



Simulated Newscast Production

Solving Complex Communications Challenges

SAIC produces broadcast-quality simulated newscasts primarily to support complex war games for Department of Defense clients. The newscast shown in the integrated demonstration at I/ITSEC 2007 represents collaboration between SAIC and Strategic Operations, Inc., producers of sophisticated simulated training, based in San Diego, California. The SAIC team scripted the programs, cast the actor for the role of news anchor, taped the news anchor portions of the program, designed all graphic components, and completed all post-production editing, using its comprehensive post-production studio in McLean, Virginia.

SAIC's video team is one component of a full-service public relations and strategic communications capability that specializes in solving complex communication challenges for federal, state and commercial clients. SAIC works with clients to solve communication challenges ranging from change management and communication risks involved in training, stakeholder outreach and marketing. Our team comprises professional communication planners, writers, training experts, editors, graphic designers, photographers, videographers and Web site designers.

Program Manager

Richard Rodriguez

703.676.6393



Capabilities

- Produce powerful, broadcast-quality video for evocative training, marketing and informational programs
- Plan communication solutions by analyzing objectives, identifying key audiences and stakeholders and developing strategic communications that convey key themes and messages
- Transform ideas into innovative visuals for newsletters, reports, books, training manuals, brochures, logos, press releases, newspaper and magazine articles, exhibits and other print materials
- Produce innovative logos, type treatments, layout designs, cover designs, images and all other visual elements for print, video and Web products
- Create dynamic and user-friendly Web sites and multimedia products, including dynamic online training programs
- Produce creative and informative exhibits for a variety of display purposes, including supervision of the construction of exhibits and handling of all logistical aspects of exhibit display and management
- Develop strategies and tactics to promote two-way communications, for both internal and external audiences, using online, face-to-face and other methods

To help meet client objectives on time and within budget, our approach to solving communication challenges includes:

- Rigorous research
- Comprehensive planning
- Creative design and development
- Thorough feedback and evaluation

SAIC has won numerous awards for communications work, including a variety of awards from the Public Relations Society of America in 1998, 2004 and 2007.

Contact us today to learn more.

Richard Rodriguez, Program Manager

1710 SAIC Drive | McLean, VA 22102

tel: 703.676.6393 | email: richard.rodriquez@saic.com

Visit us online at: www.saic.com

Energy | Environment | National Security | Health | Critical Infrastructure

© 2008 Science Applications International Corporation. All rights reserved. SAIC and the SAIC logo are registered trademarks of Science Applications International Corporation in the U.S. and/or other countries. Microsoft and ESP are either trademarks or registered trademarks of Microsoft Corporation in the United States and/or other countries. Google Earth is a trademark of Google, Inc. in the United States and/or other countries. DigitalGlobe is a trademark of DigitalGlobe, Inc. in the United States and/or other countries. OneSAF is a registered trademark of the United States Army in the United States and/or other countries.

SAIC[®]
From Science to Solutions