

ALTERNATE INTELLIGENCE

AI in a new light

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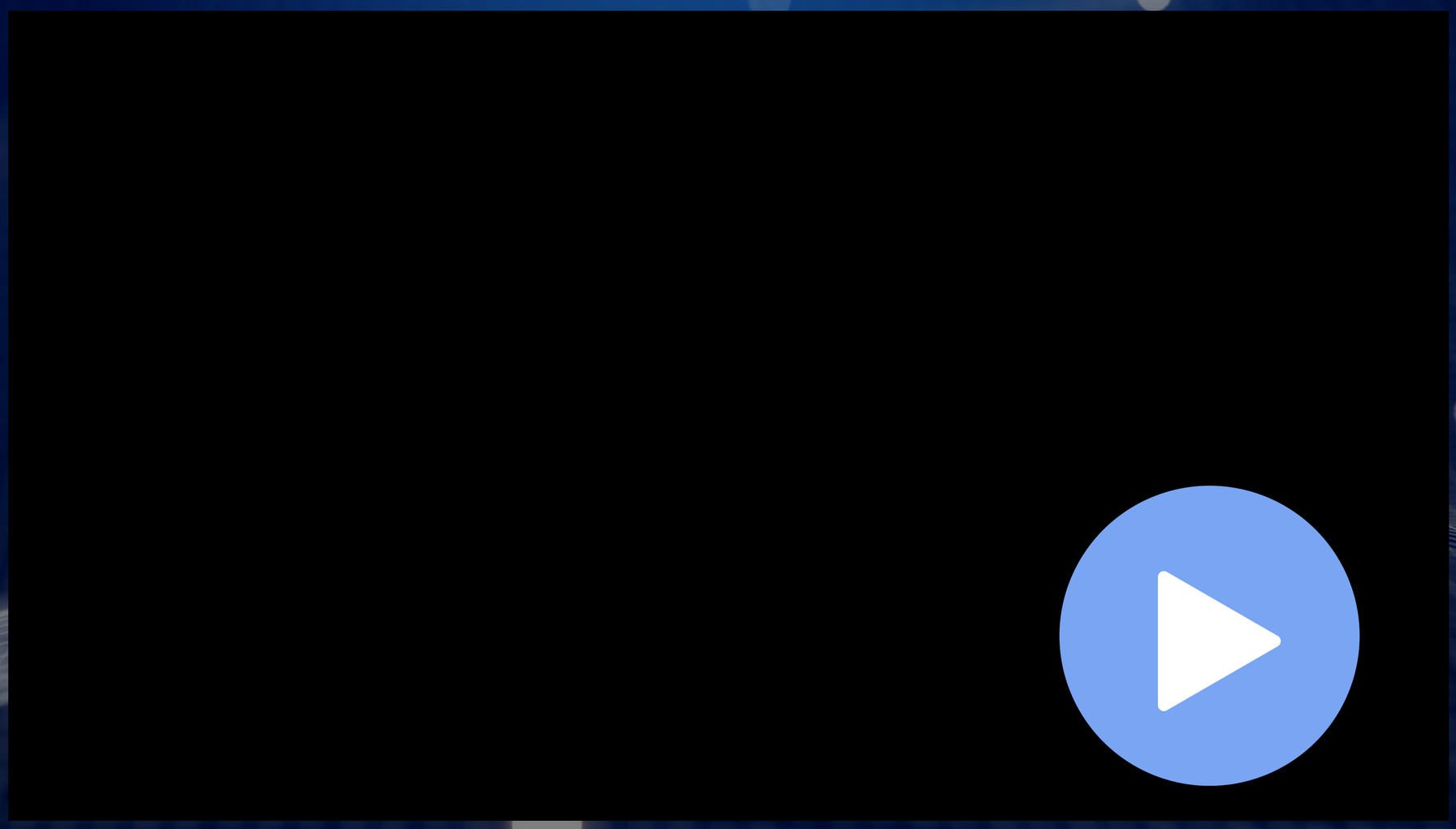
Documentary-style stories about companies using AI to make the world better...

Written and produced by journalists



Real AI Stories
Real Journalists

Your company uses artificial intelligence to do incredibly impactful, beneficial things in the world. Is anyone hearing about it?

Alternate Intelligence produces stories about the positive potential of AI, written by veteran journalists, not generated by machines. Each video shows how your company uses AI to improve lives, strengthen businesses, and protect the planet.

Every package includes a polished long-format video, social media cut-downs, and a professionally written press release distributed to news outlets, industry publications, and search platforms. You own all assets and can use them anywhere.

How it works: You tell us your story. We write and produce it to your specifications. Together - we share it with the world.





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AI in a new light

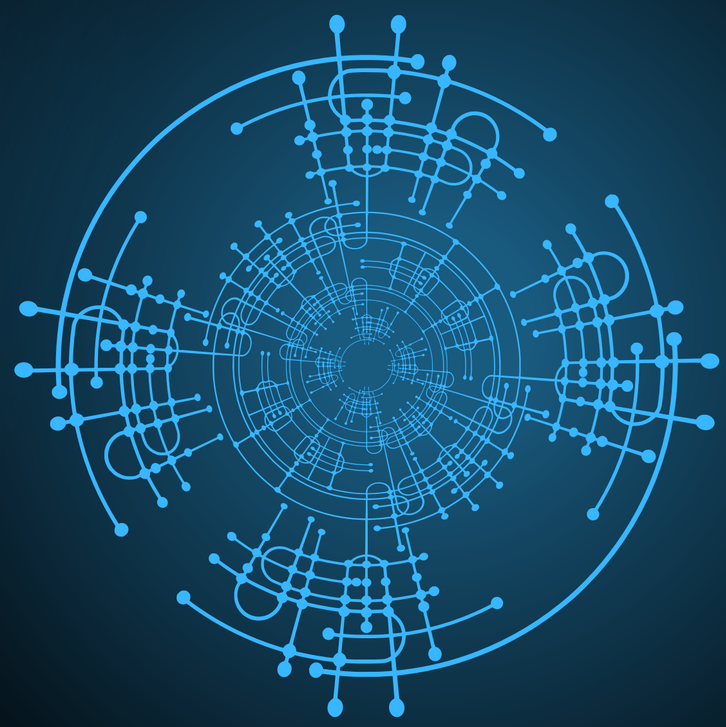
88% of organizations use AI in at least one business function. (McKinsey & Company, *State of AI 2025*)

AI adoption is accelerating across every industry, from healthcare and manufacturing to energy, agriculture, and finance. Public understanding hasn't kept pace. Headlines focus on fear, job loss, and risk, while stories about the real progress happening inside companies go largely untold.

That gap is our *opportunity*. Companies that clearly show how they use AI responsibly earn trust from customers, investors, employees, and their communities.

Alternate Intelligence helps you stay ahead of the conversation with credible, human-centered stories that show *AI in a new light*.

NOW BOOKING PRODUCTIONS FOR Q4 2026 and Q1 2027.



Base Package

- DOCUMENTARY STYLE STORY - 4 to 5 minutes. Written by a professional journalist, edited using stock footage and images, music, and graphics*
- Shorter cut-downs for social media - 30- and 60- second versions
- Professional (human) voiceover
- 4K video download
- Journalist-written 1-2 page PRESS RELEASE (includes hyperlinks, solid SEO, video, logo, images) - distributed via EIN Presswire (reaches major broadcast outlets, news organizations, and industry publications)*
- PR distribution and tracking reports

*see additional options next page

BASE PRICE

$4400

Optional Add-ons

- Location shoot with professional crew*
- Specialized equipment such as drone or dolly/track
- On-camera talent (your choice: human or AI avatar)
- Teleprompter/operator
- Remote interviews (Riverside 4K)
- Additional graphics and animation
- AI-generated video/images
- Additional stock footage
- Custom music track
- Additional social media videos or VNRs
- Distribution via PR Newswire, Business Wire, GlobeNewswire, ACCESS Newswire, and others
- Multiple story discounts
- 30- or 60-second commercial for placement on Bloomberg TV+ or CNBC

* Typical one-day shoot in the U.S. runs about $6000 plus travel expense.

Contact us for a custom quote.

JC Summerford

Writer | Producer | Director



A prolific news reporter/producer and documentarian, JC has written extensively about artificial intelligence and other critical technologies in her 40-year career. She has served as Head Writer for the environmental docu-series EARTH WITH JOHN HOLDEN (airing on Bloomberg TV) for seven years. JC recently completed a pilot script for the sci-fi TV series PERPETUITY, the story of an AI-controlled Earth colony 122 years in the future. She contributes to GetAbstract, the #1 source of verified knowledge that helps companies power smarter, more reliable AI systems.

JC has written and produced hundreds of marketing videos, documentaries and commercials for the world's largest corporations. Her TV series and news reports have aired on Bloomberg TV, Fox Business, Disney, NBC, CBS, HBO, A&E, PBS, Discovery, Lifetime, Bravo, Travel channel, History, MTV, VH-1, Nickelodeon, ESPN, TLC, WE, Golf Channel, and Tennis Channel. She has served as Senior Staff Producer at the largest production companies in the Southeastern U.S., including BVI Productions, Post Edge, and Venture Productions.

JC has won numerous awards - Emmys, Addys, and Tellys, among others. She has written several screenplays and novels.

JC AI-related stories produced For TV Series “Earth with John Holden”*

**This series’ main content is about environmental issues*

Long Format Videos

Carrier

Adobe

Toyota

Ineos

Infineon

Water Environment Federation

HBK World

Veris Residential

Thermal Intelligence

Cyient

Avangrid

Short Format Videos

More Corporate Clients



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Contact

JCSummerford@gmail.com
704-761-3099
https://www.jcsummerford.com/alternateintelligence

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Thank You for your valuable time