

# Producer

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- 1998 – Present: Producer, **BIZnetworx**, video writer/producer for corporate clients, creative director of New Media projects with a particular emphasis on language learning (Chinese and English), created a game of adventure to learn Chinese by exploring China's history and culture through conversational language problem solving where the rewards are RMB points and visual tours of China's treasures. On the flip side, to enhance the learning experience in English language learning in China, the Chinese language learning game of adventure was inverted to enable people learning English to explore North America using problem solving language skills in reading, writing, speaking, and listening where they are rewarded with new adventures and packaged visual treats outlining adventures across the Americas.
- 1994-1998: Created, produced, marketed, and packaged "**The Wellness Report**", a ground-breaking 1-hour + health and wellness awareness program packaged on early production DVDs and distributed to its target audience via stand-alone kiosks positioned in hospital waiting rooms, high volume clinics, and doctors' waiting rooms. Each of the 20 or more feature segments were sponsored by a leading participant in the healthcare field... without crossing the line of offering medical advice or opinion to the audience. The objective was to inform and educate, rather than opionate.
- 1991-1996: Creative Director and Producer, Futureline Communications, a company that developed proprietary software for its "**Linedrive Baseball**" simulation... a game of strategy and skill where the player selected a pitcher from a list of all-time great pitchers, and then the system would pick 4 all-time great batters for him to pitch against. Pitch selection and location were decided by the player, and then the system would decide what the outcome would be based on the documented tendencies of the pitcher and batter. The outcomes could range from a ball, to a call strike, to a swing and a miss, a foul, a foul out, a walk, a ground out, fly out, single, double, triple, or home run... and the system would show you the outcome, using real game footage, in less than a second.

- 1985-1998: Created and produced the half-hour weekly business magazine **“Video Corporate Reports – Television”**, which was seen internationally on the CNBC cable network. “VCR-TV” was the business show with a difference... instead of talking about business, the program’s feature segments showed business what business was doing... and could do for them by utilizing repurposed corporate videos to deliver marketing messages and in-depth information to **CNBC**’s specialty cable audience. Over the same time period, hundreds of corporate videos were written, directed, and produced as part of the on-going business of the company... as well as supporting coordinated print materials.
- Prior to founding Video Corporate Reports, Brian Couch had been retained by **General Electric** in head office corporate communications, the **Royal Bank of Canada** in marketing communications, and was the Executive Producer and Writer for **“Images of Ireland”**... a one-hour, prime time, documentary special seen on the CBC and around the world, as well as the Executive Producer and writer for the docu-series **“The Human Experience”**, a feature writer for **The Financial Post**, and the editor and feature writer for both **BC Business** and **Vancouver Leisure** magazines.
- Along the way, Brian Couch has also written the feature length scripts, **“Dream Wedding – Horror Show”**, **“The Glitch”**, and **“Chances – South”**, and developed various communications concepts and solutions, in all media, on contract, for a broad range of clients operating in most economic sectors.

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