

NEWS RELEASE

Phillips MediaSource Completes New Brand Messaging Recruitment Video Series for Tyler Junior College

FOR IMMEDIATE RELEASE

May 13, 2013...Dallas, TX...Phillips Productions, Inc., a subsidiary of Phillips MediaSource delivered three new recruitment videos to Tyler Junior College (TJC) to be used in myriad of ways, including online and offline platforms.

According to TJC producer, Elise Mullinix, "Since their inception in 2006, Tyler Junior College's three promises – a quality education, a vibrant student life, and community service – have evolved from a slogan to our institution's mission statement.

"Created in partnership with Phillips, these videos are instrumental in helping us not only promote those promises to prospective students and to the community we serve, they also serve as an internal reminder to our faculty and staff of our purpose as a community college."

Martin Perry, director of corporate projects of Phillips, added, "We created a fresh, contemporary feel with this project that will resonate with the audience on many levels, including a strong appeal to the notion of being immersed in the collegiate experience. The style is simple and direct, but executed in such a way that leaves the videos full of moments, glances and glimpses of the three TJC promises playing out in the lives of students."

The recruitment videos complement a full range of branding materials produced to support the mission and branding of the college – The Three Promises of Tyler Junior College launched in 2006.

About Phillips MediaSource

Phillips MediaSource is an all-in-one, hybrid agency specializing in online and offline marketing, HD video production and content development. Based in Dallas, Phillips Productions, Inc. is a subsidiary of Phillips MediaSource. For more information log on to www.phillipsmediasource.com.

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Online and Offline Marketing | HD Video Production | Content Development

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