

the design channel

the design channel, llc

news release

5420 wisconsin avenue
chevy chase, md 20815
p 301.951.9195
f 301.951.9197

For Immediate Release

Contact: David Franek
301-951-9195

Personal stories net Telly Awards for The Design Channel.

Agency recognized for video portrait of noted designer and television spot for Patient First.

WASHINGTON, DC, October 5, 2009 –The Design Channel (TDC) received two Telly Awards for broadcast work produced recently, the agency announced. TDC won a Silver Telly for “A Designer’s Journey,” a tribute to graphic designer Pat Taylor that was produced for the agency’s thedesignnetwork.com web site; and a Bronze Telly for “Olivia,” a TV spot for Patient First, an urgent and primary health care provider, which depicted how Patient First’s services helped bring a young ballerina back to health in time for her recital.

“A Designer’s Journey” written and directed by David Franek, president of TDC, is part of the agency’s on-going effort to develop interesting and entertaining content about the world of design. “Olivia” was produced by TDC with animation provided by Bandelier EFX of Albuquerque, New Mexico that employed a unique technique called rotoscoping which involved drawing individual image over live-action footage.

The Telly Awards (www.tellyawards.com) is one of today’s most prestigious awards for communications professionals and honors excellence in local, regional and cable TV commercials and programs, as well as the finest video and film productions, and other work, for the Web. It recognizes achievement in over 200 categories and attracts over 14,000 entries across the nation and around the world.

“Individual stories are always compelling, no matter what media you work in,” said David Franek, president of The Design Channel. “Whether it’s 30 seconds, five minutes, two hours or 400 pages long, a story about an interesting person or someone in a predicament is something we all want to be engaged in to some degree. And these awards further validate that.”

With offices in Washington, DC and Baltimore, MD, The Design Channel (www.thedesignchannel.com) provides a full range of integrated services, including branding, marketing communications and advertising, broadcast and interactive media.

-30

