



# dixon media

We're a full-service media/production company led by a team of professionals who together have more than 60 years of experience in the fields of television news, production and marketing.

“We'll deliver your campaign message with the highest quality at a rate you can afford.”

## Randy Dixon

Randy spent more than 30 years at KATV, the ABC affiliate in Little Rock, Arkansas. The last ten years of his tenure he served as News Director. Over his career, Randy covered numerous political campaigns and produced/directed the station's coverage of election nights and debates for the most watched races in the state. His work has earned nine regional Emmys and three national Edward R. Murrow awards.



## Lisa Cornwell

Lisa spent nearly ten years as a news and sports anchor/reporter across the country. Her career began in the small town of Columbus, Mississippi, and took her all the way to Chicago, Illinois, where she served in the same capacity for the Big Ten Network. Lisa moved back to her home state of Arkansas four years ago and invested in a social media marketing company that now oversees the online campaigns of several of Arkansas' best known corporations.

## Lars Turpen

Lars has an extensive background in both field and studio production. His talents include shooting, editing, lighting and online production. Lars experience includes a 15-year career directing and engineering "Get Motivated" seminars, which is a four-camera graphics intensive live event for audiences in excess of 20,000. He has also worked on numerous commercials, corporate videos, documentaries and TV shows in a variety of capacities.



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## media services

### Standard Package (\$1500)

- Full use of HD studio to produce your video campaign message, which includes a custom background and on-camera coaching
- High Resolution Studio Headshot Photo
- Audio CD/DVD/Data Disc

Extras

### Media Coaching Session (\$2500)

Our team will work one-on-one with you to ensure you are prepared for the tough questions you will be presented over the course of your campaign. This includes an on-camera question and answer session with a trained reporter, plus multiple on-camera critiques with play back sessions.

### Broadcast Commercials (price varies)

We will write, shoot, produce and provide on-camera coaching for a 15-second and a 30-second commercial. This will include both radio and HD television commercials.

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## social media strategies & design

### Standard Package (\$1500)

Our team of marketing experts will design your facebook and twitter pages to match the look and feel of your campaign website. Your facebook page will be fully interactive with your website, plus have links where supporters can contribute directly.

We will also train you and your staff to run an effective online media campaign. In this day and age, where four out of every five people engage in some type of social media platform, it is mandatory that you are utilizing these platforms in the best way possible.

## website design

### Standard Package (\$2000)

Wait, you don't have a campaign website? We can help with that, too. We'll be happy to show you what our four-time nationally award winning designer can do for your online image.