**WATCHWORD**

**Tagline**

**Stories that move the world.**  
*Sports. Wildlife. Lifestyle.*

**HOME PAGE**

**Hero Section**

* Full-width dynamic visual frame cycling through cinematic stills and clips from:  
  *Nick Saban: Gamechanger*, *WildVeld TV*, *Longshot*, *Defining Moments*, *Paycheck Game*
* Watchword logo in top-left corner.
* Subtle tagline overlay: *Stories that move the world.*

**Intro Text**  
Watchword is a content creation and film production company driven by one purpose — to tell stories that move people.  
Founded by veteran filmmaker **Grant Guffin** and visionary entrepreneur **Jason Fisher**, we produce sports, wildlife, and lifestyle content that blends authenticity, emotion, and cinematic craft.  
From college football legends to African conservation pioneers, our work reveals the heart behind every pursuit.

**CTA Buttons:**  
[Explore Our Work] [Learn About Us]

**ABOUT US**

**Our Story**

Watchword Pictures is a dynamic media company specializing in sports, wildlife, and lifestyle storytelling.  
We create projects rooted in authenticity, executed with efficiency, and designed for the streaming era.  
Combining decades of experience, deep industry relationships, and a powerful portfolio of owned IP, Watchword delivers scalable, high-return storytelling for global audiences.

**Our Approach**

* **Authenticity** — Genuine narratives grounded in real people, real places, and real impact.
* **Innovation** — A lean, *sizzle-and-pitch* development model that minimizes cost and maximizes opportunity.
* **Relationships** — Built on decades of trust with athletes, conservationists, networks, and brands.
* **Excellence** — A proven track record of acclaimed documentaries and broadcast productions.
* **Sustainability** — Focused on scalable IP and long-term growth.

**Our Team**

**Grant Guffin** — *CEO & Creative Lead*  
Producer of 15 nationally distributed sports documentaries, including *Nick Saban: Gamechanger*, the only authorized biography of Alabama’s legendary coach.  
Grant’s credits include films on Bo Jackson, Archie & Eli Manning, and Duke basketball, two CBS Final Four specials, ESPN’s *College GameDay*, national ad campaigns for Coca-Cola, and global media for FedEx.  
He has interviewed icons like Michael Jordan, Mike Krzyzewski, Bill Belichick, and Dale Earnhardt.

**Jason Fisher** — *Co-Founder, Strategic Direction & Investor*  
Founder of **WayPoint TV**, the world’s largest outdoor content platform.  
Trustee of the **Sustainable Wildlife Trust** in Namibia.  
CEO of **Cornerstone Technologies**, a global software and digital solutions company providing consulting, design, and engineering since 1998.

**PROJECTS**

**In Development**

**Longshot**  
Watchword owns exclusive rights to Brian Young’s improbable rise — from broke nightclub bouncer to the promoter behind *Mike Tyson vs. Lennox Lewis*, the highest-grossing heavyweight title fight in boxing history.  
A raw, unfiltered story about ambition, chaos, and redemption.  
[Watch Trailer] [View IMDb]

**First Five**  
A definitive account of the class that built Bob Knight’s Indiana dynasty — a team that nearly achieved perfection and forever changed college basketball.  
[Watch Trailer]

**NIL**  
Exploring the fast-evolving *Name, Image, and Likeness* revolution in college sports — where opportunity, access, and authenticity collide.  
[Watch Trailer]

**Paycheck Game**  
A behind-the-scenes David-vs-Goliath story about underfunded college football teams taking on powerhouse programs for a life-changing payday — and their moment in the spotlight.  
[Watch Trailer]

**Defining Moments**  
Inspired by ESPN’s *30 for 30*, this documentary series dives into legendary plays and the unforgettable athletes behind them.  
[Watch Trailer]

**Completed Projects**

**Nick Saban: Gamechanger**  
The authorized biography of one of the greatest coaches in college football history — told with unprecedented access.  
[View IMDb]

**Defining Moments: Alabama / Auburn / Ole Miss**  
Three stories, one legacy — the moments that shaped SEC football and its fiercest rivalries.  
[View IMDb]

**Banner Year: The Story of the 2010 Duke Blue Devils**  
An inside look at Coach K’s championship season — leadership, legacy, and the pursuit of perfection.  
[View IMDb]

**Taming the Bull**  
An unflinching exploration of courage and risk in one of the world’s most dangerous sports.  
[View IMDb]

**WILDVELD TV**

**A New Frontier in African Storytelling**

In partnership with **Sustainable Wildlife Trust** and **Cornerstone Technologies**, Watchword is developing **WildVeld TV**— a first-of-its-kind platform dedicated exclusively to African content.

**Our Access**

Over **5 million acres** of managed wilderness in Namibia — three times the size of Yellowstone — where humans and wildlife coexist as they have for centuries.

**Our Vision**

To tell Africa’s stories through African voices.  
To inspire, educate, and empower audiences worldwide.  
To bring authentic conservation, adventure, and cultural storytelling to the global stage.

**CTA Button:** [Discover WildVeld TV]

**CONTACT**

**Let’s Talk**

We welcome inquiries about partnerships, co-productions, or project development opportunities.

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**Contact Form**

* Name
* Email
* Company / Organization
* Message

[Submit Button: *Send Message*]

**Footer**

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*Stories that move the world.*

Would you like me to now create a **visual site map or wireframe layout** (showing how these sections would appear on screen, including hero image rotation, navigation bar, and call-to-action placement)? It can help your designer or developer translate this directly into a modern site build.