



June 30, 2026

TO: Sondra Fetner, Director of Place-Based Initiatives and Policy, Dupont Fund
FROM: Bob Judson, Image Digital Media
RE: Jacksonville Music Documentary

Dear Ms. Fetner.

My name is Bob Judson and I am a film director/producer based in Atlanta. I have had recent conversations with Dr. Ray Fitzgerald regarding the proposed documentary focused on the history of Jacksonville music.

Dr. Fitzgerald shared some information regarding the film and I believe it has the potential to reach a wide audience consisting of the type of desirable demographic that a distributor like PBS can deliver.

I have produced numerous films that have aired on PBS, both regionally and nationally. Since the cutback of funding for PBS many of the local and regional stations are turning toward more locally produced programming. Many of these productions are then pitched to the national PBS network distributors. I would venture to say that this situation is true with WJCT in Jacksonville since the cost to license nationally syndicated PBS content is very limited so the "homegrown" approach to content creation is very desirable.

For a film to be successful it must have competitive production values, appeal to a wide audience, and be supported by a realistic budget. Effective storytelling takes experience and financial support. I have had several follow-up conversations with Dr. Fitzgerald and if this project gets the green light to go into development, then production, I can make myself and my company resources available.

I look forward to seeing this project come to fruition.

Best regards,

Bob Judson

<https://www.imdb.com/name/nm2635138/>