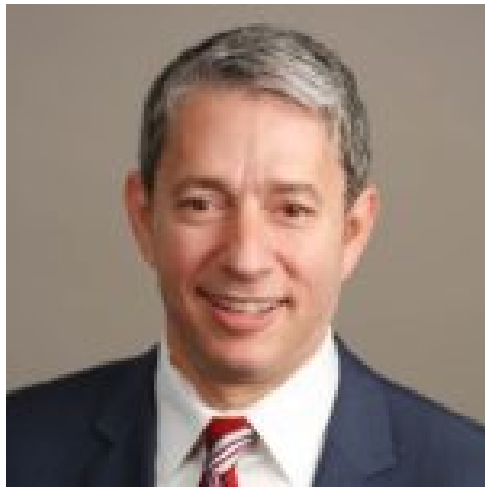


Help a Reporter: Use Visual Content in Your Media Pitches & Press Releases



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What We Do



D S Simon Media creates and distributes video for organizations to:

1. Earn coverage on TV, online and social media
2. Turn your leaders into media stars and influencers
3. Achieve communication goals through content marketing



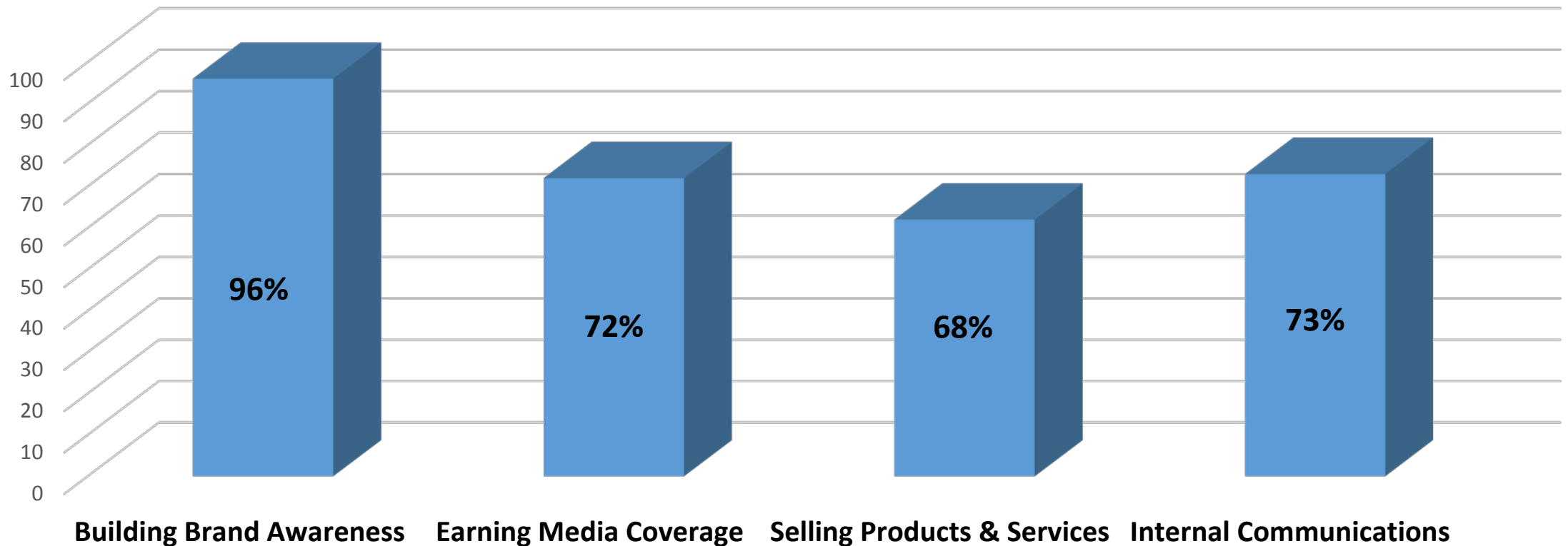
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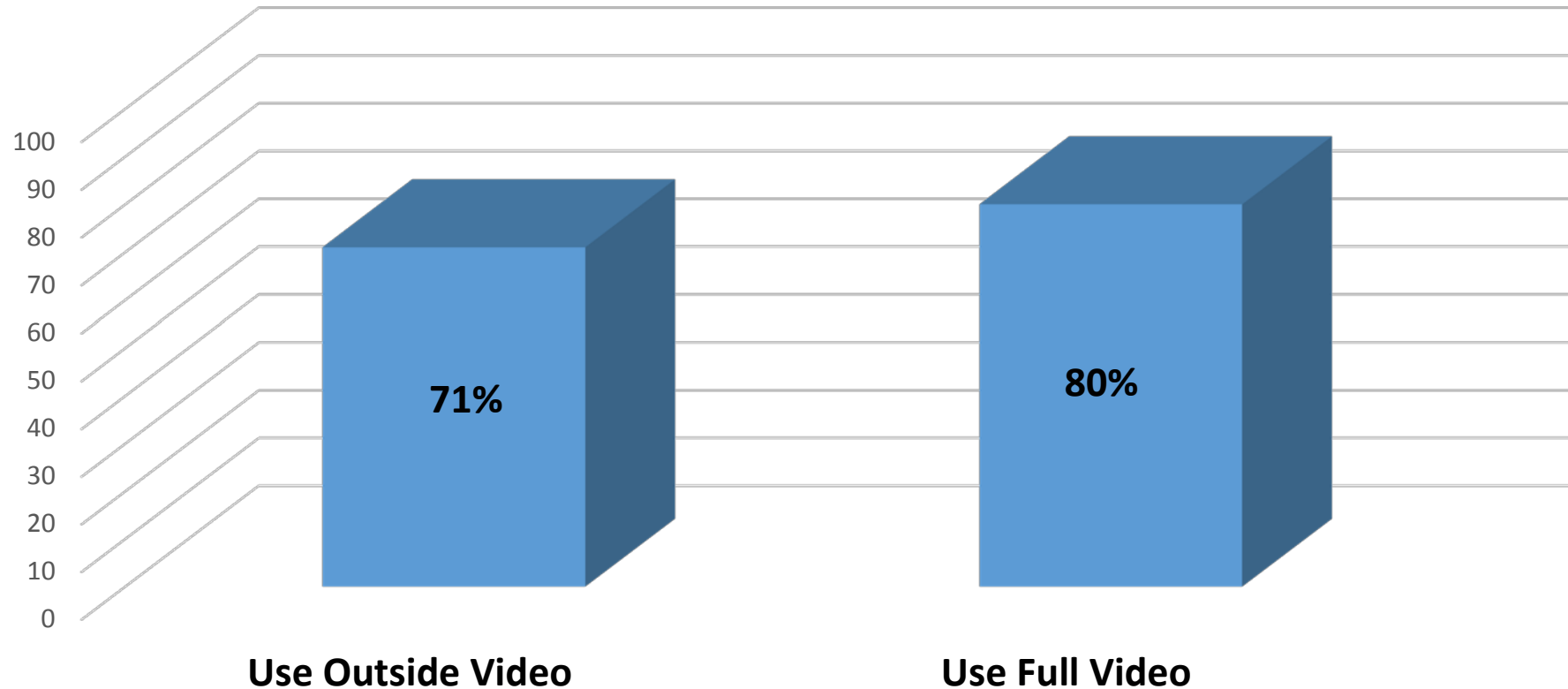
The Power of Video

Effective use of video helps with the following:



The Power of Video

Digital Producers Use Third-Party Video Unedited



The Power of Video

- Pitch A Story
- Tell A Story
- “Gee wiz” moments
- Memorable images
- Emotion
- Humor
- Connected to Distribution/Viewership
- Spokesperson vs. Influencer



Turn Your Leaders Into Media Stars & Influencers



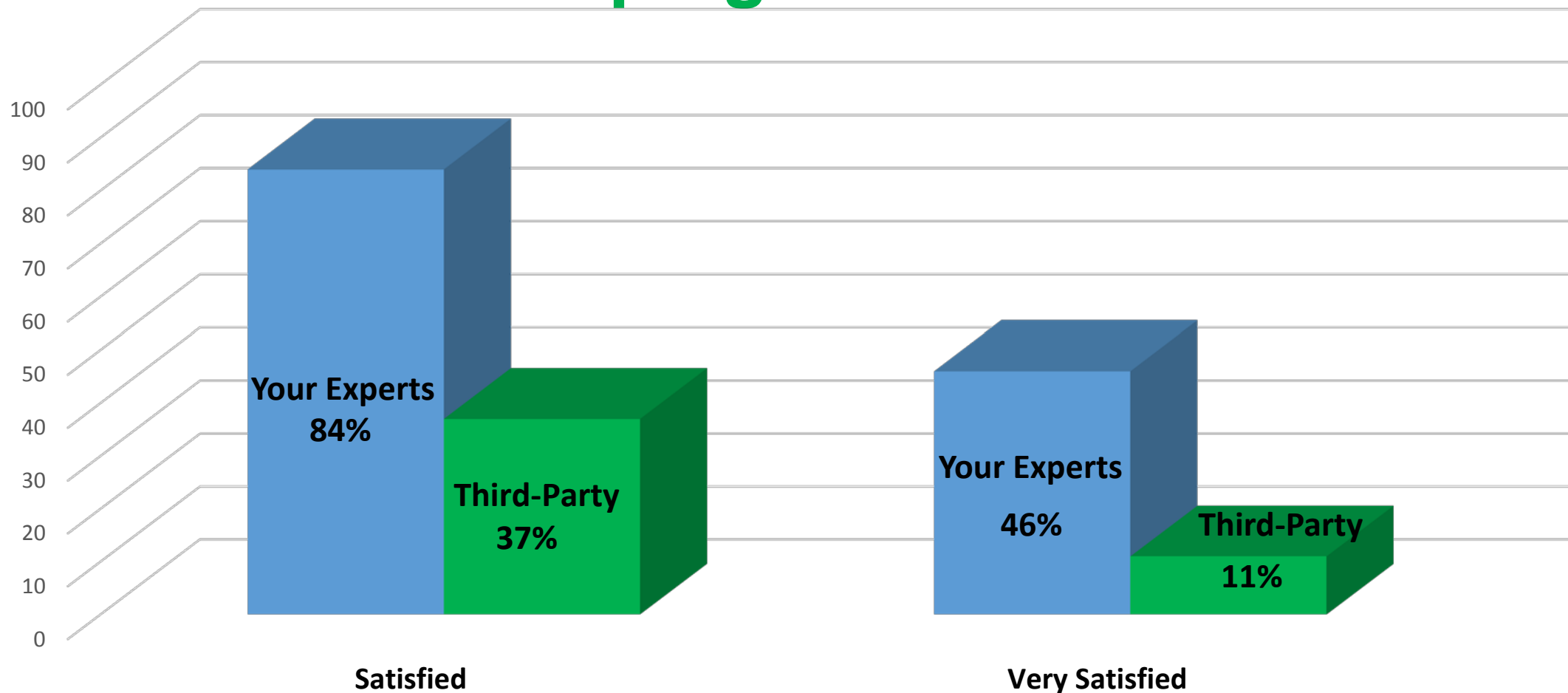
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Your Experts Outperform Third Party Spokespeople in Helping to Earn Media



PRketing® Media Tour

- Creating video to use in your pitch
- Media Tours Broadcast/Internet
- Custom Content
- Digital Press Conferences
- Facebook Live
- Internal Communications



Are You Using Social to Drive Earned?



Using Video in Your Pitch



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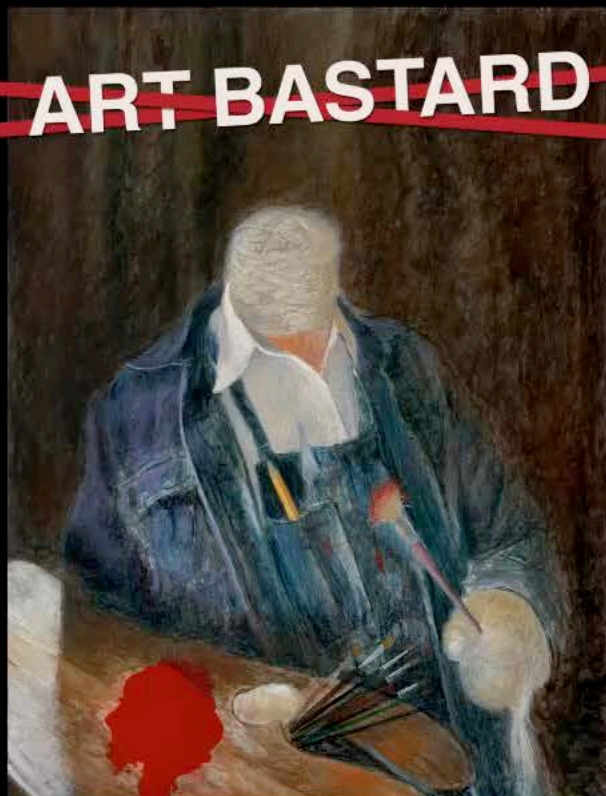
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~~ART BASTARD~~



It's not what they show, it's what they don't show.
Artist - Robert Cenedella

CAVU PICTURES IN ASSOCIATION WITH CONCANNON PRODUCTIONS PRESENTS **ART BASTARD**
PRODUCTION BY BRUCE ENGLER DIRECTOR OF PHOTOGRAPHY DOUGLAS MELTZER MUSIC BY MARIO SPROUSE
EDITED BY JIM MACDONALD EXECUTIVE PRODUCERS CHRIS T. CONCANNON WRITER AND DIRECTOR VICTOR KANEFSKY
CONCANNON PRODUCTIONS www.ARTBASTARD.com [ArtBastardFilm](https://www.facebook.com/ArtBastardFilm) [@ArtBastardFilm](https://twitter.com/ArtBastardFilm) [@ArtBastard](https://www.instagram.com/ArtBastard)

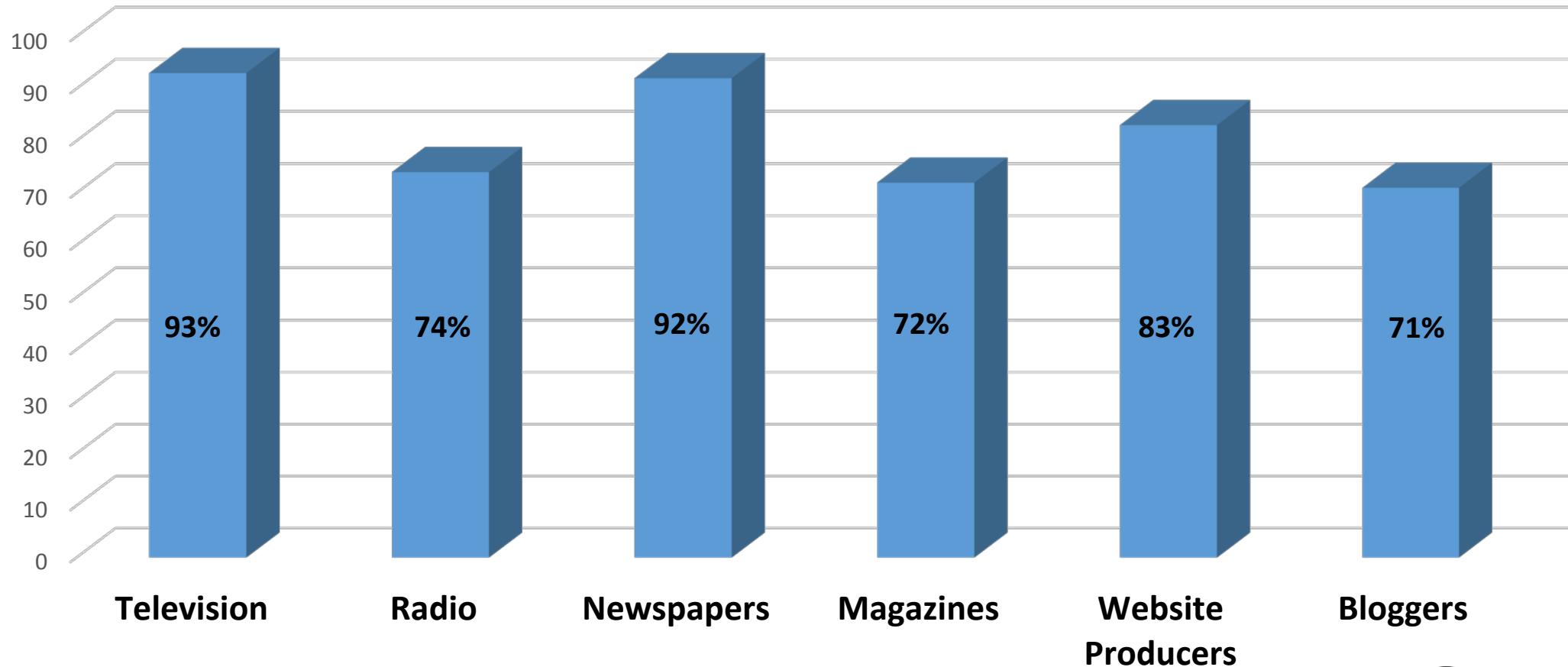




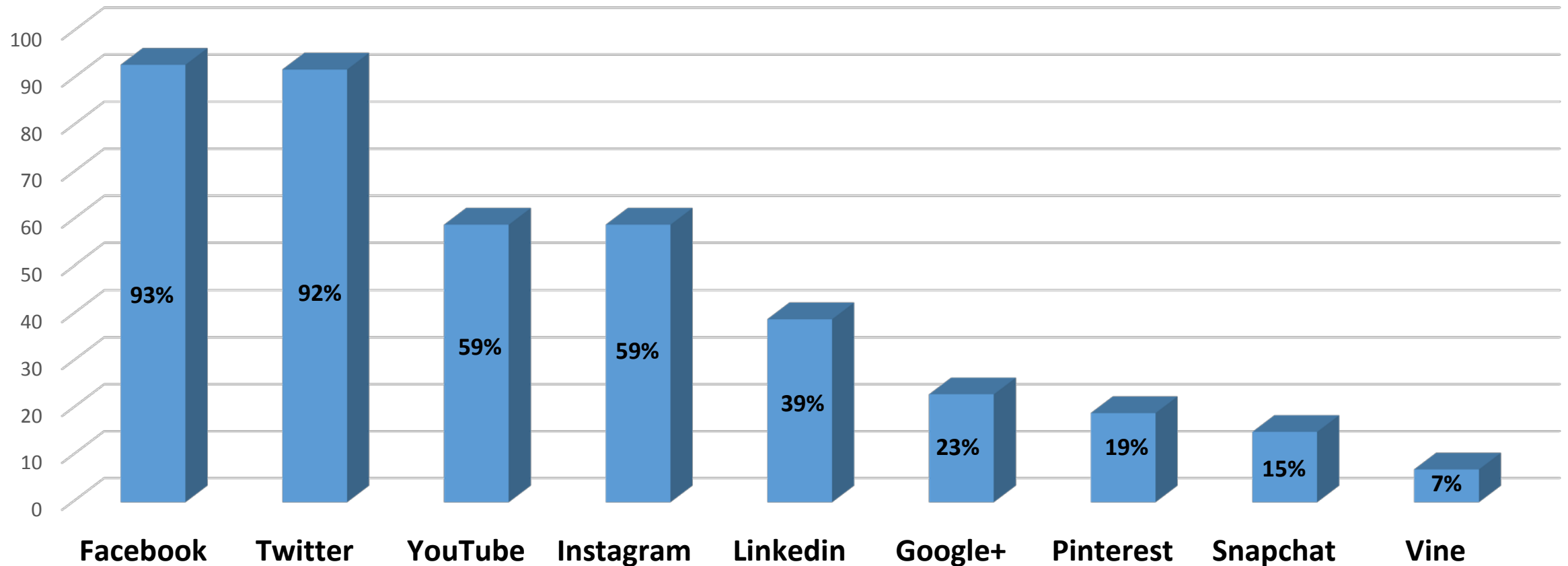
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Media Outlets Are Using Social Networking Sites to Find Content



Facebook and Twitter Top the List of Social Networking Sites Journalists Use to Find Content



Big Events



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WATCH AND LISTEN

DEDICATION OF THE WHITNEY MUSEUM OF AMERICAN ART

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On April 30, 2015, the Whitney Museum inaugurated the opening of its new home with a dedication ceremony and ribbon-cutting featuring First Lady Michelle Obama, Mayor Bill de Blasio, architect Renzo Piano, and Whitney leaders, as well as a performance by the Wooster Group.

[New Building, About the Whitney](#)

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Rick Holland

Senior Analyst, Forrester Research



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Are You Using Earned to Drive Social?

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initiatives, can tap for talent as well as customers in the future.

Emerson worked with ad agency DDB Chicago to develop the campaign. Airing the ad on YouTube but also during "The Big Bang Theory," which has a similar, younger, science-geek audience and subject matter, was a natural context.

I sat down with Emerson CMO Kathy Button Bell and Green to learn more about the campaign, their mutual goals, and their novel pairing.

Forbes CMO Interview: Emerson's Kathy Button Bell, Joined By Star Vlogger Hank Green

SAPVoice: Can You Rise to Incompetence?

Reuven Gorsht

SAP

Q and A With Hank Green, Inventor of 2D Glasses

Alex Knapp


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HANK GREEN

Scientist, YouTube Personality

0:57 / 4:03

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0:12 / 2:04

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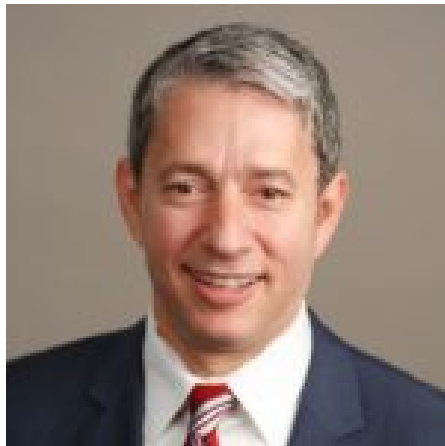


Key Takeaways

1. The power of video
2. Turn your leaders into media stars and influencers
3. Connect content to distribution
4. Use social to drive earned media
5. Use earned to drive social



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