



*You create a wonderful  
product for your clients  
and  
you have enabled us  
to put our  
best foot forward  
three times!*

Patricia H. Edmonds,  
Secretary of the Academy Emeritus  
**PHILLIPS ACADEMY, ANDOVER**  
Andover, MA

*About the last thing  
I expected to be doing  
was  
sending a check to  
St. Mark's...  
until I got the video.*

Alumnus  
**ST. MARK'S SCHOOL**  
Southborough, MA

If you're involved in fundraising, how much easier would your life be if every time you needed to explain your organization, **every time you wanted to talk about your mission and why it's important, you could bring along your most powerful advocates and your most passionate staff members.** Whatever the venue, a campaign launch dinner, a lunch presentation at a service club or a casual conversation in someone's living room, you would have with you your best spokespeople and each would speak a few choice sentences that—woven together with a strategic and artistic vision—would tell your compelling story and inspire your audience to give.

Done well, that's the power that video can place in your hands. And that's the leverage I've delivered for my clients since I moved more than twenty years ago from pure documentary to a form that retains the authenticity of that voice but **tells a story that is strategically designed to compel action on the part of the audience.** And when the video is properly condensed or re-purposed for your website, it can keep on delivering—even in situations where you're not directly involved.

Although I received my communications degree from the University of Wisconsin—Madison in 1973, **my real introduction to fund raising came in 1987 when I was chosen to produce a short video for Phillips Academy, Andover.** The goal was to support a capital campaign to raise funds for a new performing arts center. Patricia Edmonds was adamant that we not dwell on the shortcomings and deterioration of the existing facilities. Our solution was to capture the excitement and energy of one week in the performing arts at Andover.

Patricia **chose me for the project because of the CASE award-winning work I had done** in producing a monthly, magazine-format TV program called *New Connections* which aired on New Hampshire Public Television. *New Connections* was soft public relations for the University of New Hampshire. It featured everything from a segment on an astrophysicist with a research project on the Solar Maximum mission to a profile of a UNH roofer who took a leave of absence every spring to run his small maple sugaring operation.

Andover's Focus: The Performing Arts won a Silver CASE Award and the response by the target audience was so strong they decided to create another video specifically to raise funds for endowed teaching chairs. Andover: A Legacy of Great Teaching won a Gold CASE award. I'd always been drawn to meaningful projects but this was **a clear indication that my style of interviewing and production was perfectly suited to the needs of non-profits and I began to specialize in this work.**

*Visits to Campus went up 20%, applications increased by 27% and we accepted 45% more students since more qualified students applied than in past years.*

Ellyn Baldini, Director of Admissions  
**THE PUTNEY SCHOOL**  
Putney, VT

*I am so grateful for the work you have done for us at Gonzaga. We have seen an increase in applications each of the last four years and I attribute that, in large part, to the Gonzaga spirit captured by the DVD.*

Julie McCulloh, Dean of Admission  
**GONZAGA UNIVERSITY**  
Spokane, WA

There's something very powerful about the passion of real people talking about things they believe in. That **passion can make an institution's message much more compelling than the dozens or even hundreds of messages it's competing with**, and can surprise an audience that has become jaded and/or skeptical. Capturing the passion of real people and weaving their thoughts into a compelling story is an art and it's a skill that grows with experience and curiosity. There is a profound difference between words spoken with passion and a string of predictable "testimonials" that are tepid and uninspired.

How do I achieve that difference? I don't really interview people on camera, I have conversations with them. **I don't settle for the testimonial many people feel they are supposed to "deliver"**. I am curious and interested in why they are passionate. They sense that and respond to me differently than they would to a person with a canned set of questions. We end up unconsciously working together as I look for the meaning, the feelings that will inspire others.

The mixture of my documentary, corporate, institutional and non-profit work has put me in so many contrasting situations, **I'm able to focus on the objectives of the program regardless of the surroundings**. I've interviewed hobos in a "jungle" in Iowa; religious pilgrims on the banks of the Ganges in India; an NFL player working with at-risk boys in the middle of Harlem (where the ground around our feet was littered with empty crack vials), marine biologists on research vessels in the Atlantic and de-institutionalized mentally ill patients. The range of people includes everyone from a seven-year-old "writer/publisher" to the President and CEO of Pepsi-Cola of North America.

**Equally diverse are the venues where my videos have been shown:** a Student Conservation Association tent along the Connecticut River; the dining hall of Cornell University's off-shore marine biology lab on an island off the coast of Maine; and at the other end of the spectrum, in the grand ballrooms of both the Waldorf-Astoria and Plaza Hotels in New York City.

Of course, the most important thing is whether a video accomplishes its objective, solves a problem or meets a challenge. An effective video will not only have an **impact on dollars raised, applications generated, or visibility enhanced, it will very often serve as an inspirational "shot in the arm"** for staff and volunteers who are reminded with clarity of why their work is so important. I hope to have the opportunity to discuss your next project with you.

- Mark Forman

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*I cannot tell you what a gift  
you have given us  
in creating such a lovely film.  
I shall sing your praises  
wherever I go.*

Edes Gilbert, Head of School  
**THE SPENCE SCHOOL**  
New York, NY

## **Non-Profit Clients**

American Language Academy  
Rockville, MD

Babson College  
Wellesley, MA

Catholic Charities of Spokane  
Spokane, WA

Center for AIDS Research,  
Education & Support  
Sacramento, CA

Pacific NW Conference,  
United Methodist Church  
Seattle, WA

The Chapin School  
New York, NY

Cornell University  
Shoals Marine Laboratory  
Appledore Island, ME

Cristo Rey High School  
Sacramento, CA

Fountain Valley School  
Colorado Springs, CO

Gonzaga University  
Spokane, WA

Goucher College  
Baltimore, MD

Landmark College  
Putney, VT

Milton Academy  
Milton, MA

Phillips Academy  
Andover, MA

Pine Crest School  
Ft. Lauderdale, FL

Princeton Day School  
Princeton, NJ

The Putney School  
Putney, VT

Ronald McDonald House  
Spokane, WA

Rypien Foundation  
Spokane, WA

St. Mark's School  
Southborough, MA

Salvation Army  
Spokane, WA

Seattle First United Methodist Church  
Seattle, WA

The Spence School  
New York, NY

Trevor Day School  
New York, NY

Trinity College  
Hartford, CT

University of Massachusetts  
Amherst, MA

University of New Hampshire  
Durham, NH

U.S. Army Corps of Engineers  
National Water Safety Program

Vermont Academy  
Saxtons River, VT

Wellesley College  
Wellesley, MA

Williams College  
Williamstown, MA

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## **Awards/Screenings/Projects**

**C.A.S.E. AWARDS:** (Council for the Advancement and Support of Education).

•15 National Awards for film and video productions

**Gonzaga University:** Recruitment TV Commercial • National Addy Award Recruitment DVD

• Silver Addy Award

**Coldwater Creek:**Retail Real Estate Video • Gold Addy Award

**Kristen's Fairy House** • American Library Association, 1999 Notable Children's Videos (1 of 10) • Parent's Choice, Gold Award • Parent's Guide Award • Parenting Magazine, Video Magic Award

**Sheep Crossing** • American Library Association, 1999 Notable Children's Videos (1 of 10)

• Parent's Guide Award

**The King of the Hobos** Film portrait of Hobo King, "Steam Train" Maury Graham • PBS National Broadcast • American Film Festival, New York: Finalist • Corporation for Public Broadcasting: Cultural Documentary Award • Ohio Educational Broadcasting: Program of the Year

**Stringer... Portrait of a Newsreel Cameraman** Film portrait of Myron Gittinger • PBS National Broadcast. • Midwest Film Conference, Chicago: Screening selection • American Film Festival, New York: Finalist • Corporation for Public Broadcasting: Cultural Documentary Award

**The Tatum Legacy** Video portrait of jazz pianist Art Tatum • National distribution to PBS affiliates through National Black Programming Consortium. • Ohio Educational Broadcasting: Program of the Year

**Fellowship** (Filmmaker) Ohio Arts Council

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