

LAKE TAHOE MEDIA CENTER

Announcing a revolutionary production and distribution solution for PR agencies, event producers, news teams and broadcasters...

***Stop waiting for others to come cover your story!
Extend your PR reach exponentially!
Get incremental coverage you've only dreamed of!
Push your content to those who want it!***

Now you can provide television broadcasters with timely, professionally produced broadcast-quality video of your event or news story.

The Lake Tahoe Media Center is an exciting new video production and distribution service combining and utilizing advanced video and internet broadband technology to extend your PR reach and potential coverage, and provide valuable video content to virtually any broadcast outlet, worldwide.

The Lake Tahoe Media Center is a solution for both sides:

Broadcasters:

- No need to schedule and send an ENG team.
- No production expenses.
- New content you would otherwise not have.
- Immediate and reliable availability.
- Simple downloading of broadcast-quality b-roll style footage, in digital format, directly to your edit bays and production offices.

PR Agencies & Event Producers:

- Complement your releases with video content.
- Don't wait & hope for them to cover your story, bring your story to them.
- Provide broadcasters with something they can really use - video footage.
- A cost-effective, viable alternative to buying expensive satellite time.

How it works:

1. An event or occurrence potentially worthy of coverage is identified, either by a PR firm, an event producer, or a broadcast producer. This could be a 'news' event such as a snowstorm, or a 'feature/human interest' type of event such as a festival, recreation story (ski report, etc.), concert, or other activity that has a story attached for broadcasters to cover and air.
2. The LTMC is contracted for its production and distribution services, either as an ongoing contract or for specific, one-time events.
3. LTMC, working with the client, shoots video footage of the event, edits and produces a 1-2 minute segment of raw, b-roll footage, compresses it to broadcast MPEG-2 format, and uploads it to the LTMC website for download by broadcasters. Time-frame, depending on shoot and event timing, is less than 4 hours for footage to be available for download.
4. The client, or LTMC, creates a new release/story summary and emails it to potential broadcasters, alerting them to the availability of the footage for their use.
5. Broadcasters visit the website, log in, and download the footage and story summary/release directly to their digital production stations and prepare the footage for broadcast at their discretion.

Additional services include dubs and tape-based copies of the footage for other use, compression of the footage for website use, delivery of footage in tape format to other broadcast outlets via FedEx, archiving, and more.

For more information about how to utilize this exciting new service, add value to your clients or event, and make your broadcast contacts smile, please contact the Lake Tahoe Media Center at **(530) 583-4206** or visit **www.tahoemediacenter.com**