

How does video support Public Relations marketing?

By Julie K. Munden Coordinator of Video and Multimedia



Technology

- New HD video cameras ipad/phone/DSLR/GoPro
- 32 gig memory cards the size of a fingernail that can tape a 2.5 hour play.
- Tricaster production machines purchased by Foundation to tape live events in FA-both standard and high definition.



Student recruitment

 PR videos showcase our students involvement in Visual and Performing Arts, Workforce Training and Community Education, Foundation, Academic programs, Student life, Military services, Athletic events, Commencement, Community service, Career fairs, Campus services and Special Events.



Public Relations Dept. took over Marketing in 2011

- Video Marketing plan developed
- Video projects streamlined with pre/post-production, storyboards, scripting, music, lighting, scheduling, talent, props, locations, etc.
- Social media sharing
- Nearly 2,000 likes on Facebook
- Over 500 videos on





https://www.facebook.com/Barton CommunityCollege



https://twitter.com/BartonCC



https://www.youtube.com/user/BaCOUGARnK S/featured?view_as=public



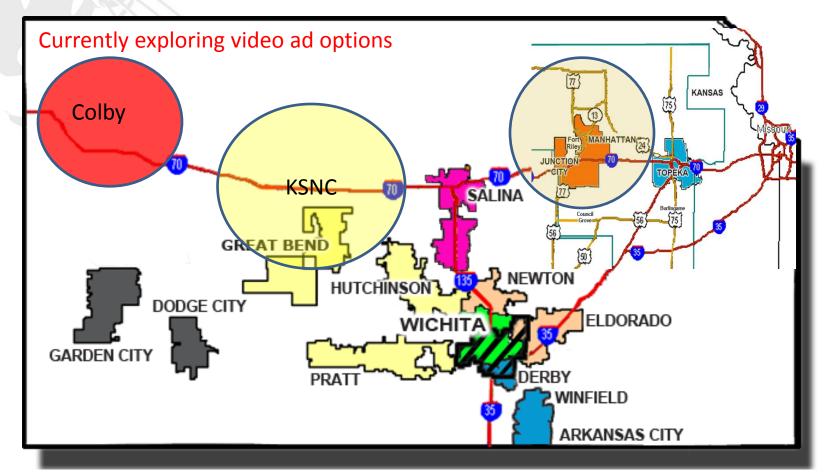
Top 10 YouTube videos from past 90 days

https://www.youtube.com/analytics? o=U#r=summary,dt=nq,fs=15867,fe= 15956,fr=lw-001,rps=7;

United States Canada Top Geographies India United Kingdom Australia



See Barton on TV and @ the movies



Map courtesy of Cox Communications, KSN and Screenvision



Video – more to come

- Beef Cattle Production
- Corrections
- Upgrades in the Fine Arts Bldg.
- 50+ additional videos of calendar events
- Student video contest- Why Barton?
- Student driven interviews and stories
- Barton, Ft. Riley, & Ft. Leavenworth scenery
- Questions?