

Video PR Tactics- George DeTorres

News is more online, cellphones, podcasts, etc. Ex) WHEC's homepage is almost all video.

Before: TV, radio (5-10 years ago)

Now: broadcast, print, online, strategic placement on cable, satellite, onsite media, multimedia

Direct to: consumers, customers, investors, employees

Mpeg 2 or 4 files used, no longer a satellite feed

e-visory: notify media w/email links to the full story

Monitoring: vms video monitoring service- looks for keywords on closed caption, reports who uses your footage

Key messaging via video using: multi-media press release text+video/photo/animation.
Message to target audience- specify and format to fit target.

You should post your videos to user-generated sites (youtube) for more exposure

Use user-ranked searches (del.icio.us). Think: google based on real live feedback.

Put social media tags on your content

Send multi media news release (mmnr) to bloggers, but do NOT post it on the blog. Give your contact info, build relationships, offer assets (ex you have a CMT premier of dukes of hazard, send your video to a blog about Jessica Simpson.)

Video is viable to communicate w/the public (ex: jet blue ceo address on Youtube) doesn't have to be high quality video.

Online press page- all media assets for consumption

VNRs are no longer acceptable, but mmnr's are useable, the fcc does not regulate usage