



PBS

Date 1/4/13

Dear 2nd Amendment Consultants,

As director of digital media/senior editor at Frontline, I am responsible for integrating the series' broadcast, Web and new media initiatives and supporting its ongoing effort to remake the series for the digital age. Our latest project is no exception.

'Guns & Ammo: The Fate of the 2nd Amendment Post-Sandy Hook', will feature an unbiased look at what both sides of the gun debate are planning. Our goal on the digital front is to support the traditional film-based production with a unique supplement. We have chosen this format to be Prezi.

You will work with your team to create a Prezi that the film production crew can cut to at any time. What this means is that you feature material that can stand alone. In other words, it should require minimal to no commentary to be understood. Any commentary must be written down so that the narrator can read it. Our vision is that there are two parallel story lines so every step of the way is shown on both sides.

The content of the Prezi is below:

- Step-by-step plan of action of the gun rights lobby.
- Step-by-step plan of action of the gun control lobby.

- Top special interest groups involved.
- Top lobbyists involved.
- Key House/Senate committees targeted by the above.
- Key Representatives/Senators targeted by the above.
- Cabinet members involvement.
- Press reactions to any of the above.
- Historical Precedent of any of the above.
- Judicial Precedent of any of the above.

Note that your Prezi need not be exhaustive, but it should provide two or more examples for each of the aforementioned elements. On a personal note, I'm looking forward to reviewing these as I graduated from Harvard with a major in American Government!

Sincerely yours,

Andrew Golis

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