**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*, *First Five, Paycheck Game*
* Watchword logo in top-left corner.
* Subtle tagline overlay: *Stories that move the world.*

**Intro Text**  
Watchword is a content creation 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 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 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** — Developing new ways to connect stories with viewers while highlighting groundbreaking advancements within the stories themselves.
* **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*, an authorized biography of Alabama’s legendary coach.
* Producer of authorized biographical films on Bo Jackson, Archie & Eli Manning, as well as Duke basketball, two CBS Final Four specials, ESPN’s *College GameDay* content, national ads for Coca-Cola, and global media for FedEx.
* Has interviewed sports icons Michael Jordan, Mike Krzyzewski, Bill Belichick, and Dale Earnhardt, Joe Namath.

**Jason Fisher** — *Co-Founder, Strategic Direction & Investor*

* Founder of **WayPoint TV**, the world’s largest outdoor content platform.
* Trustee of **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]

**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]

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

[No trailer. Use still photo]

**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**  
A five-film documentary series telling the in-depth stories behind the Crimson Tide’s legendary plays and the players who made them. Features Ken Stabler and George Teague, among others.   
[View IMDb]

**Defining Moments: Auburn**

A three-film series featuring Bo Jackson, among other Tigers legends. The stories behind Auburn’s greatest plays and the players who made them.

[View IMDB]

**Defining Moments: Ole Miss**

A three-film series featuring Archie and Eli Manning, among other Rebels greats. The stories behind the greatest games in Ole Miss history and the players who made them.

[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**  
The life transformation of John “Bull” Bramlett, once considered “the meanest man in professional football”.  
[View IMDb]

**WILDVELD TV**

**A New Frontier in African Storytelling**

**Our Access**

More than **10 million acres** of managed wilderness in Namibia — four 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.

**Background**

In 1963, Mutual of Omaha’s Wild Kingdom brought

authentic African wildlife into the homes of millions

of Americans. This groundbreaking series shaped the

world’s understanding of wildlife conservation. More

than 60 years later, while the world around it has

evolved, many of the problems on the front lines of

human-wildlife coexistence remain the same.

Sustainable Wildlife Trust manages conservation and

infrastructure efforts for more than 10 million acres in

Namibia, one of the last great undeveloped African

wilderness areas where people and dangerous game

share the land as they have for centuries.

Watchword has entered a unique partnership

with Sustainable Wildlife Trust and Cornerstone

Technologies (creators of WayPoint TV) to develop a

first-of-its-kind content platform focused exclusively on

stories surrounding real life African conservation.

With this unique, unfettered access to the land and its

inhabitants, WildVeld TV will be a platform dedicated

to African content, focusing on wildlife conservation,

outdoor adventures, and cultural storytelling. The

platform aims to inspire global audiences, educate

viewers on conservation efforts, and provide a space

for African filmmakers to showcase their work.

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

**CONTACT**

**Let’s Talk**

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

**Grant Guffin**  
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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.*