

Phillips MediaSource E-Newsletter

ISSUE 2 - SECOND QUARTER 2013



Marketing leads creative. Authenticity builds brand. Understanding drives business.

ADD NARRATIVE TO NEWS RELEASES

Phillips MediaSource recommends using the art of storytelling.

Building a story into a message as succinct as a news release can be challenging. The key is to add narrative elements to your news releases, such as:

- A quote from an employee (instead of a canned executive quote) discussing the opportunity it creates or the problem it solves.
- A video clip of a customer describing a successful outcome or demonstrating the utility of a product or service.

- An infographic illustrating the potential savings or efficiencies that could accrue over time.

- Use the power of storytelling to bring transparency and authenticity to every news release you distribute.

Finally, considering using an online news release distribution vendor. send2press.com is not only good, pricing is fair and their service is great. Chris Simmons is the guy to go to there.

FEATURED CLIENT

Kimberly A. Russell, Ed. D
Vice President
Advancement/External Affairs
Tyler Junior College

“Tyler Junior College has enjoyed a successful partnership with Phillips MediaSource since 2004. During the first year of our work together, Phillips led our team through a planning process to develop and eventually implement the Tyler Junior College “brand.” With the help of focus groups comprised of the college’s faculty and staff, alumni, donors and the Tyler community, Phillips crafted the “Three Promises of Tyler Junior College: A Quality Education, A Vibrant Student Life and Community Service.” In fact, this new brand provided the framework for the college’s mission and most recently, its strategic plan.

“We are very pleased with the high quality video production capacity available from Phillips. They have produced award-winning student recruitment, fundraising and image videos for the college. I assure you, they will find the “perfect” shots—and they are even a lot of fun! “

Check out TJC at www.tjc.edu.



Online and Offline Marketing | HD Video Production | Content Development

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