Grazing** – profiling intensive grazing systems that make efficient and economically sound use of pastures (30 mins)
  - **Vegetables** – demonstrating methods that respond to increasing demand for safe, high-quality food, including organic (30 mins)
  - **IPM for Vegetables and Small Fruits** – showing how Integrated Pest Management uses chemicals only as a last resort (30 mins)
  - **IPM for Apples** – profiling apple growers who use IPM to deal with low profit margins and fewer available chemicals (30 mins)
  - **High-Value Marketing** – documenting ways farmers add value to what they sell to compete in a high-volume economy (30 mins)

## **HUMAN ISSUE PROGRAMMING (Produced for Third Parties)**

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**Rooy Media has produced films, videos and DVDs for clients such as:**

- **ASHOKA: INNOVATORS FOR THE PUBLIC:**
  - **The Social Entrepreneurship Series**, a sixteen-part DVD series of “illustrated conversations” with masters of social change, including:
    - Fazle H. Abed**, BRAC, Bangladesh
    - William Drayton**, Ashoka: Innovators for the Public, U.S.
    - Peter Eigen**, Transparency International, Germany
    - Oded Grajew**, the World Social Forum, Brazil
    - Alice Tepper Marlin**, Social Accountability International, U.S.
    - Muhammad Yunus**, Grameen Bank, Bangladesh
  
- **THE MICROCREDIT SUMMIT CAMPAIGN:**
  - **Participatory Wealth Ranking**, a video showing how a South African program uses PWR to identify the poorest (30 mins)
  
  - **The Cashpor House Index**, a videotape demonstrating how an Indian organization uses CHI to identify the very poor (30 mins)
  
  - **Building Better Lives**, a video profiling two Bolivian organizations that combine microcredit and education (30 mins)
  
- **GRAMEEN FOUNDATION USA:**
  - **Breaking Through**, a video profiling GFUSA’s impact in using micro-finance and technology to reduce global poverty (16 mins)
  
- **THE CHRISTIAN REFORMED CHURCH OF AMERICA:**
  - **Our Family Album**, a videotape version of a stage play that dramatizes and celebrates the history of the Christian Reformed Church of North America (2 hours)
  
- **ST. ANTHONY’S MEDICAL CENTER:**
  - **St Anthony’s**, a series of commercials for St. Anthony’s, a Franciscan hospital in Columbus, Ohio (10 secs and 30 secs)
  
- **WORLD NEIGHBORS:**
  - **Transformations**, an educational documentary for World Neighbors about farmers on a Nepal mountainside who are winning the struggle against erosion (30 mins)
  
- **PRUDENTIAL LINES:**
  - **Circle of Dreams**, a series of thirteen promotional films on South America for Prudential Lines, Inc. (30 mins and 10 mins)

## MEDIA PRODUCTION SERVICES

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- **MOTION PICTURE ASSISTANT DIRECTOR SERVICES:** offering the expertise and experience of Robert Rooy, First Assistant Director on features, television and commercials. Rooy is a twenty-year member of the Directors Guild of America. Assignments include:
  - **Gods and Generals**, American Civil War feature directed by Ron Maxwell featuring Robert Duvall, Stephen Lang and Jeff Daniels
  - **Minority Report**, Dreamworks feature directed by Steven Spielberg and starring Tom Cruise
  - **The West Wing**, NBC television series with Martin Sheen, Rob Lowe, Alison Janney, Stockard Channing and John Spencer.
  - **Lonesome Dove**, 8-hour miniseries directed by Simon Wincer, featuring Robert Duvall, Tommy Lee Jones, Angelica Huston, Diane Lane and Danny Glover
  - **Diner**, MGM feature written and directed by Barry Levinson, with Steve Guttenberg, Daniel Stern, Kevin Bacon and others
- **ADDITIONAL SERVICES:** Providing several auxiliary services that complement major media creation:
  - **Videography and Still Photography** of subjects ranging from people in real settings to artists in performance
  - **Nonlinear Videotape Editing** of various programs, including Rooy Media productions
  - **Public Education Campaigns**, including a comprehensive campaign in conjunction with the broadcast of **To Our Credit** which involved thousands of anti-poverty activists nationwide
  - **Creative Writing** of various kinds, including scripts, proposals, brochures and resource materials
  - **Print and Web Site Design** for various applications, including rooymedia.com and the outreach campaign for **To Our Credit**