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Oil 150 Documentary Film Project

"The Valley that Changed the World"

Celebrating the Story–
Progress from Petroleum

Introduction - In conjunction with the sesquicentennial of the Drake Well's successful oil strike in Venango County, Oil 150 is creating local and national awareness of our proud heritage through the production of a documentary film celebrating the 150 years of discovery, innovation, and ingenuity of the petroleum industry that started in northwestern Pennsylvania and spread across the nation and around the globe.

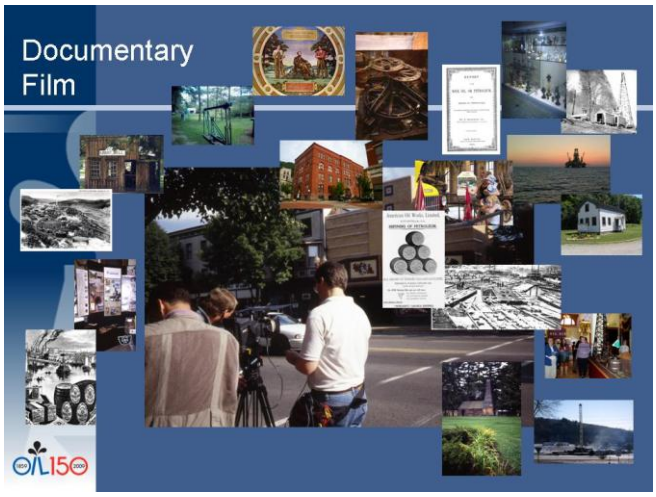
The "*Valley that Changed the World*" is a film on the heritage of the oil industry, resulting from the discovery of Drake Well on August 27, 1859 and the 150 years since, which illustrates a strong message of the global significance of the petroleum legacy story. With Drake Well and the Oil Region National Heritage Area as the primary locations for development of the industry during its earliest decades, sites and venues within the ORNHA are highlighted. The High Definition, broadcast quality documentary on the oil industry development was produced by award-winning WQED Multimedia, a production company with knowledge and access to the public television network and will generate national exposure. A short version (commercial cut) of the documentary (to allow wider distribution and that is suitable for educational/classroom use) is also being produced. For broad appeal, this is not a documentary of the Celebration activities or a documentary on solely promoting the Oil Heritage Region or ORNHA, but rather to bring attention to this region and the celebration through historical content and interpretation. The documentary is designed to have appeal after the Sesquicentennial passes.

Production - The Oil Region Alliance (ORA) contracted WQED Multimedia of Pittsburgh to script and produce an educational and promotional documentary to be used in the public television market to educate the public and increase awareness of the celebration, the Oil Region, and our nation's significant oil heritage. The production is filmed in High Definition (HD), broadcast quality medium.

Distribution - Distribution services, including introducing the documentary into the larger public television network, the creation/distribution of master copies of the documentary for broadcast, and ensuring availability to other stations will be coordinated by WQED Multimedia.

Overall Documentary Project Work Products:

- Full-length Documentary film of approximately 1 hour
- Educational Short edition (DVD) of 10-30 minutes
- Commercial of 30 seconds to 2 minutes
- HD DVD's of documentary
- Graphics Design/Packaging for product DVDs
- Distribution Services



Impact:

- 25 million viewers via American Public Television, (premiering on WQED on April 16, 2009)
- Full-length DVD distribution through WQED
- 2000 short version DVD's for educational venues like classrooms, libraries, and museums

WQED PITTSBURGH

Oil Region Alliance
Business, Industry and Tourism

DCNR

National Park Service