



EMERGING TREND in public relations: Smile for the camera.

If a picture is worth a thousand words, just think about what a video is worth. Once reserved for television news stations only, video is now being used heavily by all the media including print and radio.

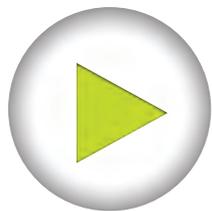
Why, you ask? Video provides far more powerful imagery than reading a news story or listening to radio news. Plus, the ease of access to the Internet through smartphones and other handheld technology has created an audience that wants to view the news, not just read or listen to it.

That's especially true when it comes to today's younger generations who grew up with television and electronic games as a significant part of their daily lives.

To capture the audience's attention and the media, be sure to include a highly visual element when hosting news conferences, media tours or other media-attended events. Doing so will increase your chances of the media featuring your story.



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Show Them. don't tell them.

We live in a visual world, where photos and videos are in ... and text is just plain boring. This undeniable trend is seen in Pinterest, Vine, YouTube and many more social media channels. The movement from text to imagery can mean many changes for your business, from how you reach your customers and employees to how they reach you.

And while the uses are virtually unlimited, all successful business videos embody one thing: human qualities. These include:

- 1. TRUSTWORTHINESS AND WARMTH**
- 2. EXPERTISE AND INTELLIGENCE**
- 3. COMFORT AND COMPATIBILITY**

Successful business videos create a connection between the audience and the message. It's not enough to merely demonstrate, explain or show a product. It's not enough to showcase your company. The video must illustrate why the message is important to them. The best business videos include engaging and relevant stories in a simple, fun and visual way.

Here's one little statistic to consider: The average attention span when reading is 2.6 seconds. The average for video is 13 seconds. Simply put, people will watch something with greater interest and duration than reading. Those additional 10 seconds can mean all the difference between moving to that next stop or not.



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