

## About the company:

Al Eicher has lived in Bloomfield Hills for 40 years. He is the founder of Program Source International and has been in the television production and distribution business for over 46 years, with executive positions at Campbell-Ewald Advertising Agency, 20th Century Fox, Magnetic Video Corporation and Embassy Home Entertainment, a Norman Lear Company in Hollywood. He has been married 46 years and has two grown children and 5 grandchildren.

His son, David Eicher, is President of Program Source International. He's married and has two daughters. He has 20 years of experience in marketing and television production, scripting, and research. After graduation from CMU, he spent 10 years with two different companies in pre-recorded videotape distribution, marketing and sales.

Al and David, as a television production team have produced television network shows, including an ABC Network Christmas show "Welcome in the Child", shown on 187 stations on Christmas Eve. The company has also produced 22 television documentaries on Michigan town histories and events in Michigan history. Goodyear Tire and Rubber Company commissioned PSI to produce the 100 year history of the company, "Above and Beyond" featuring the great airships. In September of 2002, the Historical Society of Michigan presented Al and Dave the "Award of Merit" for their distinguished professional service in preserving Michigan history. The company also produces television commercials, training programs and promotional videos for business, industry and charitable organizations.

The company also distributes Michigan history documentaries and training programs to national Head Start organizations and to more than 100 Indian Nations throughout the United States and Canada.

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## TV PRODUCTION SERVICES



Creative Television & Multimedia  
Productions, plus Videography,  
Editing & Duplication Services

[www.program-source.com](http://www.program-source.com)

(p) 248.333.2010

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## PROGRAM SOURCE INTERNATIONAL

CREATIVE TELEVISION PRODUCTION,  
HISTORICAL DOCUMENTARIES & PROGRAM MARKETING

### Why is Program Source International a good choice?

The Program Source offers more than 45 years of production and marketing experience. We have the dedication to take a project from inception to completion...delivering on budget and on time. We are professionals who take pride in our work!

### How much does a video production cost?

Many variables must be identified and analyzed before a fair and proper production budget can be presented. We can price a video with detailed line items, or we can work with a clients budget, delivering a quality production to meet their proposed budget.

### What are the steps for creating a video production?

Pre-production planning sessions will determine the design, scope and audience to be served. Clear objectives and client ideas will help to generate a production outline and eventually a script. Shooting locations and use of company personnel or professional talent are determined during the early planning stages. Video elements can be shot in advance of a script depending on the production design. Music and a professional narrator add to the polish of any production. After the script is “visualized”, line by line, the “scene selection” process takes place in preparation for the editing sessions to follow. The editing process, with a focus on detail, will bring together the picture and sound plus graphics and special effects to result in a most satisfying production.

### How long will a project take to complete?

The length of the program is a major factor in the completion process. The design of a production, such as a training program may take only a few days, but a documentary may take six months to a year of research and on location shooting.

### How can I see a sample of PSI's work?

You can go to our website, [www.program-source.com](http://www.program-source.com), and click on “PSI Production” to view our demo online. If you have plans for a new production, contact us at 248-333-2010 or by email at [info@program-source.com](mailto:info@program-source.com). We'd be pleased to visit with you at your location.

## Video Production Services

- ? Project management from inception thru completion.
- ? Television productions for Corporate, Non-Profit, and Educational Clients
- ? Digital and analog videography
- ? Non-linear and analog video editing
- ? Scripting
- ? Internet video support
- ? Video Marketing Consulting Service
- ? Photo restoration and archival film transfer to digital format
- ? DVD and CD-ROM authoring services
- ? Packaging design and printing
- ? VHS, CD, and DVD duplication services



Promotional Videos

Industrial Videos

Corporate Video

Training Videos