



## **The Wellness Hour with Randy Alvarez** **30 Minute Interview / Infomercial Production** **All Inclusive Multi-Media Package**

### What's Included:

- 28 Minute edited infomercial with an interview with show host Randy Alvarez
- Four 3-4 minute bonus video clips (shot at the news desk) of topics that were not presented in the 28 minute interview
- One custom of the completed project on a DVD with your 28 minute interview and bonus clips
- The full interview will be featured on our [www.wellnesshour.com](http://www.wellnesshour.com) website with tags and descriptions to help with your search engine optimization
- All editing is included with the placement of up to 8 before and after photos and we will add any pre-edited b-roll or video footage that you may provide to be added to the show
- All story boarding with an interview outline and a list of questions that will be asked in the interview
- Social Media Package with your edited interview will be placed on Youtube and 25 other social media platforms to increase traffic to your website and drive patients to your practice
- Half day use of The Wellness Hour Studio
- Hair and Makeup by Celebrity Stylist Liz Finch
- Extensive media coaching with show host Randy Alvarez
- You will receive The Randy Alvarez Weekly Marketing Report via email

### Getting Started:

- Pre-production meeting with show host Randy Alvarez
- Media Coaching
- Interview questions sent via email
- Dress rehearsal meeting with Randy over the telephone
- Media Coaching
- Production Day – 3-5 hours in Wellness Hour Studios

### Post Production Schedule

- Consultation meeting with our The Wellness Hour Media Team to discuss demographics, airtime and how to maximize the use of your production
- 20 working days for all projects to be completed
- Media placement meeting for local or national television
- Randy Alvarez will have meeting over the telephone with your key staff members to discuss what to expect and share tips on how to handle incoming calls. This will be repeated after three months on the air



**The Wellness Hour with Randy Alvarez**  
**Wellness Hour Studios**  
**State of the Art Production Studio in San Diego, California**

The Wellness Hour Production Studio

- 4 Camera shoot with all cameras rolling at once with a post production multi-camera edit
- Full use of green screen and AutoScript Teleprompter
- Four camera shoot with HD option/ Panasonic HVX professional cameras with Leica lenses capable of shooting in High-Def 720p and 1080i
- Three Sennheiser EW100 G2 series wireless microphones
- KW2 PrimeTime Lighting System with 8 SL255 surround studio lighting and 2 ETC Source 4, 750W HPL lamps
- SmithVictor K33B Attache Tungsten Light Kit and 3 SmithVictor 500W SoftBoxes
- Three editing bays equipped with Final Cut Pro, After Effects, Complete Adobe Creative Suite with Photoshop, Illustrator, Dreamweaver, Flash and InDesign
- 2 MacPro 3.0GHz 8-Core with Dual 23" Cinema Displays
- Lighting and sound technician
- Director of photography

The Wellness Hour Studios  
300 Carlsbad Village Dr. Suite 220, Carlsbad, CA 92008  
760-434-5559 / [www.wellnesshour.com](http://www.wellnesshour.com) / [www.getstarted.tv](http://www.getstarted.tv) / [www.randyalvaez.tv](http://www.randyalvaez.tv)