

Video Pitching Coming into Better Play

By PR News Editors

As visual storytelling quickly makes gains online, a growing number of brands are using video to pitch the media. As newsrooms are squeezed to produce additional content with fewer reporters and editors, pitching the media using video can help fill the void since the video pitch also can be repurposed as content. But what's the best way to do it?

In many ways, pitching the media with video is similar to pitching with text. Make sure the pitch is thoughtful, appropriate to

the media outlet and not a waste of reporters' time. Make doubly sure the video is not a commercial in disguise. Reporters are even more sensitive to promotional content in video, compared with other media pitches, said Heather Whaling, CEO of **Geben Communication**. In addition, "Think of the media as a distribution partner" for the video, she added. "With media companies having so many different digital channels, you might expand the reach of the video beyond the pitch" per se. Portions of the video pitch you send to a media outlet might be used on that

Reeling in the Media

Brands and organizations increasingly are using video to pitch the media and extend their reach. Here are a few examples.

- When **Toyota Motor Corp.** rolled out the latest version of its Tacoma pickup earlier this year, the carmaker called a press conference to spread the word. The presser featured a live video stream for reporters, media reps and partners who couldn't attend the event. Toyota went further, repackaging it into a video that was posted on the company's newsroom site and pitched to media covering the automotive industry. "In a world where budgets and resources are limited—and you want a mechanism to tell your story—video is king," said Steve Curtis, VP of corporate communications.
- Cable operator **Bright House Networks** used video to tout its Bright Ideas STEM From Today's Youth competition, where Orlando, Fla., high school students competed on local TV to present a bright idea that could help change the world. "Video of the competition was helpful to gain local market media coverage. It helped tell the stories of the local winners as they went on to compete for the grand prize," said Kimberly Maki, corporate VP, communications and PR at Bright House Networks.
- **Goodwill Industries International** used video to boost the number of media interviews with spokesperson Evette Rios, who has appeared as a correspondent on television shows such as **Rachael Ray**. "My team was able to secure a piece called 'Thrifty Celebrities' on **Parade.com** as a result of sending one of our reporter contacts links to Evette's video clips," said Beth Perell, VP, communications and information management. "These clips generated further interest in covering her and writing the piece."